

# 2022-2023 Media Kit



**WUCF**

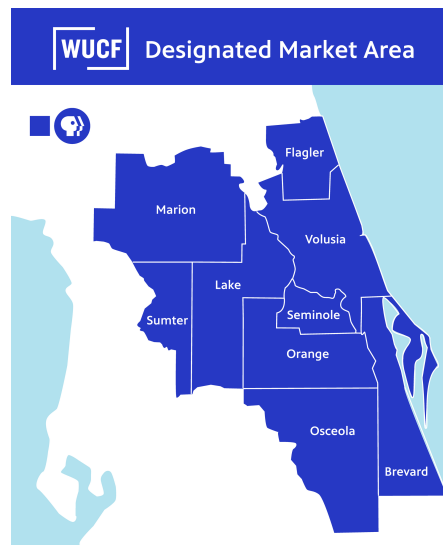


## WUCF TV

### **We are Central Florida's Storyteller.**

We engage curiosity and learning through compelling content and community engagement.

Now celebrating its 10th Anniversary, WUCF TV serves 4 million households across 9 counties in Central Florida area through 4 broadcast channels.

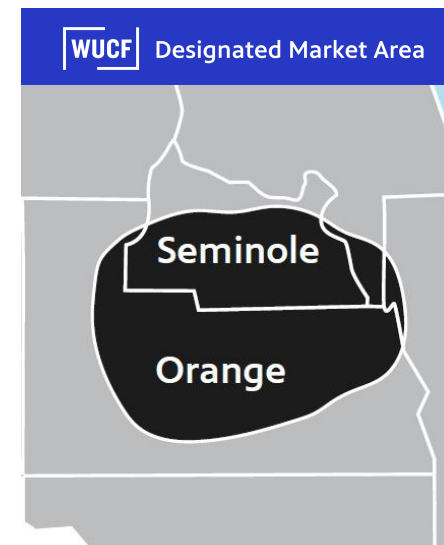


## WUCF FM

### **We are Orlando's Jazz soundtrack.**

We provide listeners across Central Florida jazz and more on air and online.

Established in 1979, WUCF broadcasts a 24-hour schedule of jazz music, other non-commercial programming and offers a second station featuring Latin jazz, both of which can be streamed worldwide.







## **YOUR UNIQUE OPPORTUNITY WITH WUCF**

When you invest business marketing or charitable dollars in WUCF, you build a connection that no other media organization can provide. That connection creates a powerful and lasting bond with our viewers and listeners – the most educated, affluent, influential, cultural and community-minded audience in Central Florida. Our highly-engaged audience rewards businesses and organizations that support our highly-regarded programming.

At WUCF, we believe it is vital to connect with businesses and associations through our mission and commitment to the community. This is the difference we make together!

# THE WUCF COMMUNITY



## **IS EDUCATED**

They value education, making higher education and lifelong learning a priority for themselves, their families, friends and neighbors.



## **IS AFFLUENT**

They have discretionary income and immense purchasing power.



## **IS INFLUENTIAL**

They drive trends through word-of-mouth and exert influence throughout their corporate and social networks.



## **IS CULTURAL**

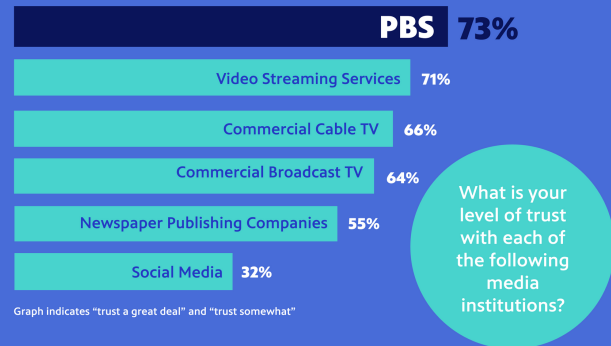
They are passionate about the arts and enjoy music, theatre and museums.



# REACH OUR AUDIENCE THROUGH WUCF TV

PBS is the most trusted, nationally known institution, so our sponsor messages have a unique impact, creating credibility for our sponsors. By accessing WUCF's audience with your message you will heighten awareness of your brand and drive support with engaged citizens, business leaders and legislators. Reaching more than 2.5 million adults annually, WUCF is committed to maintaining the integrity of its brand and aligning with like-minded partners.

## For the 19<sup>th</sup> Year in a Row **PBS IS #1 IN PUBLIC TRUST**



Source: This survey was developed by PBS and conducted online within the United States by Marketing & Research Resources, Inc. (M&RR) fielded 27 questions during the window of January 7-19, 2022. The survey was conducted among a sample of 1,108 adults ages 18+, 535 men, 572 women, and 1 respondent preferred to self-identify. The results are weighted to be nationally representative of the U.S. adult population.



## YOUR MESSAGE ON WUCF TV

### Spot sample:

Support for your local PBS station is provided by Company A who provide education and childcare services to families in need and enhances the quality of life across generations to all members of the Central Florida community. Learn more at [companya.com](http://companya.com)

**ENGAGE ON-AIR, ONLINE, PBS APP  
AND NOW LIVE STREAMING ON  
WUCF.ORG!**



24.1



create

24.2



24.3



24.4

WUCF is a non-commercial broadcaster and adheres to the Federal Communications Commission (FCC) standards that regulates how WUCF recognizes its program sponsors.

# ON-AIR TV GENRE PACKAGES

## Drama

Run of Schedule: \$280 per spot // Program Specific: \$380 per spot

Our Drama programs are based on adaptations of novels and biographies as well as original works. Your message will be featured around PBS favorites that draw viewers night after night such as:



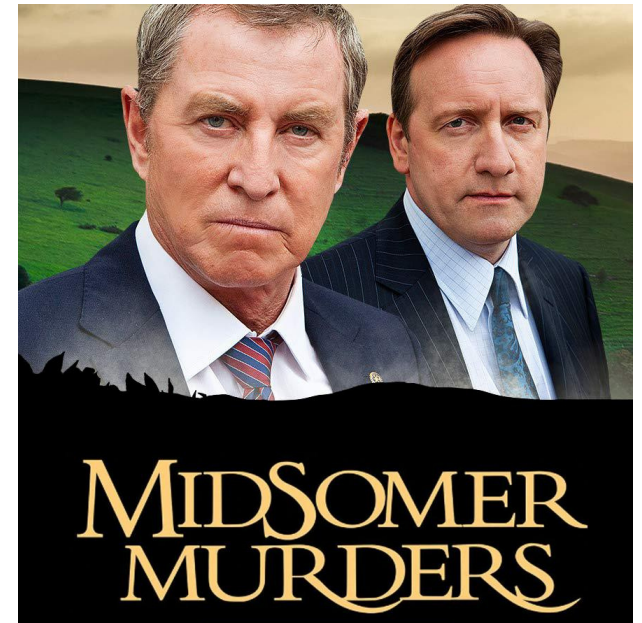
### Call the Midwife

A nursing convents' cast of characters give intimate insight into the colorful and deeply moving world of midwifery and family life in 1950s East London.



### MASTERPIECE

America's longest-running primetime drama series presents acclaimed British productions of timeless novel adaptations, as well as original scripted stories. Popular series include "Sanditon", "Endeavour", and "Grantchester".



### Midsomer Murders

British detective series combines drama with comedy in a rural countryside, boasting a lush visual style, quirky characters, and ubiquitous red herrings.



# ON-AIR TV GENRE PACKAGES

## History & Biography

**Run of Schedule: \$260 per spot // Program Specific: \$360 per spot**

Your message of support will be seen and heard by viewers and listeners who believe in the importance of education and enjoy an upclose and personal look at the most powerful and influential people ever to live.

Programs include:



- **Finding Your Roots**
  - Renowned Harvard professor explores the mysteries, surprises and revelations hidden in the family trees of popular figures.
- **American Experience**
  - TV's most-watched history series, brings to life the compelling stories from our past that inform our understanding of the world today.
- **American Masters**
  - Discover insightful profiles of important figures in America's artistic and cultural life.
- **Ken Burns Documentaries**
  - Ken Burns and his colleagues have produced some of the most critically acclaimed and most watched documentaries on public television.

## News & Information

**Run of Schedule: \$240 per spot // Program Specific: \$340 per spot**

Whether it's television or radio, our audience are news conscious.

Placing your message around our trusted unfiltered news with shows like BBC WORLD NEWS AMERICA, PBS NEWSHOUR, or WUCF NewsNight shows that you provide trusted service.



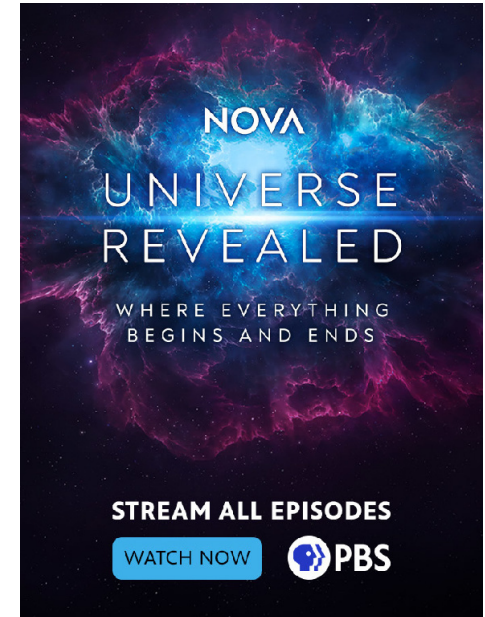
# ON-AIR TV GENRE PACKAGES

## Science & Nature

**Run of Schedule: \$220 per spot // Program Specific: \$320 per spot**

Feature your message around science and nature based shows and tap into a core group of viewers and listeners who are committed lifelong learners. Programs include:

- **NOVA**
  - Stories from the frontlines of science and engineering, answering the big questions of today and tomorrow.
- **NATURE**
  - Bringing the beauty and wonder of the natural world into your home, becoming in the process the benchmark for natural history programs.



## Travel & Adventure

**Run of Schedule: \$200 per spot // Program Specific: \$300 per spot**

The entertaining travel programs on WUCF gives audiences the chance to explore other cultures and experience the world from the comfort of their home. You can delight our audience and give them a sense of adventure all year long. Programs include:

- **WUCF's Florida Road Trip**
  - Travel across Florida to discover the people, history and stories that have built our community.
- **Antiques Roadshow**
  - Watch as specialists from the country's leading auction houses and independent dealers offer free appraisals of antiques and collectibles, revealing fascinating truths about family treasures and flea market finds.





# ON-AIR TV GENRE PACKAGES



## Arts & Culture

**Run of Schedule: \$180 per spot // Program Specific: \$280 per spot**

Our audience is passionate about the arts, they enjoy music, theatre and museums. You can feature your message around some of their favorite programs that they tune in weekly to watch and listen to programs such as GREAT PERFORMANCES, NOW HEAR THIS, LIVE FROM STUDIO A, MELROSE IN THE MIX and more!

## D.I.Y. & Cooking

**Run of Schedule: \$160 per spot // Program Specific: \$260 per spot**

From D.I.Y. projects and around the house how-to's, to the top rated cooking shows on public television, your message of support will be around programs such as AMERICA'S TEST KITCHEN, ASK THIS OLD HOUSE, and PATI'S MEXICAN TABLE.

AMERICA'S  
TEST KITCHEN



## Create - Channel 24.2

**Run of Schedule: \$160 per spot // Program Specific: \$260 per spot**

With your message of support around programs like THIS OLD HOUSE, MILK STREET, CRAFT IN AMERICA and BEST OF SEWING with NANCY, you can build trust while speaking to an audience who appreciates innovation and creativity, and will look to invest in local businesses.

# ON-AIR TV DAY PARTS

## WUCF KIDS Daytime

Run of Schedule: \$80 per spot

Time Specific: \$100 per spot

Airing favorites like DANIEL TIGER'S NEIGHBORHOOD and WILD KRATTS and ALMA'S WAY each week, Monday – Friday from 6 AM to 3 PM, is a wonderful opportunity to connect with parents, educators, and caregivers.



DANIEL TIGER'S NEIGHBORHOOD



ANTIQUES ROADSHOW

## WUCF Primetime

Monday - Sunday from 8 PM - 11 PM

Run of Schedule: \$240 per spot

Time Specific: \$340 per spot

Your message of support will be placed next to some of our most popular primetime programs weekly, Monday – Sunday from 8 PM to 11 PM. These are peak viewing hours you won't want to miss!



# REACH OUR AUDIENCE THROUGH WUCF FM

WUCF FM 89.9 offers two full-time music broadcasts: 89.9 HD1 Jazz & More & 89.9 HD2 Latin Jazz.

89.9 FM's music format is unique to Central Florida, serving a diverse listening community. The newly launched 89.9 HD2 Latin Jazz broadcast serves as an outreach to the large and ever-growing Latin American listening population in Central Florida, and around the world via online streaming. WUCF regularly produces local programming for broadcast on air and via podcasts.



## YOUR MESSAGE ON WUCF FM

### Spot sample:

Support for this station comes from Company A who provide education and childcare services to families in need and enhances the quality of life across generations to all members of the Central Florida community. Learn more at [companya.com](http://companya.com)

**ENGAGE ON-AIR, ONLINE, AND NOW  
LIVE STREAMING ON WUCF.ORG!**



WUCF is a non-commercial broadcaster and adheres to the Federal Communications Commission (FCC) standards that regulates how WUCF recognizes its program sponsors.

# ON-AIR FM DAY PARTS

## Morning Listening - Run of Schedule (6 AM - 10 AM)

**HD1: \$60 per spot // HD2: \$40 per spot**

Take the opportunity to have your message broadcast while everyone is enjoying that delightful first cup of coffee.

## Mid-Day Listening - Run of Schedule (10 AM - 3 PM)

**HD1: \$60 per spot // HD2: \$40 per spot**

Whether it is lunch or just your midday with Kayonne Riley, we have jazz playing at all times. Reach our loyal audience who is always listening.

## Afternoon Listening - Run of Schedule (3 PM - 7 PM)

**HD1: \$60 per spot // HD2: \$40 per spot**

After a long day at work, our listeners trust that they can tune-in or simply ask their smart speaker to play WUCF FM 89.9 Jazz & More while they wind down and relax.

## Evening Listening - Run of Schedule (8 PM - 12 AM, Sunday-Friday only)

**HD1: \$40 per spot // HD2: \$20 per spot**

Your message will be broadcast during our popular Night Flight program on WUCF FM 89.9 Jazz & More.

## Program Specific Including NPR News

**HD1: \$80 per spot // HD2: Not Available**

Your opportunity to be around the shows that align with your business' mission and speak directly to your audience. We offer NPR News which is your chance to speak to our most business oriented and news conscious audience.





**Digital  
Opportunities**

# DIGITAL OPPORTUNITIES

## WUCF.ORG

Investments start at \$200 per week depending on website placement and size.

Get noticed with a website tile on the WUCF.org homepage or a banner on our popular schedule page! Our homepage and schedule page are the two highest visited pages on our website, which means your business is guaranteed to be seen. A minimum buy of 4 consecutive weeks is required.

## WUCF E-News

**\$300 per E-Newsletter**

Reach more than 32,000 subscribers with a 40% average open rate who appreciate the most up-to-date information from WUCF programs and events. Opportunities to be featured with your message of support around programs and services you care about most.





# DIGITAL OPPORTUNITES



## Streaming

**Inclusion starts at a \$10,000 commitment.**

Your message of support can be connected to streaming opportunities through the PBS KIDS App or watching at [wucf.org](http://wucf.org).

## Social Media

**Starts at \$100 per post per platform**

Have access to an audience that is socially connected to WUCF through Facebook, Instagram or Twitter.

## Giveaways

**Starts at \$600**

Host a sponsored ticket giveaway on WUCF's website! Includes on air promotion, E-Newsletter, and website & social media posts.



# DIGITAL OPPORTUNITIES

## WUCF Podcasts

**\$120 per episode**

Be recognized on our podcasts that are streamed by jazz lovers nationally.







**In the  
Community**



# INTRODUCING SPONSOR CIRCLE

## YOUR SIX MONTH, ALL INCLUSIVE UNDERWRITING PACKAGE

By joining the WUCF Sponsor Circle as a Founding Member, you'll be supporting Public Media, one of our nation's most valued nonprofit organizations and contributing to the intellectual and cultural health of your local community through WUCF - all while elevating your business' visibility throughout the Central Florida community and attracting a highly coveted audience through our exclusive Sponsor Circle underwriting package.



WUCF TV offers four channels: PBS, Create, PBS Kids, and NHK World Japan.



WUCF FM 89.9 offers two full-time music broadcasts: 89.9 HD1 Jazz & More & 89.9 HD2 Latin Jazz.



WUCF Digital platforms include E-Newsletters, Website, and Social Media.

## THREE REASONS TO JOIN SPONSOR CIRCLE

01

### GET THE FREQUENCY YOU NEED

You'll receive three (3) FM radio spots and two (2) TV spots per week for 6 months.

02

### FOR HALF THE PRICE

Get over \$20,000 worth of air time and digital presence for only \$10,000.

03

### ON ALL WUCF PLATFORMS!

Packages include TV, FM and Digital spots.

**TOTAL PACKAGE INVESTMENT: \$10,000 // TOTAL PACKAGE VALUE: \$21,180**

# OPPORTUNITIES IN THE COMMUNITY

## Kindness Month and Be My Neighbor Day Activities

Investments start at \$5,000:

- Be My Neighbor Day Events: \$5,000 investment
- Kindness Kits: \$20,000 investment (Exclusive - One Spot Available)
  - Supplies for Kindness Kits: \$10,000 investment
- Kindness Month Sponsor: \$40,000 investment (Exclusive - One Spot Available)

Be My Neighbor Day has a special place in the hearts and minds of Central Floridians. Be My Neighbor Day has become a signature experience, not just for our station but for the community as a whole.

At the heart of this event is the idea that together we can create a caring, committed, educated and strong community. Daniel Tiger's Neighborhood and Be My Neighbor Day help build social-emotional skills, so our children grow into kind, empathic adults. Carrying on the legacy of Fred Rogers, Be My Neighbor Day makes our community a better place to live.



# OPPORTUNITIES IN THE COMMUNITY

## Meet The Helpers

### Investments start at \$10,000

Carrying on the legacy of Fred Rogers who said, "When I was a boy and I saw scary things in the news, my mother would say to me, 'Look for the helpers. You will always find people who are helping.'"

After the Pulse nightclub shooting in Orlando on June 12, 2016, we found there was a need for age-appropriate content about emergencies and how to identify the helpers. **Meet The Helpers** is a multi-platform year round initiative designed to teach children about important community helpers so they are better prepared in emergency situations.

Your support can help children learn about important community helpers in a calm and fun environment, so when an emergency strikes, children will understand who to look for and how to help.

### **Sponsorship Opportunities can include:**

- 100+ Logo acknowledgements a month placed within the Meet The Helpers interstitial outro in the Central Florida region.
- :15 second run-of-schedule TV spots per week surrounding Kids Programming on WUCF TV and PBS Kids.
- Inclusion in all WUCF social media posts on Meet The Helpers.



**Reach out for  
additional  
information!**



# OPPORTUNITIES IN THE COMMUNITY

Your business can directly invest in our educators and our students by supporting WUCF education services.

## **PBS LearningMedia**

**Inclusion requires a minimum \$5,000 education focused investment.**

Each year WUCF provides over 1,000 hours of free teacher professional development on PBS resources including LearningMedia, an online educator portal.



## **PBS KIDS Time**

**Investments start at \$2,500**

WUCF hosts monthly virtual or in-person events, presented in collaboration with local library branches. PBS KIDS Time is an opportunity for parents and children to learn and explore together using PBS resources.





**Learn More at**  
**[WUCF.org/CorporateSupport](https://wucf.org/CorporateSupport)**

**Media rates valid from July 1, 2022 - June 30, 2023. Subject to change based on availability.**

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