



Community Impact Report 2022



CENTRAL FLORIDA'S STORYTELLERS

We are Central Florida's Storyteller. We encourage curiosity and learning through compelling content and community engagement.

ORLANDO'S JAZZ SOUNDTRACK

WUCF FM provides Orlando's Jazz soundtrack to listeners across Central Florida over the air and online.

WUCF is Everywhere

WUCF is YOUR Public Media Station



On Air



Online



In the Classroom



In the Community

1.5 Million

Average monthly reach on
WUCF TV, WUCF FM & WUCF.org





Jennifer Cook

WUCF Interim
Executive Director

From the Interim Executive Director

On air, online, in the classroom, community, and your living room — WUCF's impact is everywhere.

As we reflect on the past year, we are thankful for our dedicated WUCF staff, who showed continued resilience and helped ignite a year of exciting growth and opportunity for the station. They remained focused on producing excellent programming and educational resources that reflect the stories of our Central Florida community.

Through this Community Impact Report, we want you to see how your support is being put directly into the Central Florida community we serve. It takes all of us to make a difference.

- The WUCF Production Team provided weekly updates and conversations around the affordable housing crisis, transportation concerns, climate resilience, and ongoing pandemic challenges for education and healthcare professionals.
- The WUCF Education Team expanded its standards-aligned Kindergarten Ready Summer Learning toolkits and interactive sessions to include co-learning activities and resources for all curriculum areas. Sessions were recorded in both English and Spanish, allowing the caregiver to focus on engaging with their child and becoming a partner in learning.
- WUCF viewer favorite Central Florida Roadtrip also expanded this year. Working in collaboration with public media stations statewide, Florida Road Trip now explores the stories, history, and people across Florida.
- WUCF 89.9 FM Jazz & More launched In the Key of Latin Jazz, a new monthly podcast featuring guests who are the heartbeat of Latin Jazz. This season we featured well-known and up-and-coming artists, including Arturo Sandoval, Roberto Menescal, Xiomara Torres, and Juan Carlos Quintero.

We are also incredibly proud of the unprecedented accolades our producers received at a regional and national level last year. WUCF won its first TWO national Edward R. Murrow Awards, thanks to its partners within the University of Central Florida and around the state.

As WUCF TV celebrates ten years of serving the Central Florida community, we remain thankful for the continued support of the University of Central Florida, elected local, state, and national leaders, the 26,000 (and growing) WUCF members who made generous contributions, and you. Your continued generosity allows our programs and services to thrive on all platforms, reinforcing our critical work.

With your help, we look optimistically to the future.

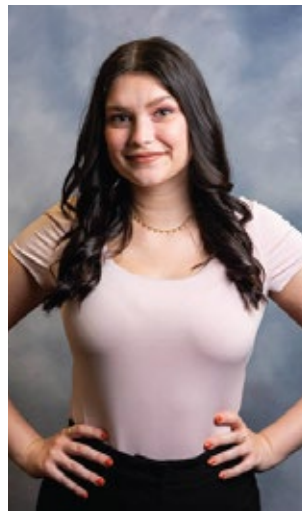


Did you know you can take WUCF and PBS with you everywhere you go? Download the PBS app on your phones, your smart TVs and more. You will have around-the-clock access to the best of what WUCF and PBS has to offer.

Get started today by scanning the QR code.



Mission-Driven



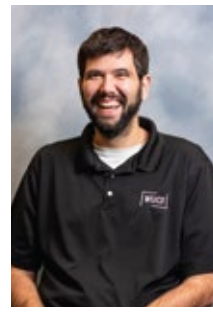
FUN!



WUCF TEAM



Dedicated



Creative



Talented



WUCF strives to cultivate a diverse group of individuals representative of Central Florida.

WUCF On Air



Since 1979, WUCF FM has served as Orlando's Jazz Sountrack



WUCF FM airs nearly 17,500 hours of jazz per year on two radio stations



WUCF FM is one of the highest rated jazz stations in the United States

“
WUCF FM is the soundtrack to my life. I listen every morning & can't live without it!
-Bud from Orlando”





WUCF On Air

WUCF reaches more than 4 million people annually across a nine-county area on four tv channels:



“
Florida Road Trip is a family favorite. We have learned so much about Florida & have been inspired to explore more.
 -Maria from Clermont”

“
WUCF TV is on in our house all day and all night. We can't imagine life without it.
 -Iris from Titusville”

“
Thank you WUCF for PBS NewsHour and NewsNight. We rely on you for consistent news impacting our lives.
 -Mark from Port Orange”



WUCF Online

Every year, millions engage with WUCF through its broadcast channels, podcasts, social media, website, mobile apps and streaming content.

2.3M

users streamed
WUCF.org
last year

1M

average weekly
broadcast views



Top Streaming Programs:

- *Call the Midwife*
- *PBS NewsHour*
- *Unforgotten*
- *Grantchester*
- *Florida Road Trip*

2,765

hours of local TV
programming
aired



WUCF provides some of the best programming I've seen. Grateful to be a supporter.

-Mike from Sanford



PBS Kids Streaming

Over
200,000
PBS LearningMedia
users

Over
80M
local streams
of PBS KIDS
content



“

I love that I can take PBS Kids with me wherever my family travels - and interact with the station!

-Barb from Kissimmee

”

Early Learning

WUCF presents innovative programs that meet the direct needs of children in our region.



More than 575 participants

These monthly interactive events feature PBS KIDS resources and activities that engage caregivers and their children as well as local preschools.



4 virtual workshops, 7,000 Kindness Kits

Celebrating kindness is a core focus of our largest educational engagement event, Be My Neighbor Day. Kits were distributed through local libraries and filled with activities and supplies that encouraged families to celebrate what it means to be a kind and caring neighbor.

**ON MY WAY
TO K
WITH
PBS KIDS**

A Kindergarten Readiness Toolkit
For Caregivers

6 virtual sessions in English and Spanish

In the summer of 2022, thanks to support from Orlando Magic Youth Foundation, the WUCF Education Team offered these interactive sessions and also created Family Co-Learning Toolkits containing a Caregiver guidebook, hands-on learning tools and supplies that support Kindergarten readiness.





PBS LearningMedia

As part of our commitment to the community, PBS LearningMedia and WUCF provide free access to standards-aligned educational tools for PreK-12 classrooms. Central Floridians accessed nearly 300,000 resources in FY2022.

Caregiver Workshops

on topics like media literacy, managing screen time, family engagement and STEM.

Professional Development

virtual training and support for educators.

One-on-one Consultations

with educators, media specialists, homeschool groups and more.

WUCF contributes more classroom resources to PBS LearningMedia than any other PBS station in Florida.



Meet the Helpers introduces children to community helpers and emergency preparedness. Throughout 2022, videos and resources created by WUCF were used in local communities to respond to Hurricane Ian, Uvalde Shooting, Ukraine Invasion and much more.

With over a million lifetime views online, Meet The Helpers continues to reach children across the nation.





In the Community

WUCF hosted a wide range of virtual and in-person community events during the 2021-2022 fiscal year.

Nearly
9,000
attendees



Co-presented in cooperation with partners like the Global Peace Film Festival and UCF India Studies, WUCF engaged local residents, leaders and organizations with Independent Lens film screenings to promote discussions about what matters most, from newsworthy topics to family and relationships.

Downton Abbey on the big screen!

The Crawley family was back and bigger than ever! WUCF presented an advance screening of the highly anticipated film, *DOWNTON ABBEY: A NEW ERA*. Attendees enjoyed a sneak peek as well as red carpet photo opportunities and door prizes.



Well Beings: Mental Health First Aid Training

As part of the national Well Beings initiative, WUCF partnered with the Boys & Girls Clubs of Central Florida to offer mental health first-aid training to their staff. The initiative's goal is to demystify and normalize mental health matters, address stigma, and encourage compassion.





LIVE from Studio A on the Road with The Flying Horse Big Band for UCF Celebrates the Arts



College Park Jazz Fest



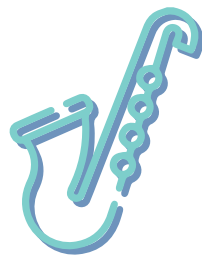
Casselberry Sunset Jazz & Art Festival



Apopka International Jazz Festival



D.T.O. Jazz Fest



Jazz on the Road

Enjoying America's unique musical art form live in person.



And the award goes to...

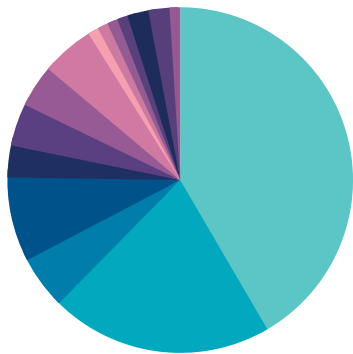
Throughout 2022, WUCF was honored for work that ranged from in-depth perspectives on community issues to educational initiatives and historical retrospectives.

In addition to recognition from leading industry organizations like the National Educational Telecommunications Association and the Florida Association of Broadcast Journalists, WUCF was nominated for a Suncoast Regional Emmy Award and presented with two prestigious Edward R. Murrow Awards.



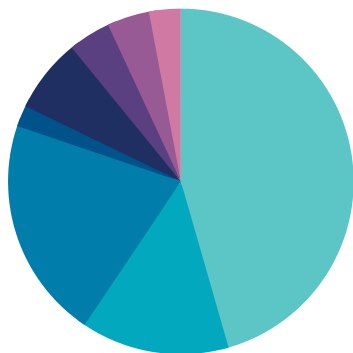
Sustaining the Future

FY22 Operating Expenses: \$7,440,715



- Personnel: 44%
- Syndicated Content/Program Dues: 23%
- Professional Services: 10%
- Miscellaneous: 7%
- Transmission Services: 7%
- Supplies: 6%
- Utilities: 3%

FY22 Operating Revenues: \$7,637,143



- Membership: 47%
- University of Central FL: 22%
- Corp. for Public Broadcasting: 14%
- Misc. Support: 8%
- FL Dept. of Education: 4%
- Rental Income: 3%
- Other Gov't. Grants: 2%



26,031
Members

56%
of WUCF donors
make monthly
sustaining
gifts

307
Producer's Club
Members
annual gifts of
\$1200 or more

72%
overall member
revenue retention

WUCF Senior Leadership



Jennifer Cook
Interim Executive Director



Melissa Braillard
Director of Community Impact



Bill Dotson
Director of Operations



Rita Echeverria
Director of Finance



Kayonne Riley
Director of Radio



Alexander Cartwright
President



UNIVERSITY OF
CENTRAL FLORIDA



Mike Kilbride
VP Admin &
Operational
Innovation



Alex Martins
Board Chair



Harold Mills
Board Vice Chair



Tiffany Altizer



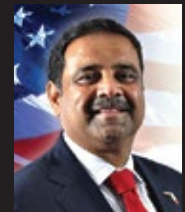
Bill Christy



Jeff Condello



Joseph Conte



Danny Gaekwad



Stephen King



Daniella Lopez



Caryl McAlpin



John Miklos



Michael Okaty



Beverly Seay

We hope you were inspired by this 2022 Community Impact Report and invite you to be part of our impact in 2023. Visit [WUCF.org/support](https://wucf.org/support) to learn more about how your support can make a difference at WUCF.



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