



2023 COMMUNITY IMPACT

WUCF

REPORT

LEADERSHIP

FROM THE EXECUTIVE DIRECTOR



As WUCF concludes its remarkable 10-year anniversary, I can't help but look back on the positive contributions our station has made across Central Florida and beyond. WUCF's decade of impact and influence can be felt far and wide; on-air, online, in the classroom, in the community, and in your living room – all thanks to the support of our community.

Within this Community Impact Report, we aim to demonstrate how WUCF remains dedicated to our mission of being Central Florida's Storyteller and how your unwavering support makes it all possible. Our commitment to excellence is reflected in the consistently high viewership numbers across all our platforms, underscoring the significance of the work we do together.

In April, we capped off our 10th Anniversary celebrations with a day full of star-studded PBS personalities, including Judy Woodruff, Sonia Manzano, and Susanne Simpson, at the beautiful Dr. Phillips Center for the Performing Arts. WUCF concluded the celebration with *Broadway's Brightest Lights*, a concert featuring Luke Frazier and The American Pops Orchestra, and award-winning Broadway stars including Megan Hilty and Nikki Renée Daniels. The program was recorded by PBS and WUCF staff, aired on stations nationwide, and is now available to stream through Passport.

This year, our education team reinforced our commitment to compelling community engagement through multi-generational learning. Throughout the year we hosted educational pop-up events, themed family nights and other co-learning experiences focused on school readiness. These events engaged children with their favorite PBS KIDS content while serving as a resource to caregivers by increasing their confidence in helping their child succeed academically and working to break down home-to-school barriers. We also expanded our content and resources for families and educators across all nine counties through our newsletter, Meet The Helpers initiative, social media, our website, and on PBS LearningMedia.

This past year also marks nine seasons of our beloved, locally-produced series, *Florida Road Trip*. The series continues to explore the captivating stories, remarkable people, and rich history not just within Central Florida but throughout the entire Sunshine State. I'm excited to share that *Florida Road Trip* was nominated for a 2023 Public Media Award in the social media category.

Most recently, our locally-produced journalism roundtable, *NewsNight*, was nominated for an Emmy in the Interview Discussion - Long Format category for the NewsNight Special Report: *Return to the Moon*.

As WUCF FM approaches its 45th anniversary in 2024, we're proud of our consistently strong listenership and we're seeing an ever-growing worldwide audience for our jazz stations' live radio streaming services. We continue to look for new ways to bring this truly original American art form to people across Central Florida and around the world not only through the airwaves but through education and engagement outreach.

None of our achievements would be possible without the dedication of our exceptional staff, the collaborative efforts of our UCF colleagues, the continued support of our members, and—most importantly, you—our cherished audience. Together, we make a lasting impact on our community, and we look forward to the next decade of growth, innovation, and service to Central Florida.

A handwritten signature in black ink that reads "Jennifer Cook". The signature is written in a cursive, flowing style. It is positioned in the bottom right corner of the page, overlapping a decorative red and blue curved line.

OUR TEAM

CELEBRATING TEN YEARS OF WUCF TV

CELEBRATING 10 YEARS: The day-long celebration included a family salute to Fred Rogers, panel conversations with Sonia Manzano, Judy Woodruff, and Susanne Simpson and *Broadway's Brightest Lights*, a star-filled musical performance recorded for a PBS special that aired nationally on August 13.



WE ARE WUCF



CENTRAL FLORIDA'S STORYTELLERS

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.

OUR REACH

WUCF IS EVERYWHERE



In the Classroom



Online



On Air



In the Community

BROADCASTING

WUCF ON AIR



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



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 reaches more than four million people annually across a nine-county area on five TV channels:



Watch

Now

LOCAL CONTENT

FLORIDA ROAD TRIP



Florida Road Trip explores the history, culture, and people that make Florida unique. On our tour around the Sunshine State, we uncover little-known stories and reveal new sides to places big and small.

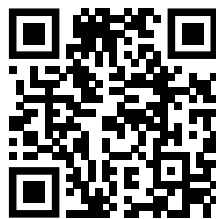
JOURNEY THROUGH
HISTORY

Florida Road Trip was born out of an idea to allow viewers to learn more about the cities and towns where they live or visit. The first show premiered on October 5, 2017, featuring Sanford, Florida. In 2022, the show, originally called *Central Florida Roadtrip*, expanded to cover the entire Sunshine State, and is also now airing on public television stations in nine Florida markets.

Watch episodes every Thursday at 8 p.m. or stream now at FloridaRoadTrip.org.

"It raises my awareness of the unique, but sometimes overlooked stories behind our communities in Central Florida. The "Road Trip" isn't the drive, it's the journey our communities have taken to get where they are today."

-Lonny B



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Stream

Now

LOCAL CONTENT

NEWSNIGHT



NewsNight is a weekly discussion program focusing on issues that impact the Central Florida community. Hosted by WUCF's Stephen Mort, the show aims to build public understanding of these topics by providing in-depth coverage and important context from a variety of perspectives.

The mission of **NewsNight** is to deliver trusted, fact-based coverage, both through our own reporting and by talking with journalists from a wide range of local news outlets, all while adhering to the highest ethical standards.

New episodes air Fridays at 8:30 p.m. and re-air on Sundays at 9 a.m. and 6 p.m. on WUCF TV. Watch episodes on-demand at WUCF.org/newsnight and listen Sundays at 6 a.m. on WUCF FM.



Stream



Now

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EDUCATION

EARLY LEARNING

WUCF's early learning initiatives support school readiness for Central Florida children by strengthening the home-to-school connection and providing co-learning opportunities for families. In FY23, nearly 2,000 preschool and elementary-aged children and their caregivers participated in educational experiences with WUCF.

MEET THE HELPERS



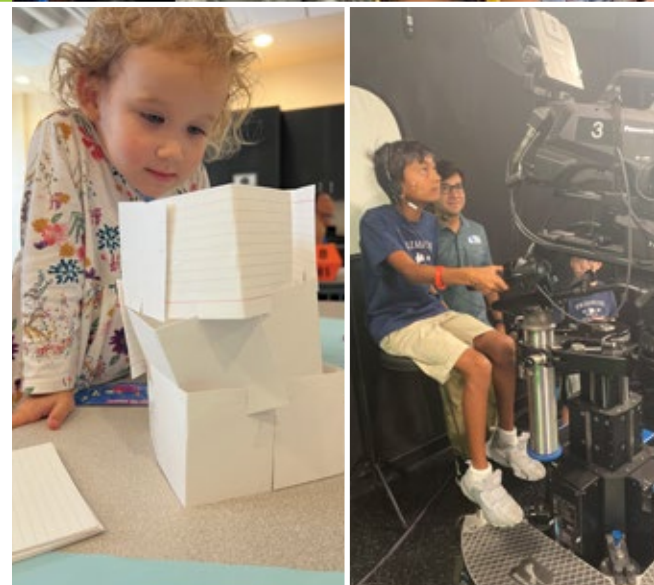
A public media initiative from WUCF designed to support the well-being of young children by introducing them to community helpers, fostering social-emotional growth, and career awareness. [MeetTheHelpers.org](https://www.meetthehelpers.org)

WUCF Family Nights with PBS KIDS

WUCF takes education on the road! The Education Team hosted FREE Family Nights at local schools all over Central Florida and each lesson is focused on literacy, STEM, and more. We've continued this effort into FY2024. For more information email: WUCFeducate@WUCF.org



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 FY2023. florida.pbslearningmedia.org





Kindness Month

Celebrating kindness is a core focus and one of our largest educational team efforts. Our team engages with families to celebrate being a good neighbor through safe, fun, and developmentally-appropriate community service events:

- Park Clean Up with Keep Orlando Beautiful
- Kids Pack Project with Kids House of Seminole
- 7,000 Kindness Kits distributed through local libraries



WUCF's Summer Learning Initiative

In the summer of 2023, thanks to support from the Orlando Magic Youth Foundation, the WUCF Education Team brought summer learning to families throughout Central Florida. Some examples include:

- Co-Learning Pop Up Events
- Family Guidebooks
- Early Literacy Interstitial Series
- Learning Tools Petting Zoo

The team distributed 2,000 guidebooks, 515 resource kits, and saw nearly 350 attendees at the co-learning pop up events.



ENGAGEMENT

IN THE COMMUNITY

Nearly
9,000
attendees

WUCF is at the heart of Central Florida's vibrant community, bringing people together through exciting events and engaging with residents who share our passion for public media.



Florida Road Trip Screening

WUCF held a free screening of *Florida Road Trip* Season 9 on May 25, 2023. Attendees were the first to watch episode 1 of the new season of *Florida Road Trip* before it aired on WUCF later in the summer. A talk-back immediately followed the screening, featuring the *Florida Road Trip* production team and Dr. J. Michael Butler, the Kenan Distinguished Professor of History and Humanities Department Chair at Flagler College. The event was held at Mead Botanical Garden and had nearly 100 attendees.

All Creatures Great and Small Screening

WUCF members were invited to a sneak peek of the third season of *All Creatures Great and Small*, to enjoy their favorite Yorkshire Dales residents based on the life and novels of James Herriot. The event hosted 110 people at the beautiful Mead Botanical Garden.



Community engagement lies at the core of WUCF's mission. We don't just broadcast; we inspire our community to explore the world and engage in meaningful conversations. We also collaborate closely with local businesses and organizations, strengthening our ties within the community.



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



College Park Jazz Fest



D.T.O. Jazz Fest



Apopka International Jazz Festival



Casselberry Sunset Jazz & Art Festival

WUCF events foster a strong sense of togetherness and a deep appreciation for learning, making Central Florida a better place for everyone. Whether you've been a long-time supporter or are just discovering WUCF, we welcome you to join our dynamic community of lifelong learners and cultural enthusiasts.

WUCF partnered with other Florida PBS stations WMFE and WLRN to present a screening of *When We Were Shuttle*, a production of WLRN Public Television for South Florida in collaboration with Central Florida Public Media Stations.

When We Were Shuttle explores what the Shuttle Program meant to the exceptional men and women who worked behind-the-scenes to make it fly.



UCF STUDENTS

UCF PRACTICUM PROGRAM

In collaboration with the UCF Nicholson School of Communications, WUCF hosts a practicum class offering students a behind-the-scenes look into non-commercial television and radio. This unique program immerses undergraduates in the collaborative dynamics between WUCF TV and WUCF FM Jazz & More. Guided by industry experts and WUCF professionals, students actively contribute to real-world projects in media production, programming, promotions, and community engagement.

Throughout the practicum, students gain hands-on experiences, observe operations, and engage in interactive lectures. This firsthand exposure provides invaluable insights into how each department collaborates seamlessly, emphasizing the integral role of teamwork in WUCF's day-to-day functioning.

By the semester's end, participants develop a comprehensive understanding of non-commercial television's diverse facets. This perspective highlights the collective efforts behind WUCF's success, emphasizing the importance of collaborative teamwork in driving our broadcasting excellence.

"The practicum class made me more aware of how interconnected the station is and how the different departments move and work together."

-Kirk Simpson, Traffic & Scheduling Manager

"It led to my first internship and eventually a full time position in my career field. It's a great stepping stone for anyone interested in a career in public media."

-Sydney Beckett, Digital Content Specialist

"The practicum class gave me an interesting look at the positions within the station and was an introduction to my future mentors within WUCF."

-Jesse Morgado, FM Program Manager



In Spring 2023, WUCF partnered with the Film Studies and History Departments at the University of Central Florida to create a *Florida Road Trip* Storyteller Experience for students, based on the station's original production *Florida Road Trip*. This course was led by Dr. Lisa Mills, Professor of Film & Assistant Director of Film & Mass Media Program, and Dr. Robert Cassanello, Associate Professor of History, and it allowed students to uncover Florida-specific topics and create original video productions that enhance our understanding of the state and its culture, people, and history.

WUCF AROUND UCF

The WUCF team are proud Knights and enjoy regularly attending UCF events on campus.

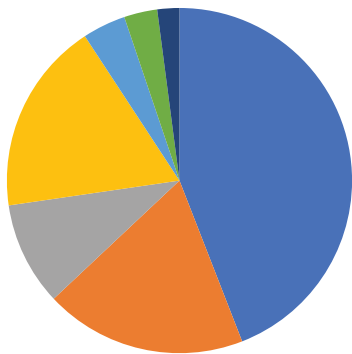


FINANCIAL

SUSTAINING THE FUTURE

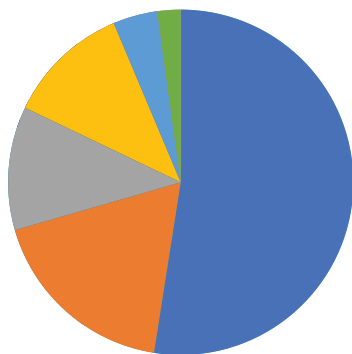


FY23 OPERATING EXPENSES \$7,475,245



- Your WUCF Staff, Producers, Hosts..... 44%
- Program Acquisition & Investment..... 19%
- Professional Services & Support..... 10%
- Other Programs & Activities..... 18%
- Transmission & Distribution..... 4%
- Equipment & Supplies..... 3%
- Utilities..... 2%

FY23 OPERATING REVENUES \$8,903,211



- Membership..... 52%
- University of Central Florida..... 18%
- Corp. for Public Broadcasting..... 12%
- Misc. Support..... 12%
- Florida Dept. of Education..... 4%
- Rental Income..... 2%

STREAMING

WUCF ONLINE

1.5M
users streamed
WUCF across all
platforms

1M
average weekly
broadcast views

13,465
minutes of local TV
programming aired



Over
196,000
PBS LearningMedia
Users

Over
59.6M
Local Streams of
PBS KIDS Content

Top 5 streaming programs:

- *PBS NewsHour*
- *All Creatures Great and Small*
- *Miss Scarlet & The Duke*
- *NOVA*
- *Sanditon*

OUR TEAM

WUCF AROUND CENTRAL FLORIDA



LEADERSHIP

WUCF SENIOR LEADERSHIP TEAM



Jennifer Cook
Executive Director



Melissa Braillard
Director of Community Impact



Bill Dotson
Director of Operations



Rita Echeverria
Director of Finance



Kayonne Riley
Director of Radio



Julie Sochay
Director of Content



Alexander Cartwright
President



UCF

UNIVERSITY OF
CENTRAL FLORIDA



Mike Kilbride
VP Admin &
Operational
Innovation



Alex Martins
Board Chair



Harold Mills
Board Vice Chair



Tiffany Altizer



Rick Cardenas



Bill Christy



Jeff Condello



Joseph Conte



Danny Gaekwad



Brandon Greenaway



Stephen King



Caryl McAlpin



John Miklos



Michael Okaty

We hope you were inspired by this 2023 Community Impact Report and invite you to be part of our impact in 2024. 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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