

# WUCF



# CHANGE LIVES

2025 MEDIA KIT





We believe in the power of storytelling and meaningful content to engage, uplift, and motivate.

By delivering free educational resources, highlighting impactful stories, and providing a platform for diverse voices, we change lives and encourage everyone to contribute to a better world.

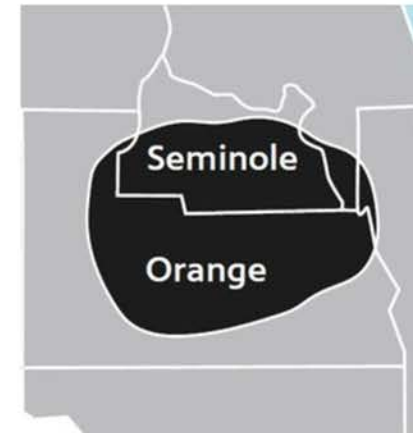
Underwriting with WUCF positions your organization in front of hundreds of thousands of engaged, civic-minded community members who care about and influence the Central Florida region. Reaching over 5 million people across 9 counties, WUCF is able to introduce your company to a sophisticated, loyal, and influential audience.

## COVERAGE MAPS

### WUCF PBS



### WUCF Jazz



Transmitter and Cable Coverage Area

# WUCF STATION DEMOGRAPHIC PROFILE



**Average Age: 47 years**



**Percentage 65+: 26.7%**  
retirement age



**Homeownership: 77.6%**



**Location: The Villages**  
#1 Fastest growing metro in USA



**Location: Ocala**  
#4 Fastest growing metro in USA

**PBS AFFLUENT VIEWERS  
RANK #1 IN HAVING A  
POST GRADUATE DEGREE**

PBS viewers lean  
older, educated,  
and married.



Source: 2020 Ipsos Affluent Survey, USA. Adults 18+ with \$125K+ HHI, N=24,000+. PBS ranks #1 in these statements vs. ABC, CBS, CNN, MSNBC, NBC, FOX, FOX News Channel



Source: US Census data at <https://www.census.gov/library/stories/2024/03/florida-and-fast-growing-metros.html>

# OUR **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.

PBS IS { #1 IN MEDIAN HH LIQUID ASSETS #2 IN MEDIAN HH NET WORTH

\$842K PBS Viewers  
\$658K Total Affluents

\$1,462K PBS Viewers  
\$1,225K Total Affluents

Source: Source: Ipsos Affluent Survey, Fall 2023. Data based on networks watched in the past week (any hours).





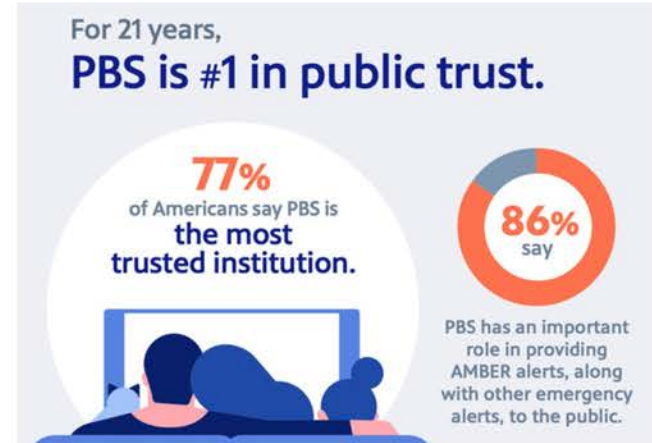
**PBS is the most trusted, nationally known institution, so our sponsor messages have a unique impact, creating credibility for our sponsors.**

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.

### YOUR MESSAGE ON WUCF

#### Spot sample:

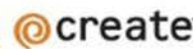
For over a decade, families have enjoyed performances with Central Florida Community Arts! With the largest community choir and community orchestra in the entire country, plus the CFCArts big band, youth theatre, and so much more, the calendar is packed with entertainment all year. Information about your ticket to fun is available at C-F-C-Arts dot com slash W-U-C-F.



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



**24.1**



**24.2**



**24.3**



**24.4**



**24.5**

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

# WUCF ON-AIR GENRES

## Science & Nature

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, in the process of becoming the benchmark for natural history programs.



## Travel & Adventure

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.



# WUCF ON-AIR GENRES

## Drama

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:



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.



James Herriot's adventures as a veterinarian in the 1930's Yorkshire Dales get a glorious new adaptation in a TV series based on his internationally celebrated books.

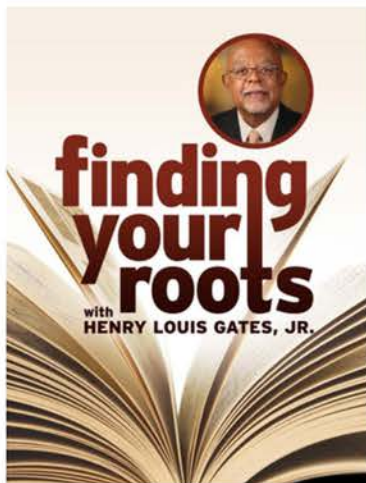


The Duke follows Eliza Scarlet, Victorian London's first-ever female detective, who spars (and sparks!) with Scotland Yard Detective Inspector William Wellington, a.k.a., The Duke.

# WUCF ON-AIR GENRES

## History & Biography

Your message of support will be seen and heard by viewers and listeners who believe in the importance of education and enjoy an up close 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

Whether it's television or radio, our audiences are news conscious. Placing your message around our trusted, unfiltered news with shows like BBC WORLD NEWS AMERICA, PBS NEWSHOUR, or WUCF's NEWSNIGHT shows that you support a trusted service.





# WUCF ON-AIR GENRES



## Arts & Culture

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

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.



## Create - Channel 24.2

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 that appreciates innovation and creativity and will look to invest in local businesses.

# WUCF ON-AIR DAY PARTS

## WUCF PBS KIDS Daytime

**Monday - Friday from 6 AM - 2 PM**

Airing favorites like DANIEL TIGER'S NEIGHBORHOOD and WILD KRATTS and ALMA'S WAY each week, Monday – Friday from 6 AM to 2 PM, is a wonderful opportunity to connect with families, educators, and caregivers.



DANIEL TIGER'S NEIGHBORHOOD



ANTIQUES ROADSHOW

## WUCF Primetime

**Monday - Sunday from 8 PM - 11 PM**

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!

# WUCF REACH YOUR AUDIENCE



## PBS KIDS

WUCF airs PBS KIDS on its main station Monday through Friday from 6 a.m. to 2 p.m.



## PBS KIDS LIVE STREAM

WUCF TV can stream PBS KIDS over the internet in a variety of ways. PBS KIDS can be viewed on devices like Roku, Amazon Fire Stick, Android TV and Smart TVs via the PBS KIDS App. The PBS KIDS App allows viewers to watch on tablets and mobile phones.



## PBS KIDS 24/7

PBS KIDS 24/7 is a second TV channel available in the nine Central Florida counties WUCF serves. Families often watch together and can enjoy scheduled “family nights” on Fridays with repeats on the weekends.

# WUCF REACH YOUR AUDIENCE



## PBS KIDS: Award-Winning Children's Television Programs



# WUCF REACH YOUR AUDIENCE

**PBS**  
KIDS

# 89%

Parents say PBS KIDS  
Helps prepare children  
for success in school.



# 90%

of Parents agree  
That PBS is a trusted and  
safe source for children  
to watch television, and  
play digital games and  
mobile apps.

**PBS stations reach more children, and more parents of young children, in low-income homes than any of the children's TV networks.**

(Source: Nielsen NPOWER, 9/19/22 - 9/24/23, L7 MSu6A6A, 50%, 1+min, <\$40K, K2-11, A18-49 w/K<6, PBS, children's cable nets.)

**PBS stations reach more Hispanic, Black, Asian American, and American Indian children ages 2-8 than any of the children's TV networks in one year.**

(Source: Nielsen NPOWER, 9/19/22 - 9/24/23, L7 MSu6A6A, 50%, 1+min, PBS, children's cable nets.)

**PBS KIDS averages 15.5 million monthly users and over 345 million monthly streams across digital platforms.**

(Source: Google Analytics, 10/22-9/23, PBS KIDS video & games.)





# REACH YOUR AUDIENCE

89.9 FM's music format is unique to Central Florida, serving a diverse listening community. The 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 Jazz

### Spot sample:

Support for WUCF comes from A-J Chocolate House, a new café and European chocolate house on the corner of Fairbanks and South Park Avenue in Winter Park. The café is open daily until 10 p.m.; 11 p.m. on weekends and is now accepting reservations for special events and corporate gift orders. More information at [A-J Chocolate dot com](http://A-JChocolate.com).

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

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

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)**

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)**

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, Sun-Fri)**

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

## **Program Specific Including NPR News Breaks**

As an NPR-affiliated station, we offer regularly scheduled NPR news breaks every day. This is a great way to connect with our most business-oriented and news-conscious audience.





**WUCF**  
Digital



# WUCF DIGITAL OPPORTUNITIES


## WUCF.ORG - Tile & Banner Ads

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.

## WUCF E-Newsletters

Reach more than 48,000 subscribers with a 38% 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.



The image shows a screenshot of the WUCF website homepage. At the top is the WUCF logo in blue. Below it is a white banner with the text "WUCF Highlights | April 8, 2024". A blue navigation bar contains a red "DONATE" button and five menu items: "WUCF TV SCHEDULES", "WUCF TV VIDEO", "WUCF PASSPORT", "WUCF MEMBERSHIP", and "WUCF TV WATCH LIVE". Below the navigation bar is a blue header for "NEW ON WUCF TV". The main content area features a photograph of two men, Elton John and Bernie Taupin, smiling. Elton John is on the right, wearing a bright green suit and sunglasses. Bernie Taupin is on the left, wearing a patterned shirt and a dark hat. Below the photo is the caption "NEW *Elton John and Bernie Taupin: Gershwin*".



**WUCF**  
Community

# WUCF COMMUNITY ENGAGEMENT

WUCF hosts events throughout the year that include our annual Kindness Month celebrations (each February), advance screenings of highly-anticipated programs, educational workshops for our youngest learners and more.

For a list of upcoming events with sponsorship opportunities, please contact Raychel Cesaro at [Raychel.Cesaro@WUCF.org](mailto:Raychel.Cesaro@WUCF.org).





**Learn More at  
WUCF.org/CorporateSupport**

**Contact Information:**

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