



WUCF

We Change Lives

WE'RE ALL IN THIS TOGETHER

At WUCF, we are committed to building strong connections with community organizations and businesses through our shared mission. Our values —**QUALITY, TRUST, COMMUNITY, SERVICE, and TRANSPARENCY**—foster meaningful engagement with our audience.

No other media organization offers this level of community connection. This is the difference we make together!

Watch WUCF on-air, online, through the PBS App and LIVE streaming on wucf.org!

As Central Florida's only PBS member station, WUCF serves **5 million people across nine counties**, delivering trusted content in education, STEM, news, public affairs, and arts & culture. Our coverage includes Brevard, Flagler, Lake, Marion, Orange, Osceola, Seminole, Sumter, and Volusia counties.

Each year, WUCF provides 35,000+ hours of programming across five channels, ensuring access to enriching content for all. Our primary channel ranks among the top 10 most-watched stations in Orlando's 500+ channel landscape, demonstrating our vital role in the community.

Beyond broadcasting, WUCF is a leading provider of free, accessible educational resources, reaching 500,000+ people weekly. Our commitment to **lifelong learning, civic engagement, and cultural enrichment** makes WUCF an invaluable asset to Central Florida.

YOUR MESSAGE ON WUCF

WUCF viewers expect a commercial-free experience. Sponsorship messages are most effective when they create a connection to our community, through support of WUCF programming and services. WUCF guidelines require that all local sponsorship underwriting spots reference support for WUCF, its programs or services, either in the audio voice-over, and/or graphically on screen for a minimum of three seconds (00:00:03).

WHAT CAN YOU SAY?

The following types of identifying information are acceptable according to FCC regulations:

- Company name and location
- Years in business
- Visual depictions of products or services
- Primary mission or core values
- Phone number, email address, website
- Non-promotional, value-neutral description
- Established slogans
- Suitable background music or sound effects

WHAT CAN'T YOU SAY?

According to the FCC, the purpose of underwriting credits on public television is to identify the sponsorship support, not to promote the company or its products and services. FCC rules prevent us from using language, phrases, or visuals that are considered promotional.

EXAMPLES:

- Calls to action: Stop by, visit us, ask about
- Qualitative words: Fine, excellent, tasty, leading
- Comparative words: Best, better, more, superior
- Price references: Rate information, savings, value
- Inducements to buy, sell, rent or lease, free service, bonus available, special gift
- Endorsements: Recommended, consumer satisfaction