



COMMUNITY IMPACT REPORT 2021



UNIVERSITY OF
CENTRAL FLORIDA



WHAT IS WUCF?

We are Central Florida's Storyteller, and Orlando's Jazz Soundtrack.



WUCF is home to WUCF TV and WUCF FM. WUCF encourages curiosity and learning through compelling content and community engagement. WUCF serves more than 4 million households across the nine-county Central Florida area. WUCF TV operated five different television channels; WUCF TV, Create TV, PBSKids 24/7, NHK, and OCPS Education. Established in 1979, WUCF FM broadcasts a 24-hour schedule of jazz music and other non-commercial programming over the air and online. WUCF FM operates two radio stations 89.9 Jazz and More and 89.9 HD2 Latin Jazz.

DESK NOTES



From the Interim Executive Director

Since joining WUCF in 2014, it has been my passion to use our platforms to tell the stories of our community and make our programming accessible to all.

As one of the newest and fastest growing public media stations in the country, my goal as executive director is to raise the bar on our commitment to the community. We're exploring new storytelling opportunities across multiple platforms, leaning into the local people and places that make Central Florida unique, and piloting new programs with new technologies to reach children with important learning tools.

With this Community Impact Report, we want you to see how your support is being put to work. As you will see throughout, WUCF provides essential services to the Central Florida community. And we continue to see higher-than-usual audiences on all of our platforms, which reinforces the important work we are doing. It's because of your support we can continue to provide these programs and services even during turbulent times.

Thank you to our community for your continued support and trust in WUCF. This is the difference we are making together.



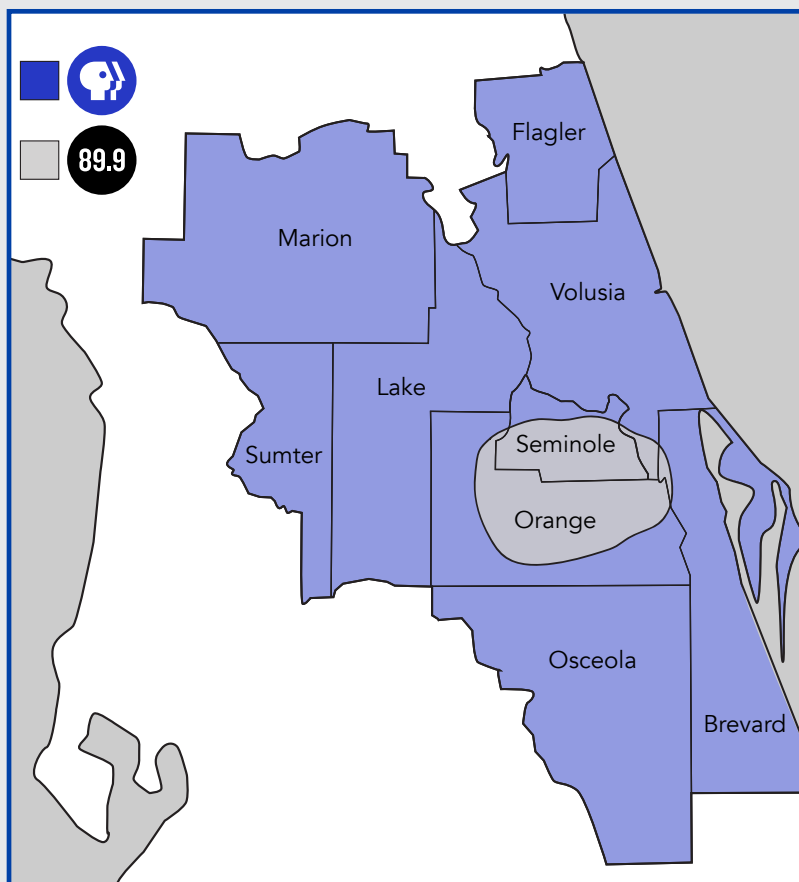
Jennifer Cook
Interim Executive Director
WUCF



REACHING AUDIENCES

I watch our PBS station & listen to 89.9. Our house would be very quiet if they weren't available.

- WUCF viewer and listener



WUCF reaches more than 4 million adults annually across a nine-county area of Florida.



500,000
Viewers Weekly

Source: Nielsen TV Ratings



135,000
Listeners Weekly

Source: Nielsen Radio Ratings



ARTS & CULTURE

WUCF is the Central Florida community's largest stage and cultivates an appreciation for the artistic and cultural forces that shape our communities. The stories WUCF shares on air and online foster understanding, appreciation and investment in the Arts and beyond.

Central Florida Roadtrip continues to explore the stories and history that make up Central Florida. From the New Smyrna Beach Lighthouse to the Monument of the States in Kissimmee to exploring Ernest Hemingway's history in Key West, the program continues to discover and rediscover the things that make Florida unique. And now, the program airs nationwide via the CREATE channel, showing people around the country the beauty that Central Florida has to offer.

Live From Studio A returned with all new concerts from Electric Kif, Allan Harris Band, Antonio Adolfo and more. Working with a long-standing WUCF FM program, WUCF TV airs *Live from Studio A* every month. Concerts feature



local and national Jazz recording artists, and are taped live in Studio A from the WUCF FM studio.

Continuing WUCF's partnership with the Orlando Public Library, new episodes of **Melrose in the Mix** featured Artefacto, Ka Malinalli and Mag.Lo.



COMMUNITY AWARENESS

NewsNight, **Global Perspectives** and specials such as **NewsNight Conversations** explore the important and complicated issues facing our local community, nation and world.

NewsNight showcased the continuing impacts of COVID-19 on the Central Florida community as well as investigating voting issues, the space industry and more on a weekly basis. While a **NewsNight Conversations** special focused on the mental health fallout of the pandemic.

In the digital series **Central Florida Storytellers: Local Voices**, diverse members of the community shared their thoughts and experiences about systemic racism.

In partnership with UCF, **Global Perspectives** continued having in-depth discussions on international affairs with worldwide impact.



WUCF TV, FM and Education have more than 46,000 social media followers across four platforms.



12,000
LIKES



3,700
FOLLOWERS



2,500
FOLLOWERS



28,000
SUBSCRIBERS



EDUCATION

Central Florida

is the leading region in Florida for usage of **PBS LearningMedia**.



Digital Learning Resources

accessed by **254,133** educators, students & caregivers through **PBS LearningMedia** from July 2020 to June 2021.

WUCF supports equitable access to education and strives to be a key partner in education to the Central Florida community via our Educator Trainings and Early Learning programs.

With the pandemic still a significant concern, WUCF continued to offer virtual programming via our monthly **PBS KIDS Time** program highlighting resources from PBS LearningMedia, PBS KIDS, and PBS KIDS for Parents. In response to lower preschool enrollment rates, WUCF piloted **Kindergarten Readiness for Caregivers**, which provided live virtual workshops in English and Spanish along with a physical kit of supplies for participating caregivers interested in preparing their children for Kindergarten.

WUCF also collaborated with Orange County Public Schools to provide over the air access to the enrichment videos produced by teachers on channel 24.5 **OCPS Education Channel**.



Provided **927** educators with more than 50 hours of free professional development



Engaged **3,250** caregivers and children via monthly live virtual educational events.



3,032 Educational resource kits & Kindergarten Readiness Guidebooks distributed.



MEET THE HELPERS

WUCF's **Meet The Helpers** is a civics and public safety initiative designed to introduce young children to community helpers and practice emergency preparedness.

WUCF along with researchers at UCF's College of Community Innovation and Education and PBS stations in Montana, Tennessee and South Carolina studied the impact of Meet the Helpers on youth anxiety & stress.

Using the IDEA model (Internalization • Distribution • Explanation • Action) developed by researchers at UCF's Nicholson School of Communication and Media, Meet the Helpers contributes to children's understanding of the role Helpers play in keeping them safe.

In FY21, Meet the Helpers was used to respond to the pandemic, social injustice, wildfires, hurricanes and more.



Meet the Helpers is made possible in part by



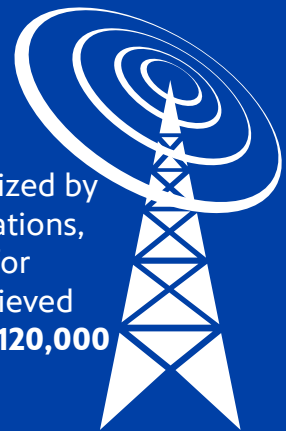
After viewing an average of **just 3 minutes** per Helper, children experienced:



- 10% overall increase in knowledge of Helpers' roles
- Up to a 19% increase in positive emotions toward Helpers.

MEET THE HELPERS

Meet the Helpers has been utilized by more than 100 public media stations, aired on channels nationwide for thousands of minutes, and achieved **367,258** views on YouTube and **120,000** views on **PBS LearningMedia**.





ENGAGING AUDIENCES



WUCF works with partners throughout Central Florida to catalyze critical community conversations, engage with families and collaborate with organizations to better understand and serve the needs of our community.

Family Engagement - Due to the pandemic, **Be My Neighbor Day** was celebrated virtually, on air and in person via our community partners.

- 5,235 Kindness Kits full of activities and goodies that were distributed
- Two live virtual PBS KIDS Time events
- An Emmy-winning TV special for children, **GRR-IFIC Neighbors**, that celebrated what it means to be a caring neighbor.

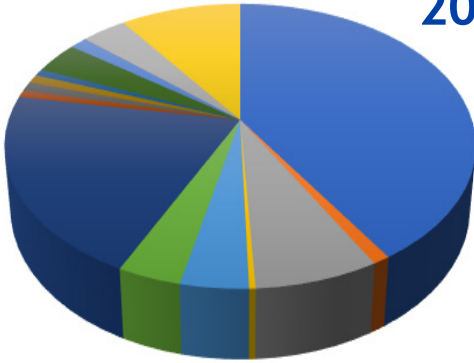
Community Engagement - We partnered with community organizations and the University of Central Florida to host virtual documentary screenings and discussions as well as engaging interns in hands on experience through projects in studio and online.

- Community discourse discussions included topics such as the history of the Black Church, mental health, Hispanic Heritage, the Holocaust, genealogy, and Ernst Hemingway and Zora Neale Hurston.
- **The Road to Freedom Avenue -- The Legacy of Harry T. and Harriette V. Moore** is a multimedia project fully produced and executed by UCF journalism students. It was presented on WUCF's website through audio, photos, and written pieces.

WUCF relies on the support of individuals, foundations and corporations for more than **52% of funding**.

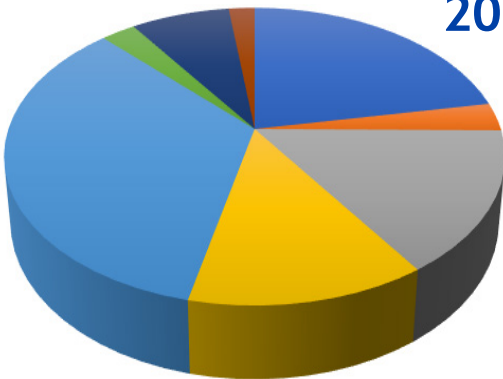
SUSTAINING THE FUTURE

2021 Total Operating Expenses: \$8,193,298



- Personnel, 41%
- Dues/membership, 1%
- Professional services, 7%
- Freelance services, 0%
- Supplies, 4%
- Pledge premiums, 4%
- Syndicated content/Program dues, 21%
- Other operating, 1%
- Repairs & maintenance, 1%
- Telecommunications, 1%
- Equipment & software, 1%
- Rent, 4%
- Utilities, 1%
- Travel, 0%
- Transmission services, 4%
- Miscellaneous expenses, 9%

2021 Total Operating Revenues: \$9,889,225



- Community Service Grants funded by the Corporation for Public Broadcasting, 22%
- Community Service Grants funded by the Corporation for Public Broadcasting, 3%
- Appropriation from the University of Central Florida, 15%
- Other Government grants & PECO, 13%
- Membership, 34%
- Underwriting, 3%
- Miscellaneous Support, 8%
- Rental Income, 2%



*Just a reminder of what makes you great.
Your quality programming that encourages
good learning, good thinking, life and
elevating humans and the planet.*

- WUCF Member



MEASURING OUR IMPACT

Contributions from individuals and families across Central Florida enable WUCF to provide our viewers with quality television and radio programming, educational engagement and lifelong learning opportunities.

From PBS classics to jazz that inspires, community support makes it all possible!





VIEWERS LIKE YOU

Thank you for the great work you're doing by bringing important topics to the community.

- Carol Burkett, Deputy Chief of Staff,
Orange County Mayor's Office

Thank you for excellent programs. Your professionalism of selections is greatly appreciated. Diversity is amazing. WUCF is my "go to" station!

- Linda Mahovlich

I just donated, shared your post and tagged a bunch of my fb friends! I absolutely love your station, I have you tuned into all of my home and car radios!

- Darlene Alvarez

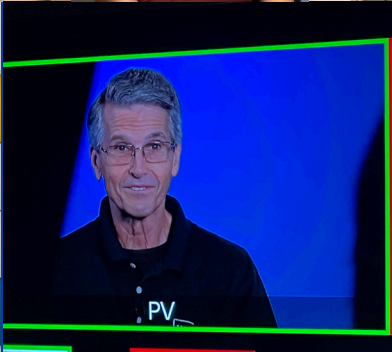
"I am so happy that we could be a help in the endeavor. The kits were amazing and I am sure every family that took advantage of the opportunity thoroughly enjoyed the learning sessions."

- Shauana Hughes-Sims, Sr. Administrator, Parent & Family Engagement, OCPS



OUR PEOPLE

WUCF strives to cultivate a diverse group of individuals that is representative of our local community and inspires an atmosphere of creativity and growth. Since our inception, we have managed to expand our talent base and have attracted candidates both locally and nationally, while maintaining strong commitment and retention from our inaugural team members.



OUR PARTNERS

Advent Health
Association to Preserve the Eatonville
Community
Bach Festival
Bethune Cookman University
Boys and Girls Clubs of Central Florida
Brevard County Library System
Brevard Public Schools
Burrow Press
Central Florida Foundation
Charles Homer Morse Museum
Cornell Fine Arts Museum
Crealde School of Art
Dr. Phillips Center for the Performing
Arts
Early Learning Coalition of Lake County
Early Learning Coalition of Marion
County
Elizabeth Morse Genius Foundation
Enzian Theater
Flagler County Public Library
Florida
Florida Association of Science Teachers
Fred Rogers Productions
Global Peace Film Festival
Hemingway Society
Hispanic Heritage Committee of
Greater Orange County
Holocaust Memorial Resource &
Education Center of Florida
Hunter Foundation
IMPOWER
Interfaith Council of Central Florida

Lake County Library System
Lake County Schools
Mad Cow Theater
Marion County Public Library System
Opera Orlando
Orange County Government
Orange County Library System
Orange County Public Schools
Orange County Regional History Center
Orlando Fringe
Orlando Health
Orlando Philharmonic Orchestra
Orlando Science Center
Osceola Arts
Osceola Library System
Outlook Mental Health Clinic & Mental
Health Association of Central Florida
PBS Books
Peer Support Space
School District of Osceola County
Second Harvest Food Bank of Central
Seminole County Public Library
Sumter County Library System
Sumter County School District
The Experience Christian Center
Timucua Foundation
UCF
Volo Foundation
Volusia County Public Library
Volusia County Schools
WETA
WMFE



SENIOR LEADERSHIP



Jennifer Cook
Interim Executive Director



Kayonne Riley
Director of Radio



Bill Dotson
Director of Operation



Rita Echeverria
Director of Finance



Duilio Mariola
Director of Production



Melissa Braillard
Director of Development



UCF

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