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 Renee 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.

[Signature]
Janet Cooke
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 SOUNTRACK
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
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:
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.

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
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.
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. MeetThe Helpers.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: WUCFeduceate@WUCF.org

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 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.
IN THE COMMUNITY

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

SUSTAINING THE FUTURE

26,600 Members

56% of WUCF donors make monthly sustaining gifts

312 Producer's Club Members annual gifts of $1,200 or more

70% overall member revenue retention

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
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 to learn more about how your support can make a difference at WUCF.

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