

2025

COMMUNITY IMPACT REPORT

WUCF



From the Executive Director



Dear Neighbors,

WUCF was built on a simple idea: **that public media has the power to change lives**. Every day, we see the impact of your support—children taking their first steps into learning through PBS KIDS, families gathering around trusted news and storytelling, and neighbors discovering new ways to engage with one another. These programs are lifelines, connecting people through knowledge, stories, and belonging.

Your support makes this impact possible. Through partnership, viewership, and donations, you help ensure that WUCF remains a trusted voice for Central Florida. In the coming year, we will continue to expand our reach and prepare for [America250](#), honoring our nation's past while inspiring its future.

As we move into 2026, our theme of civic engagement and belonging reminds us that WUCF is more than television and radio—it's a shared space that helps strengthen the fabric of our community. In a world that can sometimes feel divided, WUCF is where our community comes together to learn, connect, and grow.

WUCF belongs to you. We are essential to this community, and our impact grows each time you tune in, share, and connect. We're honored to be recognized as one of the [Best Places to Work](#)—a reflection of the dedicated team serving you with excellence every day.

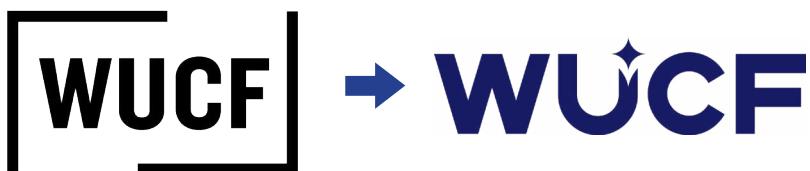
Thank you for making public media a vital part of Central Florida's story.

With deep gratitude,
Jennifer Cook | Executive Director, WUCF



We Change Lives... Now with a Bold New Look.

WUCF's refreshed brand reflects a renewed commitment to Central Florida. With a brighter, more modern identity, WUCF stands as a beacon for learning, discovery, and connection. This new look reinforces our mission, **We Change Lives**, and symbolizes how your support powers trusted storytelling, education, and impact every day. The star connects us to UCF while also inspiring our community to reach for the stars.



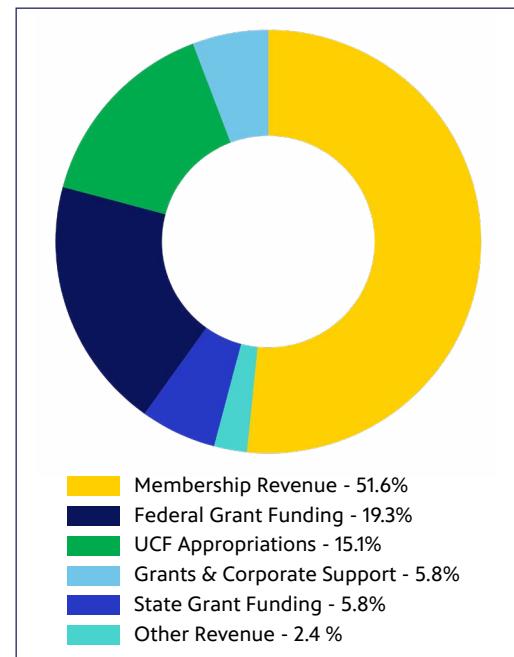
— The Story Behind the Numbers —

WUCF continues to thrive thanks to the generosity and trust of our Central Florida community. Our success reflects a community united by curiosity and connection. Together, WUCF donors, business partners, and community members helped us share more local stories, empower more families and classrooms, and reach millions of viewers and listeners across Central Florida.

Because of you, public media is changing lives every day.

- **\$4.1M in Membership Giving:** Viewers and listeners powered trusted storytelling, PBS KIDS education, and 24/7 jazz.
- **\$1.9M in Federal & State Grant Funding:** Ensuring free, high-quality programming for everyone.
- **\$1.2M in UCF Appropriations:** Strengthening our shared commitment to education, innovation, and public service.
- **\$462K in Local Grants & Corporate Support:** Businesses and foundations invested in WUCF's mission to inform and inspire.
- **\$200K in Other Revenue:** Partnerships, rental income, and other initiatives that expanded WUCF's reach and resources.

Total Revenue: \$8,021,049.49



Total audience reached (TV, FM, digital): 12.4 Million

— Growing Our Digital Impact: 13.6 Million —



In FY25, WUCF's social media reach accelerated across platforms. Facebook reach more than tripled overall, while Instagram delivered triple-digit growth on both brands, with Jazz posting a breakout year.

WUCF's YouTube audience expanded dramatically in FY25 with both the flagship TV channel and *Florida Road Trip* showing double-digit growth. Together, impressions nearly doubled, making YouTube one of our fastest-growing platforms.



TV nearly doubled
impressions (+87.2%)



Florida Road Trip more than
doubled impressions (+110%)

— Your Impact At A Glance —



WUCF Streaming Reaches New Audiences

More members than ever are streaming with WUCF Passport. WUCF celebrated record-breaking membership growth alongside remarkable Passport engagement.

- 76.3% of eligible members activated their benefit - **13.8% above the PBS system average.**
- **Streaming rose 3.2% overall**, with first-year member usage up 18.5%, showing growing enthusiasm for this exclusive donor perk.

The year's most-watched title? ***All Creatures Great and Small: Season 5***
Join as a sustaining member now and unlock WUCF Passport.

wucf.org/passport

Our 2025 Focus:

Changing Lives in Central Florida



MEET THE HELPERS



It Helps To Know...



WUCF

ON MY WAY

TO K

WITH
PBS
KIDS

Public Media Award Winner



Empowering the Next Generation of Helpers

The Suncoast Emmy-nominated *Meet The Helpers* continues to make a powerful national impact. What began as a WUCF local initiative is now used in all 50 states, helping public media stations guide children and families through hurricanes, wildfires, and community crises.

In 2025, WUCF expanded the effort with the new Weather Forecaster series, introducing children to trusted community helpers, storm safety, and the science of weather. The newest story, *It Helps to Know... How to Prepare for Severe Weather*, gives families simple, life-saving tools and empowers the next generation of helpers to keep their communities safe and strong.

MeetTheHelpers.org

On My Way to K: Preparing Families for Kindergarten

Your support helps families get ready for kindergarten through On My Way to K. More than 600 people joined WUCF at local libraries for free, hands-on learning events featuring sensory-friendly spaces and caregiver resources. Families explored early literacy and math through play, and over 500 guidebooks were shared with caregivers. One parent said, "I loved how the event was inclusive to all age groups." Another added, "It inspired more physical play in our learning at home."

wucf.org/omwtk

Preschool Book Drive: Bringing the Joy of Reading to Every Child

WUCF's Preschool Book Drive celebrated literacy and community by distributing over 5,000 books to children in nine Central Florida counties. In partnership with VyStar Credit Union and Orlando Family Stage, the event welcomed 350+ families, featured PBS KIDS' Clifford, and launched WUCF's new sensory-friendly space, making reading more accessible, joyful, and inclusive for all.

wucf.org/bookdrive

Kindness Makes Waves Across Central Florida

WUCF's Be Kind campaign brought our community together through service, empathy, and creative collaboration. With weekly kindness tips, inspiring videos, engaging activities, and colorful yard signs, the movement reached thousands—sparking positivity, connection, and a shared commitment to making Central Florida a kinder place for all.

wucf.org/BeKind





Florida's stories come alive

Florida Road Trip has long connected viewers to the people and places that make their communities unique. Airing statewide and reaching over 47,000 households, Season 10 took viewers on a journey from coast to coast—uncovering the events, cultures, and stories that shape the Sunshine State. By bringing Florida's rich history and heritage into homes across the state, WUCF continues its mission of serving and celebrating our local communities.

FloridaRoadTrip.org



America250: Inspiring Civic Action

WUCF's America250 three-year project celebrates the founding of our nation 250 years ago. Through new local and national content, community events, and educational programs, we explore themes of civic engagement, history, and unity. This initiative unites all generations through shared history and inspires civic action. WUCF's America250 initiative is supported in part by the Ginsburg Family Foundation.

wucf.org/america250



Arts in Action: Creativity Sparks Connection

Arts in Action is a four-part digital video series exploring how artists and arts organizations across Central Florida inspire civic engagement. From storytelling to performance, your support helped us reach 80,000 people and showcase how local arts foster understanding, kindness, and community—connecting people through creativity and shared experiences.

wucf.org/artsinaction



WUCF Jazz: Keeping Central Florida Informed & Inspired

For more than 45 years, WUCF has been Central Florida's source for the best in jazz and essential public safety information. In partnership with the UCF School of Performing Arts, WUCF also co-produces the nationally syndicated radio show, *Jazz and the American Spirit* hosted by Professor Jeff Rupert, celebrating America's musical heritage and spotlighting Central Florida's remarkable local talent.

wucf.org/listen



BEACON Informs and Protects

WUCF launched the 24/7 emergency alerting service, BEACON (Broadcast Emergency Alerts and Communications Operations Network) designed to keep Central Floridians informed and safe with real-time, critical updates. BEACON is available via WUCF FM HD3 Radio Channel; Live streaming, or the BEACON mobile app, available nationwide for free on iOS and Android. Search for "BEACON 24/7 Local Alerts" for real-time local updates.

wucf.org/BEACON



NewsNight: Central Florida Stays Informed

WUCF's public affairs program, *NewsNight*, explored the issues shaping our community and state from politics and education to the environment. Guided by host Steve Mort, the program brings together experts and journalists from across Central Florida to provide context, clarity, and trusted conversation that helps viewers make informed decisions. *NewsNight's* journalistic excellence was honored this year with awards from both the Florida Association of Broadcast Journalists and the Society of Professional Journalists.

wucf.org/NewsNight



CoLab: Join the Movement

WUCF's CoLab is a collaborative hub of community leaders, partners, and changemakers shaping the future of Central Florida. Through shared ideas and inclusive dialogue, the CoLab informs WUCF initiatives like America250, promoting civic engagement, unity, and impact through trusted media, educational resources, and meaningful community connection.

**Interested in joining the WUCF CoLab?
Contact wucfpartnerships@wucf.org**

For the past four years we have worked so hard to share with the world the importance of Georgetown. Georgetown's history is an integral to the City of Sanford, the State of Florida and to the Nation. Your episode of the Sanford *Florida Road Trip* will assist us to share our rich and wonderful history of the Georgetown Neighborhood.

- Julia Wright Brunson, Georgetown Steering Team, Founder



Partnerships Make Our Mission Possible.

WUCF proudly celebrates the companies, schools, libraries, museums, and non-profit organizations that help bring learning to life across Central Florida. Together, we make trusted educational resources more accessible, spark curiosity through local events, and create spaces where every family feels seen and included.

These partnerships, powered by your support, turn shared goals into real impact. By working hand in hand, we open doors to discovery, strengthen our communities, and make learning a lifelong journey for all.

Lifelong Learning: Available Resources

Because of you, more children in Central Florida have access to resources that spark early learning, safety, and a lifelong love of reading. Your support helped WUCF:

- Distribute **500 On My Way to K learning guidebooks** to help prepare young children for kindergarten.
- Provide **150 Meet The Helpers: It Helps to Know How to Dial 911 books** to teach safety and emergency awareness.
- Build home libraries by giving out **5,000 books to families** at local community events.
- Connect teachers to **491,000+ resources** through **PBS LearningMedia**.



Belonging Through Support: Our Donor's Impact

To all WUCF Members—thank you.

You are the heart of WUCF. Your ongoing support powers everything we do, from trusted information and enriching programs to educational resources that spark lifelong learning. Because of you, WUCF serves Central Florida every day.

You change lives, and we are deeply grateful for your partnership.



“Thank you so much for bringing the best of tv to my local community and making it available for all to enjoy.

- Esther R.

“I’m a UCF student, I love jazz, and I always listen to WUCF on my commute to and from campus. Thank you for the good music and best vibes!

- Robin M.

“Thank you for being the best jazz station in the world!

- Marlette D.

“Your fabulous work at WUCF is so much appreciated!

- Donna G.

“I can’t imagine my life without PBS.

- Pat L.

“WUCF broadcasting is a lighthouse in the middle of the Florida swamp, and I’m happy to contribute.

- Marty P.

Community Events and Engagement



WUCF events brought learning and joy to thousands of families in 2025.

Working with partners like the [Osceola Public Library System](#), [Children's Advocacy Center of Osceola](#), [Keep Orlando Beautiful](#), and [YMCA of Central Florida](#), **WUCF reached more than 5,000 participants through events** including [Be My Neighbor Day](#), [On My Way to K](#), [Preschool Book Bash](#), WUCF Open House, and [Meet The Helpers](#) Pop-Up—creating spaces where families could learn, play, and grow together.

“ ...the event gave us practical tools and inspiration to make learning at home more interactive and enjoyable.”

– caregiver in Kissimmee





Our Path Forward: 2026 and Beyond

Thanks to your support, WUCF is bringing powerful, family-centered programming and experiences to our community in the coming year.

Your generosity brings stories and learning to life across Central Florida.

This year, your support made possible *The American Revolution* from Ken Burns, encouraging civic reflection and reminding us of the ideals that shape our democracy. You also helped launch *Weather Hunters*, a new PBS KIDS series building STEM and weather literacy for Florida's youngest learners.

As we look ahead, we invite you to stay connected!

Visit WUCF.org, attend an event, or share your public media story.



Because of your support, WUCF is focused on:

- **Transparency:** Sharing clear results and financial accountability to build and maintain trust.
- **Impact:** Measuring how your gift enriches lives through education, storytelling, and access.
- **Growth:** Expanding reach across platforms to serve more people, more effectively.
- **Local Storytelling:** Elevating Central Florida voices that inform, inspire, and connect our community.

Your partnership drives this mission forward — one thoughtful program, one trusted partnership, one powerful story at a time.

Become a Producer of Possibility

Join WUCF's Producer's Club with an annual gift of \$1,200 or \$100 monthly. Your leadership fuels trusted storytelling, lifelong learning, and local connection, enriching lives across Central Florida every day. You make public media possible for everyone.

wucf.org/ProducersClub

◆ WUCF LEADERSHIP ◆



Jennifer Cook
Executive Director



Melissa Braillard
Director of
Community Impact



Bill Dotson
Director of Operations



Julie Sochay
Director of Content



UNIVERSITY OF
CENTRAL FLORIDA



Alexander N. Cartwright
President



Mike Kilbride
Executive Chief of Staff



Alex Martins
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Bill Christy
Board Vice Chair



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Luci Blanco
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Mark Filburn
Board of Trustees



Rick Cardenas
Board of Trustees



Stephen King
Board of Trustees



Thomas McNamara
Board of Trustees



Tiffany Altizer
Board of Trustees



Tony Massey
Board of Trustees

Ways to Stay Involved



Stay Connected. Make an Impact.

At WUCF, your support fuels trusted news, inspiring stories, and lifelong learning across Central Florida. Whether you're tuning in, showing up, or sharing your voice, you are part of something bigger.

Here's how you can stay involved:

Become a Sustaining Member

Your monthly gift keeps WUCF strong and accessible to everyone in our community.

Attend a WUCF Event

From premiere screenings to family festivals, experience the power of public media with like-minded individuals.

Sign up for the WUCF Newsletter

Stay connected with local stories, educational resources, and behind-the-scenes content you won't want to miss.

Volunteer or Join the WUCF CoLab

Lend your time, insights, or leadership to help shape WUCF's future.

Follow Us on Social Media

Get a behind-the-scenes glimpse into the programs you love and the people who make it happen.

**We educate. We inspire. We connect.
We Change Lives**



WUCF

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WUCF.org

