

# Media Kit



**WUCF**

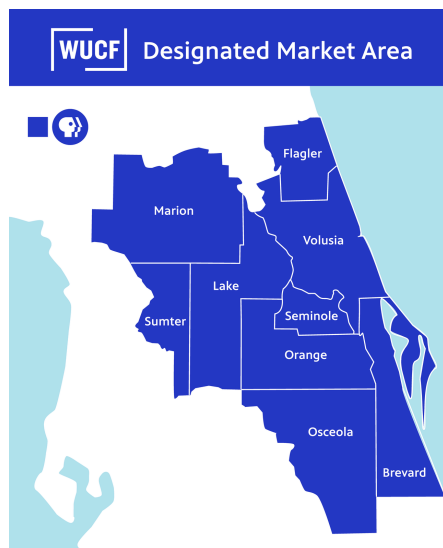


## WUCF TV

### **We are Central Florida's Storyteller.**

We engage curiosity and learning through compelling content and community engagement.

WUCF TV serves 5 million households across 9 counties in Central Florida area through 5 broadcast channels.

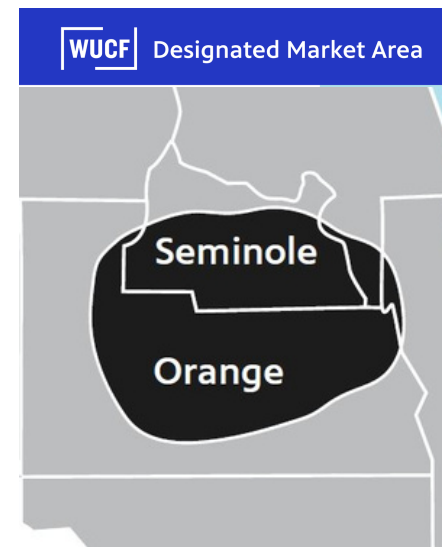


## WUCF FM

### **We are Orlando's Jazz soundtrack.**

We provide listeners across Central Florida jazz and more on air and online.

Established in 1979, WUCF broadcasts a 24-hour schedule of jazz music, other non-commercial programming and offers an HD2 station featuring Latin jazz, both of which can be streamed worldwide.



## YOUR UNIQUE OPPORTUNITY WITH WUCF

When you invest business marketing or charitable dollars in WUCF, you build a connection that no other media organization can provide. That connection creates a powerful and lasting bond with our viewers and listeners – the most educated, affluent, influential, cultural and community-minded audience in Central Florida. Our highly-engaged audience rewards businesses and organizations that support our highly-regarded programming.

At WUCF, we believe it is vital to connect with businesses and associations through our mission and commitment to the community. This is the difference we make together!



# THE 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.

# ON-AIR TV GENRES

## Science & Nature

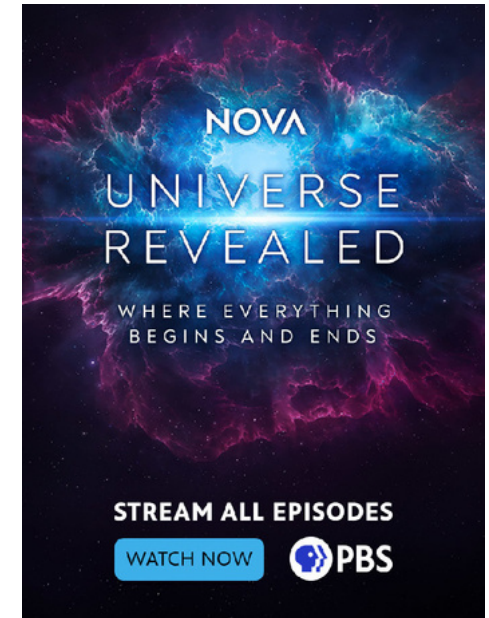
Feature your message around science and nature based shows and tap into a core group of viewers and listeners who are committed lifelong learners. Programs include:

### 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.



# REACH YOUR AUDIENCE THROUGH WUCF TV

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 TV

### 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

@create

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.

# ON-AIR TV 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.



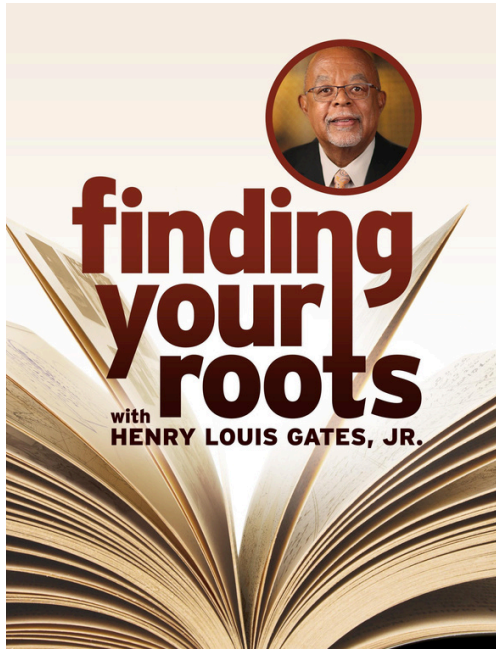
The Duke follows Eliza Scarlet, Victorian London's first-ever female detective, who spars (and sparks!) with Scotland Yard Detective Inspector William Wellington, a.k.a., The Duke.

# ON-AIR TV 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 upclose 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.





# ON-AIR TV 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.



# ON-AIR TV 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 NEIGHTBORHOOD



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!

## Reach Families with Young Children



### PBS KIDS

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



### PBS KIDS LIVE STREAM

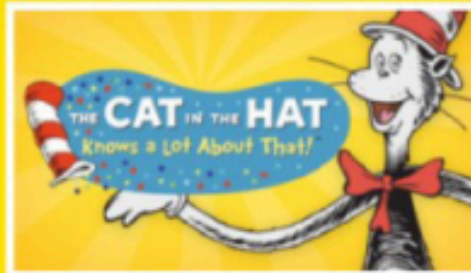
WUCF TV can stream PBS KIDS over the internet in a variety of ways. PBS KIDS can be viewed on devices like Roku, Amazon Fire Stick, Android TV and Smart TVs via the PBS KIDS App. The PBS KIDS App allows viewers to watch on tablets and mobile phones.



### 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.

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



# REACH YOUR AUDIENCE WITH 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 THROUGH WUCF FM

WUCF FM 89.9 offers two full-time music broadcasts: 89.9 HD1 Jazz & More & 89.9 HD2 Latin Jazz.

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 FM

### 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.

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



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# ON-AIR FM DAY PARTS

## 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, Sunday-Friday only)

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.





**Digital  
Opportunities**



# 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 left is the WUCF logo, and to its right is the PBS logo. Below the logos is a horizontal line, followed by the text "WUCF Highlights | April 8, 2024". Underneath this is a blue navigation bar with a red "DONATE" button on the right. Below the navigation bar are 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 banner with the text "NEW ON WUCF TV". Below the banner is a large photograph of Elton John and Bernie Taupin. Below the photograph is the text "NEW *Elton John and Bernie Taupin: Gershwin*".



**In the  
Community**

# Community Engagement Opportunities

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](https://wucf.org/CorporateSupport)**

**Contact Information:**

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