



2024 COMMUNITY IMPACT REPORT



FROM THE EXECUTIVE DIRECTOR

DEAR NEIGHBORS,

Thank you for your unwavering support. As we reflect on an exceptional year at WUCF, I am proud to share the impact of our work across Central Florida. This year reaffirmed the power of public media to **inform, inspire, and unite** us. WUCF's commitment to delivering high-quality, engaging local content and meaningful community engagement has never been stronger. **We are deeply grateful for your role in making this possible.**

Over the past year, we strengthened our support for Central Florida families, educators, and caregivers. Through our **Ready To Learn** initiatives, we provided essential learning tools to underserved communities, empowering educators and inspiring young minds. Programs like **On My Way to K** help children enter kindergarten prepared, while **Meet The Helpers** teaches kids about vital community roles and encourages them to become helpers themselves.

Our local programming brings our community together by highlighting unique voices and stories from across Florida. **Florida Road Trip** created memorable experiences by exploring our state's rich history. Similarly, **NewsNight** delivered in-depth, trusted analysis on local issues like education, healthcare, and economic development, strengthening our mission to be a trusted source of information. We proudly kicked off the **45th anniversary of WUCF 89.9 Jazz**, showcasing our legacy as Central Florida's premier jazz station and celebrating the vibrant musical heritage that unites our community.

None of this would be possible without **YOU**—our members, donors, volunteers, and community partners. Collaborations



with local cultural institutions and organizations have allowed us to deliver unique experiences and expand our reach.

Looking ahead, we're excited to build on this year's success. We're launching new community initiatives to promote kindness and commemorate **America250**, celebrating our nation's 250th anniversary. This milestone offers a unique opportunity to honor our shared history, reflect on our progress, and inspire unity.

Your loyal support has been the driving force behind WUCF's ability to remain a trusted source of information, education, and inspiration for Central Florida.

Thanks to you, this has been one of the most impactful years in our history. Together, we've achieved so much, and we're excited to continue building on this momentum with your partnership.

Here's to another incredible year ahead!

A handwritten signature in black ink that reads "Jennifer Cook". The signature is written in a cursive, flowing style.

Jennifer Cook
Executive Director

Sustaining the Future

29,111
Members

71%
Member
Retention

59%
Sustaining
Members

1.28M
Passport
Streams

310
Major
Donors

WUCF received \$1,259,505 in Corporation for Public Broadcasting (CPB) Community Service Grant funds.

Leveraging this crucial seed funding, we successfully raised **\$7,677,126** in additional revenue through the support of our community.

That's a 609% return on investment!

It demonstrates WUCF's commitment to maximizing every dollar to enrich and inspire Central Florida.

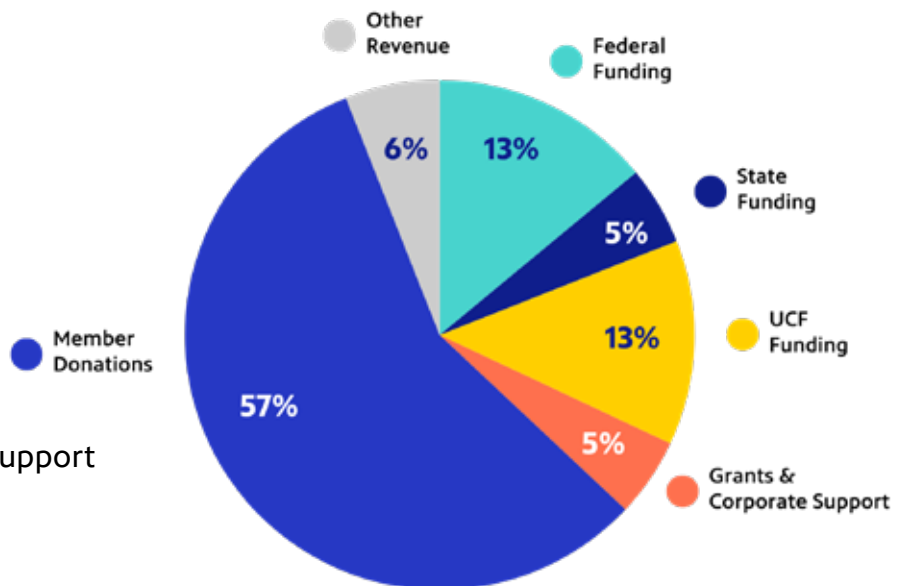
\$472,000+
in State Grant Funding

\$1,188,000+
in UCF Funding

\$417,000+
in Local Grants and Corporate Support

\$518,000+
from Other Direct Revenue (interest and rentals)

\$5,079,000+
in Member Donations from Viewers and Listeners Like YOU!



Source: WUCF Audited Financial Statements, Fiscal Year 2024.

WUCF ON AIR



Over the past year, you, our loyal listeners, helped make **WUCF 89.9 Jazz's 45th anniversary** unforgettable. The celebration kicked off with a special *Live from Studio A* performance at the Steinmetz Theatre featuring UCF's Flying Horse Big Band (top right) and continued throughout the year with events and on-air tributes.

As Orlando's premier jazz soundtrack, WUCF airs **nearly 17,500 hours of jazz annually** on two stations—WUCF Jazz and Latin Jazz—because of your continued support and love for the music. This dedication has made WUCF one of the highest-rated jazz stations in the United States.

Thanks to you, WUCF is a vital part of Central Florida's jazz community, providing live coverage at local jazz festivals and curating the best in jazz music to keep our community connected. Whether you tune in on the radio, online, or through your smart device, WUCF Jazz thrives because of your passion for the music we share.

"In addition to the great year-round jazz, the calming, cheerful messaging, programming and information during hurricanes is a benefit that is probably not recognized enough but is deeply appreciated." - *John, Orange County*

Stream live at wucf.org or simply say, "**Play WUCF FM Jazz**" to join us in celebrating the vibrant world of jazz.





WUCF ON AIR

WUCF reaches more than four million people across a nine-county area on five TV channels:



WUCF TV's schedule features many of your PBS favorites including news, public affairs, dramas, childrens and documentaries as well as WUCF local content highlighting topics and issues impacting Central Florida.

WUCF partnered with the Bach Festival Society of Winter Park to produce and air the holiday special *A Classic Christmas with the Bach Festival Society: Joyful Sounds* (pictured above). The holiday favorite aired locally in December and was distributed on **268 stations**, nationwide.

Users streaming WUCF across all platforms annually:

1,500,496

Average weekly broadcast views:

230,557

Minutes of local TV programming aired annually:

12,960

Local streams of PBS KIDS content annually:

60,406,841

Sources: PBS Domo Station Data API, TracMedia, Protrack



FLORIDA ROAD TRIP



Celebrating 10 Seasons of Exploring the Sunshine State

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.

Celebrating its 10th Season, *Florida Road Trip* continues to take viewers on exciting journeys to explore the cities and towns they call home or love to visit. Originally titled *Central Florida Roadtrip*, the Emmy award-winning show expanded in 2022 to cover the entire state and now airs on all Florida public television stations.

In 2024, **Scott Fias** joined as the host and master storyteller of *Florida Road Trip*. With over a decade of experience traveling the state and sharing stories about Florida's people and communities, Scott brings fresh energy and insight to the series.

Catch new episodes every Thursday at 8 p.m. or stream anytime at **FloridaRoadTrip.org**.

WUCF is already back on the road, filming the next season, with new episodes featuring more unique Florida locations and stories premiering in 2025.

With generous support from:

Paul B. Hunter and Constance D. Hunter Charitable Foundation, Inc.



Now airing on all Florida PBS Stations!



"I'm loving living in Florida because of *Florida Road Trip!*"
- Renee, Volusia County



“What a stunner of a public information show! The host and panelists were splendid. Thank you and all concerned for this wonderful show. “

- Ann, Orange County



NewsNight is WUCF’s weekly half hour program featuring journalists from radio, TV, newspapers, and blogs across Central Florida. Through roundtable discussions, the panel dives into important local issues, sharing the stories behind the headlines.

Each week, they break down the news and explain how it impacts the community, keeping viewers informed and engaged with the issues that matter most.

NewsNight over the past year, explored critical topics such as the environment, elections, hurricane resiliency, arts funding, and more.

Expanding its impact beyond the studio, *NewsNight Conversations* engaged the community directly, fostering meaningful civic dialogue on the region’s most pressing issues. In May 2024, *NewsNight* hosted a two-part **NewsNight Conversations** series where community members and stakeholders examined the years-long effort to restore Florida’s treasured Indian River Lagoon, discussing progress made and the challenges that remain in rejuvenating and preserving this vital waterway and its wildlife.

Watch episodes of **NewsNight** every Friday at 8:30 p.m., or stream anytime at wucf.org/newsnight.

NewsNight is offered in both English and Spanish.

On My Way To K



Expanding Our Reach in 2024

In 2024, WUCF's On My Way To K initiative reached more than **4,165 children and caregivers** across Central Florida with interactive, co-learning resources and experiences. The program extended its reach through an interstitial series about school tools viewed by **more than 10,000 households** monthly on WUCF.

A Story of Real Impact

At a Winter Park event, a caregiver shared a powerful story: her son, who had struggled with pencil grip, finally learned to hold a pencil correctly after receiving personalized guidance from a WUCF facilitator. She expressed, "This will make an incredible impact on [my son's] educational journey."

Inclusivity at the Core

Inclusivity is at the heart of **On My Way To K**. Through community events, multi-media content, and educational resources like our guidebook and Sensory Spaces, WUCF helps families feel confident and prepared for the first day of kindergarten and beyond.



91% of caregivers say WUCF's resources made them feel more confident and empowered in supporting their child's school readiness.

Source: WUCF On My Way To K survey responses, FY24





Ready To Learn

93% of caregivers say WUCF's Early Learning initiatives help them gain new strategies to support their child's learning.

Source: WUCF Ready To Learn survey responses, FY24



Expanding Educational Impact

From February to June 2024, WUCF's **Ready To Learn** project delivered five enriching educational experiences to more than 400 children, caregivers, and educators in our Osceola County Learning Neighborhood. These PBS KIDS-themed workshops build skills in everyday literacy, computational thinking, and the world of work.

Fostering Intergenerational Learning

Ready To Learn fosters intergenerational co-learning. One family, spanning four generations, participated in a Ready To Learn session and took home a Family Game Night kit. They later shared how playing educational games together strengthened their connection and learning experience.

Building Social and Academic Skills

Caregivers noted how inspiring it was to see their children collaborating with others to solve problems, building both social and academic skills. Many expressed feeling motivated to create similar learning experiences at home.

Strengthening Community Partnerships

Through these inclusive events and strong community partnerships, WUCF's **Ready To Learn** project continues to empower families, making educational success a shared journey.

wucf.org/readytolearn

Meet The Helpers



Empowering Young Minds

From screen to scene, WUCF's **Meet The Helpers** delivers enriching experiences that teach young children about emergency preparedness, careers, and civic engagement through engaging media, interactive learning tools, and in-person events.

Why It Matters

Research shows that introducing children to community helpers in a safe and fun environment helps them react more calmly and effectively during times of crisis.



Exciting New Content in 2024

- **ASL Interpreter:** Promoting inclusivity and communication.
- **Public Service Worker:** Highlighting everyday heroes in our communities.
- **Voting Process:** Introducing children to the importance of civic engagement.

PLUS! New learning tools for caregivers and classrooms to extend learning beyond the screen.

Discover how *Meet The Helpers* empowers children at meetthehelpers.org.



“It is really important for children to see that there are so many helpers that they’ve never seen before.”

- Lindsey Smale, ASL Interpreter, UCF Student Accessibility Services



“From firefighters to voting to health care. It’s important for [kids] to know what we do and that we’re there for them.”

- Macho Montero, Orange County Supervisor of Elections

Be My Neighbor Day



“It was absolutely amazing to see people from the community come together to make a positive change!” - Caregiver at our Community Clean Up



A Decade of Community & Compassion

WUCF’s 10th Annual **Be My Neighbor Day** brought families and neighbors together to celebrate kindness, community, and compassion. Inspired by Fred Rogers’ timeless message, the event featured engaging activities, live entertainment, and appearances by beloved PBS KIDS characters like Daniel Tiger.

Community Partnerships in Action

Partnering with local organizations, WUCF provided resources to encourage learning and support community well-being. Families enjoyed a day of connection and fun, reinforcing the importance of being good neighbors. This impactful event exemplifies WUCF’s mission to inspire Central Florida through education, engagement, and acts of kindness.

Be My Neighbor Day by the numbers:

- **144 lbs of litter collected** at Lake Lorna Doone Park.
- **30,000 educational resources** distributed.
- **466 attendees** at Be My Neighbor Day events in Orange and Osceola Counties.
- **16,000 children and caregivers** reached through Be My Neighbor Day In A Box partnerships with libraries across Central Florida.
- Check out the latest at wucf.org/bmnd

With Support From:



Elizabeth Morse
GENIUS FOUNDATION



Engaging Our Community

At WUCF, we enrich lives and connect communities through impactful programming that brings public media's values to life. Our events create opportunities for people to engage, learn, and grow together.

Engaging with Beloved Programming

Fans of *All Creatures Great & Small* gathered for a heartwarming Season 3 premiere screening, celebrating their shared love for this cherished series.

Blending Culture and Fun

We hosted a **Virtual French Wine Tasting with travel expert Rick Steves**, blending cultural exploration with interactive fun. Our **Open House and Pop-Up Market** also welcomed the community into our studios, fostering meaningful connections.

Record-Breaking Book Drive

Our VyStar Preschool Book Drive made a huge impact—collecting and distributing over **4,500 books to young learners** across Central Florida. With help from PBS KIDS' *Super Why!*, we inspired countless families to embrace the joy of reading and build lifelong literacy skills.

Honoring Leadership and Impact

We proudly celebrated Melissa Braillard, WUCF's Director of Community Impact, recipient of the Terri S. Chastain Award for Outstanding Fundraising Professional at **AFP Central Florida's National Philanthropy Day**.



“WUCF has enriched my life for over 20 years and the ability to stream now boosts it from a local to a global treasure. Thanks so much for taking the edge off our stressful lives with the treasure of WUCF.”

- Alex, Flagler County



Educating Future Media Leaders

WUCF is shaping the future of media while connecting with Central Florida through meaningful educational opportunities.

Through a partnership with **UCF's Nicholson School of Communication and Media**, WUCF offers a **hands-on practicum class** where students gain real-world experience in production, programming, promotions, and community engagement—helping them build strong media portfolios and prepare for impactful careers in public media. Additionally, Kayonne Riley, WUCF's Director of Radio, leads a UCF course on **radio's evolving role in media** and its influence on community connection.

WUCF also provides **behind-the-scenes studio tours for students** and community groups, offering a closer look at how trusted content and educational resources are created to inform and inspire.

These experiences reflect WUCF's commitment to building an **informed, connected, and engaged** Central Florida.



Honoring Our Nation's History Inspiring the Future



Through a focus on elections, civic engagement, and civil discourse, WUCF is creating programs and events that showcase Central Florida's role in America's story, and hosting discussions around these themes such as with our WUCF **Community Laboratory (CoLab)**.

By exploring themes of **democracy, innovation, and community**, we celebrate the resilience and unity that define our nation. Local storytelling, digital content, and educational resources will connect history with today, encouraging understanding and curiosity.

Join WUCF as we embark on a three-year initiative called **America250**, which will culminate in 2026 with our country's 250th birthday. Let's honor our shared history, amplify Central Florida voices, and shape a brighter future together. Visit wucf.org/America250 to learn more about this historic celebration!



JOIN THE MISSION



Igniting Curiosity, Inspiring Learning, Connecting Communities

At WUCF, we believe in the power of public media to enrich lives and strengthen our community.

Your Role in Shaping Central Florida's Future

Everything we accomplish is made possible by the dedication of individuals like you—those who understand and value trusted information, lifelong learning, and meaningful storytelling.

Ways to Support Our Mission

- **Become a Donor:** Fuel local storytelling and educational programming.
- **Partner with Us:** Collaborate on initiatives that uplift our community.
- **Volunteer Your Time:** Engage directly with programs that make a difference.

Your Impact is Powerful and Immediate

Your support empowers WUCF to produce compelling local stories, deliver trusted educational resources to families and educators, and sustain the high-quality programming you love.

Join Us in Building a Stronger Central Florida

Together, we can create a more connected community and ensure that WUCF remains a trusted resource for generations to come.

Thank you for believing in WUCF.

Your commitment makes our work possible.
Let's continue to inspire and educate — together.
Scan the QR code for more information.



WUCF Leadership Team



JENNIFER COOK
EXECUTIVE DIRECTOR



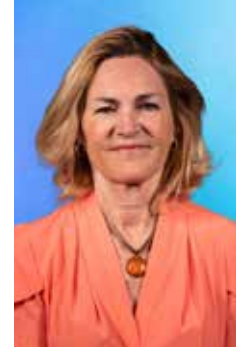
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Mark Filburn



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WE ARE WUCF



YOUR COMMUNITY • YOUR STORIES • YOUR PUBLIC MEDIA

*Community-supported public broadcasting from the University of Central Florida.
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