

## **6.1 Telling Public Radio's Story**

1. WUCF-FM broadcasts a “Jazz and More” format that focuses on a singularly American art form known as jazz music. Additional broadcast features include locally produced arts and cultural feature programs, NPR arts and cultural programs, and, local arts and cultural information. The format is well-received by a wide variety of listeners in Central Florida, an area that is rich with listeners who favor non-commercial programming: working and retired master musicians, student, staff and faculty of secondary and higher education programs that offer jazz instruction: the University of Central Florida, Rollins College, and Valencia College, and, the vital arts and entertainment population who are employed by the major venues in the area. WUCF-FM's Nielsen ratings continue to show that the station is engaging the Central Florida community with desired content, 2020 again saw the station maintain market share averages that are some of the highest of any full-time jazz station in the nation. Since stations that focus on playing jazz music are rare, WUCF FM's online broadcasts are popular throughout the world, and the station enjoys listenership and donations from across the United States, and all over the world. WUCF continues to gain listeners on our streaming service with the industry-leading service STREAMGUYS. WUCF continues to expand it's reach to the large and ever-growing Latinx community in Central Florida with an HD2 service of 24/7 Latin Jazz programming, and, our Sunday specialty Latin Jazz program on our main HD1 channel. Our Latin Jazz programming services features all types of Latin Jazz music: Brazilian, Afro-Cuban, Puerto Rican, Caribbean, and American Jazz artists playing in Latin Jazz styles. These programming services are seeing continued gains on the station's Nielsen monthly charts. WUCF-FM addresses community issues, needs and interests through vital local programmatic services, including: live on-air concerts featuring major jazz artists; in-depth artist interviews; a weekly jazz countdown program; and unique local airing of NPR cultural programs such as Jazz Night In America, and Jazz Inspired. WUCF also responds to the growing diversity in our community by reaching out to diverse communities with our broadcasts, social media and community events. The state of Florida regularly faces weather emergencies, and the station joined the FPREN (Florida Public Radio) network in May of 2020 to further serve our listeners in times of imminent weather emergencies. The station has continued our partnership with Seminole County Emergency Management whereby station hosts will broadcast evacuation and shelter information to the community every single hour during weather threats. The station also works closely with the UCF Emergency Management Department for immediate response and notification of natural, technological, and human-caused threats and hazards. The WUCF-FM website provides more vital services with live streaming service of both of our main HD1 channel, “89.9 Jazz and More” as well as our secondary HD2 channel “89.9 HD2 Latin Jazz.” Also available on our website is a Podcast section where users can find archived program of artist interviews, public information programming, and archived live on-air concerts.

2. WUCF-FM focuses on the local community through a variety of partnerships and outreach events. Key initiatives include spreading awareness of the stations' arts and cultural programming to organizations and events that feature artistic gatherings or events. WUCF-FM partnered with the following groups for outreach events in 2020: Community organizations: Winter Park Chamber of Commerce, East Orlando Chamber of Commerce, the Latin American Chamber of Commerce, the City of Winter Park, Mount Dora Chamber of Commerce; Arts organizations: Central Florida Jazz Society, the Timacua White House, and the Orlando Philharmonic; Educational organizations: UCF School of Performing Arts, the UCF School of Music and the Jazz Studies Program, and the UCF College Of Arts And Humanities. WUCF-FM also participates in trade agreements with the following: Media partners: The Orlando Weekly, The Winter

Park/Maitland Observer, La Prensa and the Enzian Theater; Business partners: D.C. Moore Movers, AEG Concerts, Dr. Phillips Center, Caravan Tour Company, Orange Cycle, Shuffield Lowman Law Firm, the Altamonte Chapel, and many others.

3. WUCF's partnerships with organizations and businesses in the Central Florida area have served to familiarize the general public with us, and give those who already embrace the station an opportunity to offer their appreciation and suggestions. Additionally, WUCF's wide listenership base is informed and advised of valuable cultural activities offered by our partners. Our partnership with the UCF Jazz Studies program continued this year, with the station hosting concerts featuring jazz faculty performing in events that were broadcast on both WUCF FM and TV. The COVID pandemic put a halt in mid-March 2020 to many of our typical partnerships that involve live community outreach efforts, so the station pivoted to presenting online events like our "Inside Tracks" YouTube sessions - which are musician interview segments that are presented to our audience via station social media channels, as well as broadcast on our sister station WUCF TV. The segments featured a diverse group of performers including Latin Jazz artists "La Lucha," the African American group "The Conglomerate" and pianist Champian Fulton.

4. WUCF helps to serve the needs of minority and diverse audiences with our daily broadcasts of jazz music and historical commentary, as Jazz is America's unique musical contribution to the world, and, it is an art form that originated largely through the work of African American musicians and composers. WUCF's outreach efforts serve minority and diverse audiences as well. WUCF-FM enjoys a relationship with the Central Florida Latinx community by virtue of the incorporation of Latin jazz music within our main channel (89.9 HD1) program schedule, and, on the 24/7/365 broadcast of Latin Jazz on our HD2 channel. These broadcasts serve to address the large and ever-growing local Latinx community as do the WUCF's events calendar coverage of the many events devoted to the Latinx community during the Latin American Heritage month each year in September and October.

5. The station was able to fund several crucial areas thanks to the CPB grant received for the year. WUCF FM joined the FPREN (Florida Public Radio) network, which enhances our coverage of severe weather events, and, was able to purchase the gear to make this partnership possible. WUCF was able to pay licensing fees for software programs like ENCO and MusicMaster, to ensure continuity of broadcast. The station also replaced many of our older computer servers that store our programs and audio files and make our 24/7/365 broadcasts possible on both WUCF HD1 and HD2. The CPB grant provided financial resources to air our local "Live From Studio A" concerts throughout the year. Our grant also allowed the station to fund the musicians and audio engineers needed to support the broadcasts, and upgrade and maintain equipment. Additionally, we were also able to send staff to in-person and online conferences for career development, including the PMDMC conference, the Jazz Congress, the NAB Radio Show, the PMBA, and the JazzWeek Summit.