

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 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, 2018 saw the station again maintain market share averages that are some of the highest of any full-time jazz station in the nation. Gains have been posted in percentages of Black and Hispanic listeners as well. Average weekly cumulative numbers continue to be near 100,000 listeners. Since stations that focus on playing jazz music are rare, our 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 upgraded our streaming service in 2018 by contracting with the industry-leading service STREAMGUYS. Throughout 2018, and following our conversion to our new streaming service, WUCF-FM's "Jazz and More" and "Music and More" streams received hundreds of daily and simultaneous connections. 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; a daily community events calendar; unique local airing of NPR cultural programs such as Jazz Night In America, and Jazz Inspired. The state of Florida regularly faces weather emergencies, and while no storms directly impacted Central Florida during this reporting period, the area was majorly impacted as a result of Hurricane Maria on September 16, 2017. Hurricane Maria's severe damage to Puerto Rico resulted in numerous refugees evacuating and moving to the Central Florida area. WUCF is responding to the growing diversity in our community by reaching out to these diverse communities with our broadcasts, social media and community events. 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 Music and More." The HD2 channel features popular music from the 1960's through the 1980's that had lost its place on commercial radio stations. 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 2017: Community organizations: Winter Park Chamber of Commerce, East Orlando Chamber of Commerce, City of Sanford, the City of Winter Park, Mount Dora Chamber of Commerce, South Seminole Chamber of Commerce; Arts organizations: Central Florida Jazz Society, the Atlantic Music Center, and the Orlando Philharmonic; Educational organizations: UCF School of Performing Arts, the UCF

School of Music and the Jazz Studies Program, the UCF Student Union, UCF College Of Arts And Humanities, and Rollins College Music Programs. WUCF-FM also participates in trade agreements with the following: Media partners: The Orlando Weekly, The Winter Park/Maitland Observer and the Enzian Theater; Business partners: D.C. Moore Movers, AEG Concerts, Dr. Phillips Center, Caravan Tour Company, Hard Rock Live, 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 to grow this year, with the station hosting numerous high school jazz bands for tours and visits with station staff during a March 2018 weekend of jazz concerts, workshops and special sessions. In addition to the organizations named (in #2) above, WUCF continues our rich partnership with the Hannibal Square Heritage Center, whose mission is to pay tribute to the past, present and future contributions of Winter Park's historic African-American community. It is a project of the City of Winter Park and the Community Redevelopment Agency, operated by Crealdé School of Art. WUCF promotes their exhibits throughout the year, culminating in their Folk and Urban Art Festival in the spring.

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 Latin community also by virtue of the incorporation of Latin jazz music within our program schedule. Our events calendar covers many events devoted to the Latin community during the Latin American Heritage month each year in September and October. Hurricane Maria was one of the worst natural disasters to ever hit the island of Puerto Rico, and many displaced residents have sought refuge in the Central Florida community. Already in late 2017, we helped with announcements regarding the Resource Center in Orlando created for Maria survivors from the Caribbean. In 2019 and beyond, we will seek to create programming that helps these newcomers to the region adjust for their temporary or permanent stay in our area.

5. The station was able to fund several crucial areas thanks to the CPB grant received for the year. There were financial resources to air our local "Live From Studio A" concerts throughout the year. Our grant allowed the station to fund the musicians and audio engineers needed to support the broadcasts, and upgrade and maintain equipment like microphones for those broadcasts and regular upkeep of our concert grand piano. We were also able to send staff to conferences for career development, including the PMDMC conference, the Jazz Congress, the NAB Radio Show, the PMBA, and the JazzWeek Summit. Our broadcast and production studios were moved and rebuilt in the facility we now share with our sister station WUCF TV. We were also able to pay licensing fees for software programs like ENCO and MusicMaster, to ensure continuity of broadcast.