



2011 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

WJCT's mission is to provide programming and services that celebrate human diversity, encourage joyful learning and promote civic participation, all to empower citizens to improve the quality of their lives.

It is WJCT's vision to be the primary resource for excellent programming, educational outreach and in-depth information. As a dynamic force on the First Coast, WJCT works to forge a community of informed citizens.



WJCT Public Broadcasting delivers television, radio and online content to 1.5 million audience members in Northeast Florida and Southeast Georgia and further enhances the community through special events and outreach activities.

In 2011, WJCT Public Broadcasting provided these key local services:

- News and election coverage providing in-depth information and candidate debates
- Local productions that spotlight the culture, arts and business development of the First Coast
- Hosted NPR and PBS personalities and providing viewers and listeners with forums to connect with them
- Expanded local radio music programming beginning with an eclectic mix of programs for listeners that includes jazz, chill out, blues & more!

As an integral player in the arts community, WJCT regularly partners with other arts organizations to advance their educational outreach activities, in particular by providing access to our production resources, on-air promotion, and a presence on our website.

During 2011, WJCT continued its commitment to focus on the local issues and newsmakers making an impact on the community, from business and cultural developments to governing and leadership. As the local PBS and NPR affiliate, WJCT delivers national TV and radio programming. With in-house news and production teams, as well as the largest soundstage in Northeast Florida, WJCT also provides a wealth of local programming:

News. WJCT's signature programs include *First Coast Connect*, the live radio call-in program on 89.9 WJCT Public Radio keeps the audience plugged in to all aspects of life on the First Coast, talking with city, state and national leaders and providing news and information for all citizens of the community. *First Coast Forum*, a quarterly program that airs live on TV and radio, bringing local leaders together to discuss key issues and respond to community comments.

Local Television Content. WJCT's production team produces series including *Real School* and *School Matters*, as well as television documentaries including *The Saint Augustine Lighthouse*, *Stories of the First Coast*, *National Parks of the First Coast* and *Golden Isles*, *Jacksonville Beach: Against The Tide*, *City of Bridges* and *Old Town*, *New Town*, *Our Town: The Story of Amelia Island*.

Music. WJCT has greatly expanded its radio music programming with AFTER HOURS, beginning nightly at 7pm with an eclectic mix of programs for listeners that includes jazz, indie, big band, blues and more!

Access. WJCT-TV delivers content through four television channels, as well as through its new content-on-demand website WJCTOnDemand.ORG, which gives viewers and listeners access to all WJCT-presented audio/video content.

WJCT-FM delivers content through three radio streams, including its primary channel, arts channel and NOAA Weather Radio. WJCT also hosts a comprehensive website, and has been reaching First Coast citizens through Facebook, Twitter, Google+, newsletters and blogs.



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WJCT is a vital community presence, partnering with local businesses and organizations to enhance the First Coast community. WJCT's signature outreach programs include:

- **Ready To Learn.** WJCT has been a Ready To Learn station since 1997. We currently partner with local businesses to provide workshops at local schools, last year reaching more than 2,000 parents and caregivers.
- **Black History Month Event.** In February, WJCT presented a special interactive forum featuring a conversation with Raymond Arsenault and a sneak peek of the film, *American Experience: Freedom Riders*.
- **Share a Story.** WJCT's Share a Story is the centerpiece of the Annual Reading Celebration, presented each May in partnership with the local public school system and public library. Last year's event was hosted by *Cyberchase's* Bianca and attended by 5,000 parents and kids.
- **PBS Kids Go! Writing Contest.** WJCT hosts an annual writing contest for grades K-3, with local winners reading their stories aloud at Share a Story.
- **Mister Rogers' Neighborhood Sweater Drive.** Each year, WJCT partners with local schools and businesses in the annual sweater drive, last year collecting and distributing more than 15,000 items at the Clara White Mission and to other neighbors in need.
- **Health Initiatives.** WJCT has been partnering with Baptist Health to host the annual Speaking of Women's Health conference since 2001, and recently added monthly Lunch & Learns.
- **Radio Reading Service.** WJCT's Radio Reading Service broadcasts continuous readings of local and national newspapers, books and other materials to assist print-impaired individuals.
- **WJCT Open House.** WJCT held an Open House in October, welcoming community members for behind-the-scenes studio tours and opportunities to meet on-air "voices" and special guest Bob Edwards. Kids' activities included main stage shows by Sid the Science Kid and photo ops with a wealth of PBS Kids characters, including Curious George, Woofster, Martha Speaks and more.

WJCT and Baptist Health present the annual Speaking of Women's Health Conference in August. Each year, First Coast women are treated to a day of "edu-tainment", where they experience informative breakout sessions, health screenings, a keynote speaker and luncheon all to empower them to make the right health decisions. WJCT and Baptist Health also partner to present monthly Lunch & Learn sessions, providing community members access to a diverse range of health topics and experts free of charge.



WJCT partnered with the Duval County Schools and the Jacksonville Public Library to host the ninth Annual Reading Celebration, featuring WJCT's Share a Story. The event featured celebrity host Bianca deGroat, one of the "real life" kids on PBS Kids' Cyberchase. The centerpiece of the Annual Reading Celebration is WJCT's Share a Story, part of a national PBS Kids campaign designed to inspire adults to help kids develop language and literacy skills through daily activities like reading, rhyming, singing, storytelling and simple conversation.



WJCT hosts its annual Mister Roger's Neighborhood Sweater Drive which pays tribute to the beloved PBS icon and mobilizes the community to lend a helping hand to neighbors. Community partners including VyStar Credit Union, Duval County Public Schools, Teachers Supply Depot, Two Men and A Truck, St. Mary's Episcopal Church, Clara White Mission and St. Vincent's Outreach Ministry have joined together to collect and distribute tens of thousands of sweaters, coats, blankets and warm clothing to those most in need.





Think.VoteJacksonville Mayoral Debates 2011

WJCT Public Broadcasting partnered with Jacksonville media and civic organizations to keep voters informed through four broadcast debates, making the station the “go to” place for coverage of the Jacksonville Mayoral candidates.

DEBATE 1: The Role of Government in Growth/Environment

In this formal debate, broadcast live on March 3, mayoral candidates discussed their growth management philosophies and how they see Duval County developing over the next decade. Also on the table were infrastructure concerns, transportation problems, water and air quality issues, and how candidates planned to balance the need for progress with protection of natural resources, in particular the St. Johns River.

DEBATE 2: The Role of Government in Economic Development

In this informal debate, broadcast live on March 7, the candidates discussed issues such as taxes, business incentives, tourism, pension reform and downtown redevelopment.

DEBATE 3: The Role of Government in Public Health & Safety

In this town hall-style meeting, broadcast live on March 17, the candidates discussed issues such as the infant mortality rate, access to health care, wellness programs, crime, and the relationship between law enforcement and the public.

DEBATE 4: School Matters Special: Mayoral Forum on Education

In this televised forum, broadcast March 6, candidates discussed education issues and responded to questions from *School Matters* student hosts. Students, parents and educators in the audience also provided questions.





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Evaluating Outcomes, Measuring Impact



"[WJCT] should be viewed as one of Jacksonville's valuable nonprofits. Its public forums, documentaries and its radio interviews by Melissa Ross provide important additions to the public debate and our quality of life."

– *Times-Union editorial, July 18, 2011*

WJCT gives the community a voice. On November 3, 2011, WJCT hosted a listening party for its radio documentary, *Voices of the First Coast: Women, War and Peace*, a companion to PBS' *Women, War and Peace*. The documentary and companion website presented stories of local women whose lives have been forever changed by war. The documentary was produced by Karen Feagins. One of the documentary's inspiring voices, Rachel Obal ("Mama Rachel"), was present to share her stories in person.



"Great presentation last night at WJCT. Voices of local women regarding Women War and Peace. Thanks for hosting."

-- *Facebook Comment, Nov. 4, 2011*

The listening party touched community members and inspired a feature story on Mama Rachel in *Folio Weekly*.

As a locally owned and operated public broadcasting station, WJCT is an integral part of the community. Our success is the community's success, measured by the extent to which our children learn and our citizens are engaged and join together for the common good.
