



2013 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.

In 2013, WJCT redefined its role in the First Coast community, leveraging its national and local content to bring community partners together, facilitate community-wide conversation, and empower community members to enhance their lives. I'm pleased to share the results of our efforts, made possible by the multitude of community members, businesses and organizations that support us.

— *Michael Boylan, WJCT President and CEO*



WJCT is a leader on the First Coast community, striving to serve community members in meaningful ways.

WJCT continues to be a vital community resource, engaging and empowering community members.

In 2013, WJCT expanded its social media efforts, in order to engage more directly with community members and more accurately identify local issues and needs.

While continuing its signature programming and events, WJCT also launched new initiatives to bring partners together, promote tolerance through community conversation, and put educational tools in hands.

In 2013, WJCT launched several programs and initiatives that shone a national spotlight on the First Coast.

- Hosted *Antiques Roadshow* in Jacksonville during its 2013 Summer Tour.
- Became the presenting station for the nationally broadcast *State of the Re:Union*.
- Launched WJCT News, a new online news source for the First Coast and ramped up social media focus.
- Hosted seven community conversations.
- Expanded the reach of *First Coast Connect*.

WJCT's programs and initiatives reached record numbers of audience members and generated many positive responses.

- Shared the magic of television with 6,000 *Roadshow* participants.
- Facilitated a program that airs on more than 160 public radio stations.
- Informed more than 30,000 unique visitors per month.
- Gave voice to hundreds of First Coast students and citizens.
- And more. Read on ...

Contents

In the Community, p. 2
Stories of Impact, p. 7
Measuring Impact, p. 10

WJCT is a vital force on the First Coast community, striving to build an informed community through outreach, partnerships and more. In 2013, WJCT's efforts and initiatives resulted in bringing national attention to the First Coast, spotlighting local issues for First Coast residents, promoting tolerance through dialog and discussion, and engaging and empowering citizens.

NATIONAL SPOTLIGHT

Antiques Roadshow. Six thousand First Coast community members got a personal appraisal of family "treasures" and tapped into TV's magic when WJCT hosted *Antiques Roadshow's* visit to Jacksonville in June. Appraisers identified several "big ticket" items, to be featured in Roadshow's Fall 2014 season. For most, the value: less than \$100. Experience: priceless!



Antiques Roadshow



Downton Abbey. WJCT gave local fans of PBS' most-watched drama a chance to celebrate and share their enthusiasm with fellow fans on the First Coast. A *Downton Abbey* costume gala in January, a screening of Season 4 in December and, in April, a luncheon with Jessica Fellowes, author of *The World of Downton Abbey* and niece of series creator Julian Fellowes. Luncheon proceeds benefitted WJCT and PACE Center for Girls-Jacksonville.



Author Jessica Fellowes

Martha Speaks Reading Buddies. WJCT participated in state-wide *Martha Speaks* Reading Buddies study. WJCT hosted the study in two elementary schools in Duval and St. Johns counties, measuring the learning gains of participating kindergarten and fourth-grade "reading buddies." The state-wide collaboration reinforced the importance of state funding for public television and drew PBS's attention as a possible model for other states.



Above: Al Letson at TEACH. Right, Jacksonville Mayor Alvin Brown and Jacksonville Historical Society's Emily Lisska at Antiques Roadshow.



MARTHA SPEAKS

State of the Re:Union. WJCT became the presenting station for *State of the Re:Union*, keeping Jacksonville's Al Letson on the First Coast, making WJCT home base of a nationally broadcast radio program.

Local Stories Project. WJCT is one of 22 stations selected by NPR to participate in the Local Stories Project, a collaboration that shares meaningful local stories to geo-targeted areas of its national Facebook audience. The collaboration has resulted in huge spikes in traffic to WJCT's Facebook page, hundreds of shares and localized community-focused comment threads.



WJCT staff members pay tribute to a classic Downton Abbey image.



2013 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

LOCAL FOCUS

50th ANNIVERSARY AUCTION. WJCT revived a beloved, community-wide tradition, celebrating the 50th Anniversary Auction (online only since 2009), with a live three-night television broadcast in June. WJCT raised more than \$52,000. Hundreds of local businesses and community members donated items for the live television event. One highlight was the “Drive Away in Your Dream Car” drawing, made possible by The Brumos Companies.

Shadows of the Past. WJCT produced *Shadows of the Past: Mysteries of Florida History*, a documentary that explores three mysteries that continue to puzzle – the exact location of Ponce de Leon’s landing, the original site of Fort Caroline, and the actual appearance of the Timucuan Indians.

OneXOne. The Power of One. Through the inspirational stories of six Duval County students, this one-hour documentary tells the larger story of a community organization that brought a diversity of people together to effect city-wide educational reform from the ground up, keeping kids on track and in school ... one by one. Produced by WJCT in partnership with JPEF, part of American Graduate: Let’s Make it Happen.



Emergency Management Series. In partnership with Duval County Emergency Management, WJCT produced and presented a 12-week topical radio series to educate the First Coast about emergency preparedness. Segments include the special needs registry, evacuation zones, making an evacuation plan, shelter life and JaxCERT.

Jags Teen Talk. Produced by WJCT’s Stephen Jones for the Jacksonville Jaguars Foundation, *Jags Teen Talk: Game Plan for Success* is a one-hour documentary that airs throughout the community, in which Jags, teens and experts discuss difficult issues facing teens today and share teen success stories. This year’s program received a Suncoast Emmy.



Jacksonville Symphony. WJCT is partnering with the Jacksonville Symphony Orchestra during its exciting, season-long search for a new music director. As each guest conductor arrives in Jacksonville, he is interviewed on Monday’s *First Coast Connect*, with audio excerpts included in a later *WJCT Presents the JSO* on WJCT-FM, and a separate video available online at the Symphony’s website.

One Spark. WJCT was a strong community partner for Jacksonville’s inaugural One Spark crowdfunding festival in April, attended by more than 130,000 people. Before the event, WJCT showcased organizers and creators on *First Coast Connect* and broadcast the Creator’s series, weekly radio profiles of creators participating in the festival. WJCT personalities emceed One Spark volunteer events. WJCT’s one-hour *First Coast Connect on the Go!* helped kick off the event, broadcasting live from the Downtown Jacksonville venue.

Listening to the Community. When NPR canceled *Talk of the Nation*, community members asked to keep Friday’s segment, *Science Friday*, in the lineup. To cover the annual \$4,500 cost, community members responded to a one-day pledge event featuring DCPS science teacher Scott Sowell, allowing WJCT to continue airing the program.

Shared Space. In furtherance of its role as a community convener, and to facilitate shared projects, WJCT rents permanent office space to the World Affairs Council, JCCI, and the Women of Color Cultural Foundation, Inc. WJCT is working to transition its facility to a “community engagement center.”

ONGOING SERIES AND SPECIALS

WJCT News. On April 1, WJCT launched a news website, WJCT News, an online news source to complement the news reports and programming on 89.9 WJCT-FM. The website provides opportunities to share and comment on stories, along with photos and bios of radio personalities. WJCT news staff is working to make it the go-to source for news and information about the First Coast.

First Coast Connect. WJCT's *First Coast Connect* features local newsmakers, civic and community leaders, arts, activities and more, along with spot news features and a weekly roundtable of local journalists. Community members engage via phone, email, tweets and Facebook posts. The program airs weekdays at 9am on 89.9 WJCT-FM.

First Coast Forum. One of WJCT's signature programs, the quarterly *First Coast Forum* convenes a panel of community leaders to discuss issues of importance to the First Coast community and invites community members to weigh in. The program airs live on WJCT-TV, WJCT-FM and online. Topics covered in 2013 include pension reform in Jacksonville, the Affordable Care Act, and the JAX2025 vision for the area's future.

Hometown. WJCT's *Hometown* is a monthly television series that showcases people, places and things unique to the First Coast. One segment of each episode is regularly devoted to a local artists, arts organizations or venues.

Jacksonville Legacy. WJCT is proud to present Leadership Jacksonville's periodic *Legacy Series*, profiling First Coast leaders who have made a difference. Episodes presented in 2013 include the Suncoast Emmy-winning episode on Civil Rights leader Alton Yates.

Hidden Gems. WJCT produced *Hidden Gems*, a web-only series that showcases First Coast attractions resident may not know about. The series featured Hanna Park, Hala Café, Chomp Chomp, J.P. Small Park, and Farragut Films Studio.

Freestyle. Shortly after joining WJCT, Jacksonville's Al Letson began producing the weekly *Freestyle: A Mixtape with Al Letson*, a themed collection of stories, sounds and interviews featuring the best of public radio from Florida and across the U.S.

Country Crossroads. WJCT added a new program to its *After Hours* lineup of local music programming. Produced by Sean Birch, the weekly one-hour program is where all forms of country music intersect—from classic cowboy songs to today's alternative, from bluegrass to country rock. It's music First Coast residents won't hear anywhere else.

This Is Jazz. WJCT celebrated the 20th anniversary of *This Is Jazz*, the long-running radio program celebrating a great American art form, and its host, Jacksonville Jazz Hall of Famer Bob Bednar.

Studio 5 Sessions. WJCT's *First Coast Connect* regularly features local venues, artists, authors, singers, dancers and musicians. When musical guests perform live, WJCT records some of these incredible radio performances (with video), and reformats them into a new online program, *Studio 5 Sessions*, available at ondemand.wjct.org.



Extending the Story

Cyd Hoskinson's *Hidden Gems* segment "Trek-ing To Farragut Films Studios in Kingsland," about the home of three Star Trek fans, was picked up by NPR and aired May 16 on *All Things Considered*.



EDUCATION / EMPOWERMENT

Speaking of Women’s Health. WJCT and Baptist Health partnered to present the 13th annual Speaking of Women’s Health Conference. The event included national speakers, informative breakout sessions, free personal screenings and more. The event also honored two First Coast women—Sergeant Barbara J. Weber and Donna Farah Ghanayem—for their efforts to improve the health and well-being of women and children. More than 900 women attended.

Below: Speaking of Women’s Health



TEACH:
Better Together

TEACH: Better Together. In September, WJCT presented its second annual TEACH: Better Together professional development conference for educators. The event features national keynote speakers, breakout sessions with local and national experts, access to educational resources, opportunities to network and more. More than 900 educators attended.



Next Avenue. WJCT gives adults in their 50s and beyond the knowledge they need to navigate their new life stage at wjct.org/nextavenue.

Mister Rogers’ Neighborhood Sweater Drive. WJCT partnered with VyStar Credit Union to present the 11th annual Mister Rogers Neighborhood Sweater Drive, honoring the late Fred Rogers by collecting more than 10,000 sweaters, jackets and blankets generously contributed by First Coast community members and schools. Items were distributed to Clara White Mission and other First Coast nonprofits serving neighbors.

Radio Reading Service celebrated its 20th anniversary in 2013. The service is staffed by community volunteers for community members. WJCT appreciates all Radio Reading Service volunteers, who are tireless in serving vision-impaired community members



Veterans. For the second year in a row, WJCT invited First Coast residents submit veterans’ names, then recognized the veterans for their service during on-air and online appreciation spots in November. The spots provide a moving tribute to local military.

The Big Read. WJCT partnered with seven community organizations to participate in The Big Read, a community-wide initiative to promote reading. This year’s selection was *A Lesson Before Dying* by Ernest J. Gaines, with local discussion focusing on the impact of the book’s teacher. The Big Read initiative included free books, lesson plans, staged readings, film screenings, book discussions, a teleconference with the author and a \$1,000 scholarship essay contest.



Big Read Scholarship Winner



2013 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY



WJCT KIDS

WJCT Kids Club. WJCT's Kids Club extends the reach of PBS Kids programming to help kids learn, while having fun.

In 2013, WJCT Kids Club activities include **Clifford's 50th Birthday Party** on Valentine's Day, and **Family Fun Day** at the St. Johns Town Center in November, the annual tree-lighting where WJCT brings gifts, giveaways, crafts and PBS Kids characters. This year's special guest was Sid the Science Kid.

PBS Kids Writers' Contest. WJCT hosts the annual PBS Kids Writers Contest, encouraging First Coast K-3 students to tap into their inner author by writing and creating original stories. Local winners read their stories at WJCT's annual Share a Story event in May, and are entered into the national contest.

WJCT Reads: Summer Fun. WJCT launched a new partnership with the Jacksonville Public Library, partnering to stop the summer slide by encouraging kid to read over the summer. The initiative included 10 weeks of themed PBS Kids programming, tied to online activities, games and the Library's own summer reading initiative.

PEP Rally/Share a Story. WJCT coordinated the logistics for the Annual Reading Celebration, renamed this year under the new superintendent to the P.E.P. Rally for Excellence, attended by more than 7,000. Hosted by Cyberchase's Bianca de Groat, the celebration includes a diversity of community leaders who read aloud and "Share a Story" to promote early literacy. The event is free and open to the public.

Poetry Contest. The winners of Jacksonville Jaguar Eben Britton's middle school poetry contest received were invited to read their poem on Britton's *After Hours* radio program, *Number 73*.

Reclaiming Young Black Males. For the sixth year, WJCT continued its partnership with Reclaiming Young Black Males for Jacksonville's Future, hosting a breakfast and one-day urban education symposium for students in the WJCT Studios.

American Graduate Day 2013. In September, WJCT participated in American Graduate Day 2013, a full-day broadcast and outreach event dedicated to engaging our country around the dropout crisis with special celebrity guests, relevant spokespeople and compelling stories from students themselves.



WJCT Engages Community Voices

Through its popular *Voices of the First Coast* radio series and through community outreach, WJCT shared meaningful First Coast stories in a way that complemented and enhanced the national dialogue. In 2013, First Coast community members listened/attended:

Shakespeare Uncovered. To complement the national broadcast of PBS' *Shakespeare Uncovered*, WJCT collected and aired local stories of famous Jacksonville actors/directors talking about the impact of Shakespeare in their lives and work, also hosted a "Shakespeare for Dummies" panel discussion at Theatre Jacksonville in May.

The Hollow Crown. To complement the national broadcast of PBS' *The Hollow Crown*, a series of Shakespeare's histories (and the original "Game of Thrones"), WJCT hosted local directors/scholars in a panel discussion at The Bolles School's Bartram campus.

The Arab Americans. To complement to the national broadcast of PBS' *The Arab Americans*, WJCT collected and aired stories of local Arab Americans and hosted a screening in the WJCT Studios.

Many Rivers To Cross. To complement the national broadcast of Harvard scholar Henry Louis Gates, Jr.'s *The African Americans: Many Rivers to Cross*, WJCT collected and aired stories of local African Americans and presented teacher training at the Ritz Theatre and Museum. The oral histories have become part of the permanent collections of the Ritz Theatre and Jacksonville Public Library.

180 Days: A Year Inside an American High School. WJCT hosted a discussion with the program's co-director/producer and Forrest High grad Garland McLauren at Ribault High School in March. Participants discussed the documentary, education and student achievement.

The 904. In support of the Museum of Science and History's exhibit "RACE: Are We So Different?" WJCT presented a free screening of *The 904: Shadow on the Sunshine State* at the MOSH Planetarium. The one-hour documentary explores Jacksonville's epidemic of violence.

Ax Handle Saturday. In commemoration of Black History Month, WJCT partnered with MOSH to present a screening of *Ax Handle Saturday: Jax & Race, Then + Now*, an armchair discussion with witnesses of the events at the WJCT Studios.



WJCT BECOMES PRESENTING STATION FOR STATE OF THE RE:UNION

In 2013, WJCT became the presenting station for *State of the Re:Union*, a popular public radio program hosted by Jacksonville's Al Letson that is carried on more than 160 stations. As WJCT integrates Al and his support staff into the station, the partnership has proven to be mutually beneficial, with WJCT providing fundraising capability and Al and his staff providing technical expertise to the news team. Al has added a new weekly program to WJCT-FM's lineup, the already popular *Freestyle: A Mixtape with Al Letson*. Al is a perfect complement to WJCT's organizational values, producing several *SOTRU* episodes on education and providing standards-based lesson plans for educators, which he shared at WJCT's second annual TEACH: Better Together conference in September.



Listen!
 First Coast Connect
 airs weekdays at 9am
 on 89.9 WJCT-FM
 and wjctnews.org

FIRST COAST CONNECT

Continuing a 45-year tradition of innovative community call-in programming, WJCT's *First Coast Connect* shines a spotlight on the First Coast and gives voice to community members. Hosted by Melissa Ross, the program features community leaders (Sheriff John Rutherford, Duval School Superintendent Nikolai Vitti and others), local personalities and "happenings," including national artists performing in the area. New segments added in 2013 included Monday's "Sports Wrap-Up" with local sportscaster Cole Pepper and the quarterly "Policy Matters," hosted by JU Public Policy Center's Rick Mullaney. *First Coast Connect on the Go!* expands the program's reach, last year broadcasting live from six community venues. *First Coast Connect* creates an intimate relationship with community members, one that virtually every WJCT staff member participates in or supports in some way.



A National Story
 In December, Karen Feagins 3.5 -minute spot on the renaming of Forrest High School aired nationally on *Morning Edition*.

WJCT NEWS

On April 1, WJCT launched WJCT News, an online news source to complement the news reports and programming on 89.9 WJCT-FM. Prior to the launch, members of the WJCT news team underwent an intensive training course provided by NPR and the Knight Foundation, and now regularly produce stories for both on-air and online broadcast. In connection with the launch, WJCT hired a new digital content editor to ramp up its social media coverage and increase interaction. The website features both local and national news stories, along with photos and bios of WJCT's news team, podcasts of all content, and tools to stream along two radio channels, 89.9 WJCT-FM and WJCT-HD2. The website joins wjct.org and ondemand.wjct.org in delivering online content to First Coast community members.



ANTIQUES ROADSHOW SWEEPS THE FIRST COAST

When *Antiques Roadshow* included Jacksonville in its 2013 Summer Tour, WJCT partnered with producing station WGBH to extend the event's local impact. Through local promotion, media relations and other support, WJCT staff helped build excitement for PBS's highest rated ongoing series.

Registration for ticket opportunities began in January. The production team arrived May 28. The events began June 7 with a celebration in the WJCT Studios, where major supporters got a chance to meet the program's personalities and hear behind-the-scenes stories.

June 8 was a full day of appraisals at the Prime Osborn Convention Center. While most items were appraised at less than \$100, appraisers identified and filmed several valuable items. Two historically important local attractions were also filmed for broadcast to a national audience — the St. Augustine Pirate & Treasure Museum and the Norman Studios Silent Film Museum.

Two happenings of note: *Times-Union* reporter Barbara Gavan brought original *Little Orphan Annie* comic strips for appraisal and wrote about her experience from a participant's viewpoint. *Southern Living* has posted videos captured at the Jacksonville home of contributor Phoebe Howard featuring Florida appraiser Stuart Whitehurst on its website, and plans to feature *Antiques Roadshow* in a spring magazine.

Antiques Roadshow provided a unique experience for the First Coast, exciting residents and identifying historically important art and artifacts.



TUNE IN!
 The three Jacksonville episodes will air on WJCT-TV, and on PBS stations across the nation, as part of *Antiques Roadshow's* Fall 2014 season.



FIRST COAST FACTS AND FIGURES

- 6,000 people attended
- 12,000 items appraised
- 145 local volunteers
- 15 local print/broadcast pieces, with companion stories online
- 41,455 photo views on WJCT's photo sharing website during the first two days
- More than \$32,000 in hotel revenues from the production team alone

**ANTIQUES
 ROADSHOW®**



2013 LOCAL CONTENT AND SERVICE REPORT MEASURING IMPACT

WJCT measures its impact in several ways ... the number of community members engaged, comments from participants, and the recognition of peers and colleagues ...

The Numbers* ...

39 events

370 opportunities for public participation

242 artists/cultural providers

24,767 attendees/participants in events and outreach

90,000 WJCT-FM listeners

415,000 WJCT-TV households

123,850 online visitors and "new media" participants per quarter

*Data from Cultural Service Grant Program Reports

The Word on the Street ...

A small sample of the many written comments WJCT received in 2013

"Thank you for such a wonderful day! I loved the presentations, and I learned lots of strategies I can implement in my classroom."

—TEACH 2013 Attendee

"This was awesome! I intend to share all of the info I learned with my colleagues. Thanks for the experience!"

—TEACH 2013 Attendee

"I always learn something to take away and make my life better. I will contact old friends, call my parents when I get home, walk around the block before I go inside my house at least 3 times a week."

—Speaking of Women's Health 2013 Attendee

"This was one of the most excellent workshops that I have attended. Thanks to all sponsors."

—Many Rivers to Cross Teacher Training Attendee

"I am pleased to report the resounding success of WJCT's 'Shakespeare for Dummies' outreach event in Jacksonville, FL on Tuesday night."

—WNET Outreach Producer, in Review for Grant Funders

WJCT Awards ...

WJCT's Al Letson received a prestigious **Edward R. Murrow** Award for "As Black as We Wish to Be," an episode of the nationally broadcast program, *State of the Re:Union*.

WJCT's Melissa Ross received a **PRNDI** (Public Radio News Directors Inc.) Award for *First Coast Connect*, which captured first place in the Call-In Program category. The national awards recognize outstanding public radio news reporting at local stations.

WJCT's Stephen Jones received a **Suncoast EMMY** Award for his work on *Jags Teen Talk ... Game Plan for Success*, the Jacksonville Jaguars Foundation annual program for teens. The program was recognized in the "Community Service" category.

WJCT Received an **American Graduate Champion** Award from the Corporation for Public Broadcasting (CPB) for its vital community service. WJCT was recognized in a recent report for the "Everyone Graduates" Center at Johns Hopkins University for helping reverse the dropout trend.

WJCT received a **BizTech Innovation** Award from the *Jacksonville Business Journal* in recognition of its new Network Operations Center (NOC)

WJCT received three awards in Folio Weekly's **Best of Jax** readers' poll—Best Radio Show (*First Coast Connect*), Best Radio Personality (Melissa Ross), and Best Radio Station.



"In 2013, WJCT worked to bring partners together, put tools in hands and shine a spotlight on the First Coast. But our most vital partnership is the one with YOU ... our WJCT family of viewers, listeners, board members, staff members, supporters, fans and followers. You make us possible."

—Michael Boylan, WJCT President and CEO



2013 LOCAL CONTENT AND SERVICE REPORT

WJCT SUPPORTERS

*First Coast
Society*



*Heywood A. Dowling
Legacy Society*

*Friends who have directed donations in
their estates, trusts and endowed funds*

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Ralph & Judith Sawyer
Katherine J. Shelton
Paul & Hilda Sperry*
Billie J. Woods

**Deceased*



2013 LOCAL CONTENT AND SERVICE REPORT
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WJCT Financial Information for Fiscal Year 2013

REVENUE \$6.0 million

28%
GOVERNMENT

25%
DONORS

47%
CORPORATE SUPPORT AND
ENTREPRENEURIAL ACTIVITIES

EXPENSES \$6.2 million*

2% ADMINISTRATION

6% FUNDRAISING

20% CORPORATE SUPPORT AND
ENTREPRENEURIAL ACTIVITIES

72%
BROADCASTING

* Excludes audit adjustment to reflect change in recording period for PBS programming expense.



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wjctondemand.org
 wjctnews.org

