



2022 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

“Our need for accurate and well-written news is more important than ever. Thank you, Jacksonville Today”

- April B., St. Augustine

WJCT’s mission is to use our unique assets as a resource for citizens to come together to celebrate human diversity, experience lifelong learning, and actively engage in matters of civic importance, all to improve the quality of our lives and our community.

Our vision for WJCT is to be regarded as an indispensable community resource, connecting citizens to content, sharing ideas, and setting the standards through which the community learns and grows.



WJCT Public Media is a valuable part of the First Coast community’s advancement.

- Hosted *Making Black America*, an intergenerational conversation about the social networks and organizations created by and for Black people.
- Published 114 entries for the Jax PBS KIDS Writers Contest from K-3 students on wjct.org.

In 2022, WJCT Public Media provided vital local services.

- Reached 11,000 subscribers for *Jacksonville Today*, digital-first local news daily newsletter, and launched *Jacksonville Today* website.
- Expansion of Jacksonville Music Experience to include full integration of NPR Live Sessions, providing access for local artists to national and international audiences.
- ADAPT continued relationship with the City of Jacksonville presenting annual State of the River event for the fourth consecutive year.

WJCT Public Media’s local services had deep impact in the Jacksonville area.

- Became a founding partner of Read Jax working with agencies across Duval County to ensure all students, by the time they reach 3rd grade, are reading at grade level.
- Distributed over 6,000 lbs. of cold-weather necessities during Mister Rogers' Sweater Drive.
- Presented Be My Neighbor Day for 600 children and their families sharing how to be good neighbors.

Who Will Save Us?

On February 25, WJCT Public Media hosted “Who Will Save Us?,” an evening of live conversation featuring New York Times best-selling author and host of *Kelly Corrigan Wonders* and PBS’ *Tell Me More* Kelly Corrigan and distinguished professor, author, and chief scientist of The Nature Conservancy, Katharine Hayhoe and teen activist, Rahul Durai. The panel of experts took a deep dive into the topics of climate change and the teens who are inspiring us and giving us all hope for the future in front of an audience of 95 interested citizens.

“Very inspiring - loved the format. Heavy topic, but presented in a very relatable way. Kelly’s moderating brings it together.”

An Evening with Michel Martin

WJCT Public Media presented a An Evening with NPR’s Michel Martin on September 13, attracting an audience of 112. Michel Martin is the weekend host of *All Things Considered* and *Consider This Saturday* podcast, where she draws on her deep reporting and interviewing experience to dig in to the week’s news. The audience enjoyed a dynamic, thought-provoking conversation between Michel Martin and WJCT’s President & CEO, David McGowan.

“I think it is wonderful that WJCT brings in national journalists or on-air personalities to Jax. It is good to get to know the people we hear/love on-air. Thank you.”

Fresh Eyes on Wellbeing: What Does This Child Need?

On September 22, WJCT Public Media hosted a conversation about seeing and meeting the wellbeing needs of teens as we shift the mindset from “What’s the matter with you?” to “What happened in your story?” The conversation explored pathways to resolving trauma, developing connections to strengthen and support individual and community resilience, and the part everyone can play. Segments from Ken Burns’ *Hiding in Plain Sight: Teen Mental Health* was screened during the event. Over 65 attendees joined the panelists for the discussion. Hosted by Kirsten Freitag Murray, Executive Director, Hope Street, Inc.; panelists included Terrie Andrews, PhD, Vice President of Behavioral Health, Baptist Behavioral Health & Wolfson Children’s Hospital; Jacquelyn Green, Circuit 4 Community Development Administration, Florida Department of Children & Family Services; *Jada Hunter, MSW*, Executive Director, Family Support Services; and Danté Jennings, Director of Strategic Initiatives, Jacksonville Public Education Fund.

“It was beneficial to hear about community organizations that are on the ground supporting students and families in our most vulnerable communities AND we still have more work to do.”

Making Black America

In conjunction with the latest series from Henry Louis Gates, Jr., *Making Black America*, WJCT Public Media held an intergenerational conversation with over 50 attendees on October 17. Hosted by *Jacksonville Today’s* Will Brown, panelists included Stacey L. Holman, the director of *Making Black America*, Charles Griggs with 100 Black Men of Jacksonville, and Tiffany Powell from I’m A Star Foundation, who discussed the social networks and organizations created by and for Black people and their impacts and legacy in Jacksonville.

“I like the diverse panel and the variety of knowledge that was shared. Young Tiffany was a great addition and certainly a positive image for our youth.”



2022 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

First Coast Connect with Melissa Ross

WJCT Public Media's flagship weekday daily call-in radio program featured local news-makers, civic and community leaders, artists, activities, and more, along with news features and a weekly round-table of local journalists. Throughout 2022, FCC featured 770 guests and 85 artists. Community members (nearly 4,000) joined the live conversation via phone, email, and social media. Listeners can catch *First Coast Connect with Melissa Ross* weekdays at 9AM on WJCT News 89.9 and the rebroadcast at 8PM, or the podcast is available on all major podcast platforms.

Florida Roundup

WJCT and WLRN's collaboration expanded its reach this year to include Orlando, Tampa, and Gainesville public radio stations and airs Fridays at noon. WJCT's Melissa Ross and WLRN's Danny Rivero co-host the live call-in program featuring journalists and newsmakers from across the state.

What's Health Got To Do With It?

Season two of our local production, *What's Health Got To Do With It?*, hosted by Dr. Joe Sirven launched in September. Dr. Joe Sirven, a journalist, practicing neurologist and a professor of neurology at the Mayo Clinic's Florida campus, has cultivated an engaged and loyal audience of thousands of listeners who turn to *What's Health Got To Do With It?* each week across broadcast, streaming, and podcast channels. Ratings indicate that for an "average quarter hour (AQH)" the show draws 3,500 listeners, creating a bump in our overall Saturday ratings. The second season of the program explored topics such as:

- A look at the Physician Assessment and Clinical Education Program (PACE)
- Breast Cancer patients, survivors and healthcare providers shared their stories – and the latest advancements in diagnosing and treating the disease
- Conversation with Dr. Jack Resneck, Jr., President of the American Medical Association

The program is broadcast Saturdays from 4–5PM on WJCT News 89.9 FM. And reairs Sundays at 9PM. Episodes are also available on-demand at news.wjct.org, through the WJCT app, and as a podcast on wjct.org/podcasts, or any commonly available podcast platform. *What's Health Got To Do With It?* is provided in part by the American Brain Foundation, Epilepsy Foundation Florida, Neurelis and Eli Lilly.

Election Coverage on WJCT News 89.9 and Jax PBS

Melissa Ross host of WJCT Public Media's flagship show *First Coast Connect with Melissa Ross* covered live local and national 2022 election updates on Tuesday, November 8. *PBS NewsHour's* Judy Woodruff, along with a panel of analysts and campaign strategists, lead live coverage of the 2022 midterm elections on Jax PBS and WJCT News 89.9.

Mister Roger's Sweater Drive

WJCT Public Media partnered with VyStar Credit Union, Suddath, and the Tom Bush Family of Dealerships to collect and distribute sweaters, jackets and blankets to members of the Jacksonville community. More than 6,000 lbs. of cold-weather necessities were collected throughout the month of November as part of the 20th annual Mister Rogers' Neighborhood Sweater Drive.

Representatives from WJCT Public Media, Suddath, VyStar Credit Union, and the Tom Bush Family of Dealerships gave out warm clothing and blankets to those in need at the Clara White Mission and City Rescue Mission on Wednesday, December 7.

Lunch & Learn Series

With a variety of community partners, WJCT Public Media hosted 14 free lunch and learn events at WJCT Studios covering health, retirement, and financial topics including:

- Covid
- barostim therapy
- retirement tax planning
- retirement planning
- US vaccine movement
- Alzheimer's
- virus defense
- RSV
- heart attacks
- strokes

Lunch & Learn community education events brought together doctors and leading medical experts who shared the most recent research and potential treatments for a variety of health concerns. Other experts and skilled professionals with finance backgrounds educated citizens about retirement options and wealth management. Over 550 citizens gained invaluable information, that is not always accessible, at no cost to the general public.

Read For The Record

WJCT Public Media is a founding partner of Read Jax, a local cohort of Florida Grade Level Reading Campaign. As such, WJCT Public Media works with agencies across Duval County to ensure all students are reading at grade level by the time they finish 3rd grade. Other partners include Jacksonville Public Education Fund, Duval County Public Schools, Kids Hope Alliance, Jacksonville Public Library, and many others.

On October 27, 2022, WJCT Public Media participated in Jumpstart's Read for the Record Day in which over 1,400 readers and hundreds of classrooms, libraries, and communities across Northeast Florida came together virtually to celebrate early literacy. This year's selection was *Nigel and the Moon* by Antwan Eady, illustrated by Gracey Zhang. Each year Read for the Record brings together millions of adults and children as they read the same book on the same day, building an intergenerational community through reading.

Be My Neighbor Day

“When you do something nice for your neighbor, you start something good.”

Over 600 First Coast family members gathered at WJCT Studios for WJCT Public Media’s 6th annual Be My Neighbor Day on Saturday, May 7. In honor of *Mr. Roger’s Neighborhood* and the new generation of *Daniel Tiger’s Neighborhood*, WJCT Public Media brought together friends and community partners in a fun-filled Saturday festival sharing with families how to be caring neighbors.

Activities Included:

- decorating placemats to share with residents at Almost Home DayBreak,
- meeting a community helper and learn how you can help too,
- making a bookmark for yourself and someone learning,
- finding a cool place in your neighborhood to explore,
- and pledging to do something nice for a neighbor.

Community partners participated in the event, including new partners, Campaign for Tobacco Free Kids, Episcopal Children Services, and NEFL Regional Stem2 Hub. Kids enjoyed music from DJ Vito. Jax PBS Kids Writers Contest winners had themselves recorded reading their stories and then read their stories to the live audience at Be My Neighbor Day, and the Jacksonville Sheriff’s Office and Jacksonville Fire and Rescue Department were on hand to meet kids and share safety tips.

Jax PBS Kids Writers Contest

For the 28th year, staff and community volunteers judged 114 stories awarding 1st, 2nd, and 3rd place for each grade, for the Jax PBS Kids Writers Contest. Grade-level winners were:

Kindergarten:

- 1st - “The Kitty Cat Time Machine” by Gilberto G.
- 2nd - “The Little Boy Who Went To Space” by Myles H.
- 3rd - “The Dream Car” by Kiara W.

First Grade:

- 1st - “The Crafty Kitty” by Alana B.
- 2nd - “The Gator Game” by Lauren S.
- 3rd - “The Princess And The Wich” by Eden Gray S.

Second Grade:

- 1st - “Future Awaits” by Alyssa B.
- 2nd - “The Plant Doctor” by Ishan S.
- 3rd - “The Boy Who Survived The Revolutionary War” by Fulvio G.

Third Grade:

- 1st - “Ninja Puppy In China” by Gunner D.
- 2nd - “Buffy’s Coffee Shop” by Mila D.
- 3rd - “Buffy’s Coffee Shop” by Mila D.

Every author’s story was published on the Writers Contest webpage at wjct.org. Grade-level winners were entered into the People’s Choice contest, which garnered over 24,000 online votes. The People’s Choice winner was “The Little Boy Who Went To Space” by Kindergartener Myles H.

An Evening with Judy Woodruff

WJCT Public Media, in partnership with The Arthur Vining Davis Foundations presented An Evening with Judy Woodruff on April 21. Over 250 guests joined Judy Woodruff as she discussed, “Why We Need Local Journalism Right Now & Why Local Journalism Needs Us.” Michael Murray, president of the Arthur Vining Davis Foundations and David McGowan, president & CEO of WJCT Public Media, joined Judy on stage for a Q&A session after her presentation.



A Luncheon with Dick Tofel

On September 22, WJCT Public Media hosted A Luncheon with Dick Tofel who discussed the role of non-profit news organizations in the developing ecosystem for local news. Dick Tofel was the founding general manager (and first employee) of ProPublica from 2007-2012 and its president from 2013 until September 2021. During the period of Tofel’s business leadership, ProPublica won six Pulitzer Prizes, seven National Magazine Awards, five Peabody Awards, three Emmy Awards and nine George Polk Awards, among other honors.



ADAPT

ADAPT is WJCT Public Media’s digital media outlet devoted to reporting on and engaging citizens with the many issues related to sea level rise and climate change in Northeast Florida. ADAPT events held in 2022 included:

- Who Will Save Us?
- Undercurrents: Cultures of Climate Change
- Resilience on Our Rivers
- State of the St. Johns River (two-part event in partnership with Jacksonville University and the City of Jacksonville’s Environmental Protection Board)



Jacksonville Music Experience (JME)

The Jacksonville Music Experience (JME) is an online platform dedicated to local music and curation on jaxmusic.org. The refreshed platform includes new features, short-form music reviews, curated playlists, longform profiles of local musicians, weekly updates, a local music calendar, concert recommendations, giving users a continuous range of music to discover and enjoy.

JME expanded the Jacksonville Music Experience services to include full integration of NPR Live Sessions, providing access for local artists to national and international audiences. The JME team worked with both local and touring bands to record on-location performances (at the Blue Jay Listening Room) and in-studio performances on the WJCT Soundstage, as well as one acoustic performance on *First Coast Connect*.

Recorded performances included:

- Sailor Goon (Live at Blue Jay)
- Ebony Payne-English (Live at Blue Jay)
- Animal Clinic (Live at Blue Jay)
- Souvineer (Live at Blue Jay)
- Erica Reese (at Dog Rose Brewing for Sing Out Loud)
- Huan (at Dog Rose Brewing for Sing Out Loud)

Reach in the Community:

- The Jacksonville Music Experience has a growing, younger audience, with 25-24 year olds comprising 23.7% of our total audience (35-44 years old - ~19%)
- 1200 subscribers to the weekly JME newsletter
- 17,000 visits to the Interactive Festival Guide for Porch Fest

Partnerships:

- Florida Theatre - Spyro Gyro and Debbie Gibson's Winterlicious tour performed live at the WJCT Soundstage series
- Blue Jay Listening Room - JME Showcase Series partnered with Blue Jay Listening Room and W.I.T.C.H.
- Winterland - two-day, free music festival in Downtown Jacksonville
- Porchfest - Created interactive festival guide



Impact and Community Feedback:

"JME is an invaluable resource to Jacksonville, both to the creative community and the city at large. I've garnered fans as an artist from their coverage and airplay. I listen every day as a fan, discovering new artists and enjoying those I know and love. JME has a well-tuned ear to the ground. They're proactive in bringing people together in celebration of art. I really can't say enough about how great the organization is and how meaningful their work is to me."

- Cory Driscoll, local musician and former Chairman of the Cultural Council of Greater Jacksonville's Art in Public Places committee

"While these initiatives have done much to increase awareness of local artists in their communities, they also provide a platform for new opportunities for these artists. Festivals like Winterland and the upcoming Jax River Jams draw heavily on the work of JME to fill their lineups with local talent. JME is a crucial element of our music ecosystem. Not only is JME a space to discover new music, it's a pillar of our community. The support for local talent with a local song played every hour is a way to cement the progress we're making within the music community. Knowing your hometown is supporting you is a reason to create. JME is an outlet and aspiration for local talent in all stages of their career."

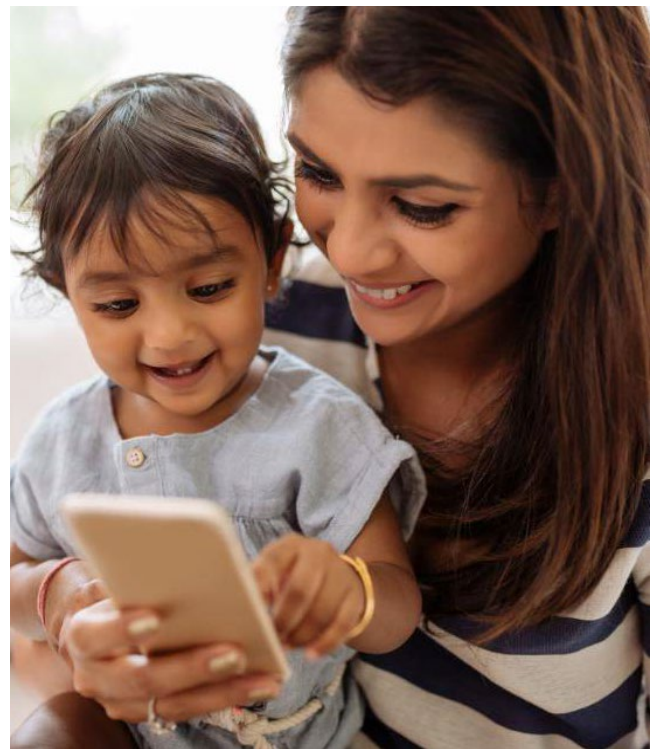
- Glenn Michael Van Dyke, locally-based, internationally-touring musician, producer and founder of the Winterland Music Festival

“Thank you so much for the opportunity. He worked so hard, and we are proud of him. It is exciting to see his work online. He will be absolutely thrilled. Thank you for creating this wonderful experience for kids!”

- Amber P., parent of Jax PBS KIDS Writers Contest contestant

WJCT Public Media by the Numbers...

- 96,300 listeners tuned in to WJCT News 89.9 weekly
- Over 11,000 citizens received the weekday daily *Jacksonville Today* newsletter
- 264 hours of educational standards-based children’s programming per week
- 756,960 homes reached by Jax PBS
- 1,129,414 unique users used audio streaming services
- 4,087 attended in-person and virtual events
- 125,698 users for the JME website
- 1,460 hours of programming for the First Coast’s print and visually impaired
- 53.6% of the 1,319,843 users of all WJCT websites accessed them via a mobile device



WJCT Public Media’s Jax PBS provides hundreds of hours of educational standards-based children’s programming per week.

WJCT Public Media had a significant impact across the First Coast through its diverse range of programming, community initiatives, and educational resources.

First Coast Society

Donation of \$1,000 or more

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