

The University of Central Florida Board of Trustees

Project Title: FY25 General Programming Support for WUCF

Grant Number: 25.c.ps.109.573

Date Submitted: Wednesday, June 21, 2023

Request Amount: \$150,000.00

A. Cover Page Page 1 of 12

Guidelines

Please read the current Guidelines prior to starting the application: **General Program Support Grant Guidelines**

Application Type

Proposal Type: Discipline-Based


Funding Category: Level 3

Discipline: Media Arts

Proposal Title: FY25 General Programming Support for WUCF

B. Contacts (Applicant Information) Page 2 of 12

Applicant Information

- a. Organization Name: The University of Central Florida Board of Trustees 
- b. DBA:
- c. FEID: 59-2924021
- d. Phone number: 407.823.3778
- e. Principal Address: 12201 Research Parkway, Suite 501 Orlando, 32826-3246
- f. Mailing Address: 12201 Research Parkway, Suite 501 Orlando, 32826-3246
- g. Website: www.wucf.org
- h. Organization Type: State Agency
- i. Organization Category: Other
- j. County: Orange
- k. UEI: RD7MXJV7DKT9
- l. Fiscal Year End Date: 06/30

1. Grant Contact *

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4. National Endowment for the Arts Descriptors

4.1. Applicant Status

Government - State

4.2. Institution Type

College/University

4.3. Applicant Discipline

Media Arts

C. Eligibility Page 3 of 12

1. What is the legal status of your organization?

- Florida Public Entity
- Florida Nonprofit, Tax-Exempt

2. Are all grant activities accessible to all members of the public regardless of sex, race, color, national origin, religion, disability, age or marital status?

- Yes (required for eligibility)
- No

3. Project start date: 7/1/2024 - Project End Date: 6/30/2025 *

- Yes (required for eligibility)
- No

4. How many years of completed programming does your organization have?

- Less than 1 year (not eligible)
- 1-2 years (required for eligibility for GPS and SCP)
- 3 or more years (required minimum to request more than \$50,000 in GPS)

D. Quality of Offerings Page 4 of 12

1. Applicant Mission Statement - (500 characters) *

WUCF's mission is to encourage curiosity and learning through compelling content and community engagement. We are Central Florida's Storyteller.

Established in 2012, WUCF TV recently celebrated 10 years as a PBS member station. WUCF is a multi-platform provider of public media content serving 4.5 million people in the 9-county Central Florida area. Our station broadcasts five TV channels, 2 radio channels and provides full digital access online.

2. Programming Description - (2000 characters)

Briefly describe the project or program for which you are requesting funding. If you are an LAA or SSO, please include a statement that describes the services provided to your audience (including membership) and how those services are provided.

WUCF TV delivers the highest quality public media programming 24/7/365 including at least 500 hours of arts and culture annually. During this project period, WUCF will provide unparalleled access to the arts through local productions, partnerships, national programming, and community engagement/education initiatives.

WUCF's original Media Arts productions include:

- *Florida Road Trip* – Emmy-award winning series that explores the history, culture, and quirks that make Florida unique.
- *Live from Studio A* – Live concerts filmed for TV in our radio studio featuring local and national artists like Dee Lucas, Nicole Henry, and more.

Local arts partnerships complement WUCF's original productions. We collaborate with Orange County Library to broadcast *Melrose in the Mix*, live performances and interviews about artists' influences and memories. Our weekly *NewsNight* program features arts and culture news and segments about local arts organizations.

World-class productions from PBS are another mainstay of WUCF's schedule. New episodes from reoccurring series during FY25 include:

- *Great Performances* – Preeminent performing arts series, showcasing a diverse range of performing arts specials from around the world.
- *American Masters* – Series examining the lives, works, and creative processes of outstanding artists.
- *American Experience* – TV's most-watched history series covering compelling stories from our past that inform our understanding of the world today.

A selection of national specials expected during FY25 include:

- *Henry David Thoreau* – Exploring Thoreau's life and works that inspired world leaders.

- **Leonardo da Vinci** – The story of the Italian polymath’s artistic works of beauty and futuristic innovations.
- **Great Migrations** – Documenting the exodus of six million African Americans from the rural South during Jim Crow era, revolutionizing the culture and identity of Black America.

In addition to programming, WUCF’s Community Engagement and Education initiatives allow viewers to interact with our station beyond the screen. Engagement outreach includes screening events and community conversations. Our educational initiatives support all ages, including early learning, kindergarten readiness, elementary and secondary student and educator support, post-secondary career experiences for university students and lifelong learning opportunities for the general public.

2.1. Programming Goals (2000 characters)

Please list at least three goals associated with the project or program for which you are requesting funding.

Goals: Broad statements that are usually general, abstract, issue oriented with realistic priorities. Goals are a long-term end to which programs and activities are developed and should reflect the organization’s mission statement. Goals can be listed in priority order and ranked.

Sample goal: To provide residents and visitors with increased opportunities to view local art and meet local artists.

WUCF’s strategic plan, Future Forward, guides our station’s goals, objectives and activities through Fiscal Year 2025. These goals outline our service to our community as well as the steps needed to fulfill our mission to be Central Florida’s Storyteller.

Goal #1: Audience

WUCF promises to remain a relevant part of our viewers/listeners' lives now and in the future.

Goal #2: Content

WUCF promises to be Central Florida's Storyteller, encouraging curiosity and learning through compelling content and community engagement in our 9-county area.

Goal #3: Education

WUCF promises to emphasize lifelong learning by providing access to programs for all ages and measuring success.

2.2. Programming Objectives (2000 characters)

Please list the three corresponding objectives for the goals listed above.

Objectives: Specific, measurable ends that are achievable within a time frame and mark progress towards achieving goals.

Sample Objective: At least 300 residents and visitors will view local art and be invited to a “meet the artist reception”

WUCF’s programming objectives guide our station’s strategic decision making through FY25 to accomplish the goals outlined in our Future Forward plan.

Objectives for Goal #1: Audience

1. Increase our total Cume audience across all platforms 5% each year through FY25.
2. Increase our monthly streaming users 5% each year through FY25.
3. Increase social media engagement on Twitter and Facebook 5% each year through FY25.

Objectives for Goal #2: Content

1. Develop local content that includes diverse perspectives matching local demographics.
2. Increase digital-first content delivery across platforms annually by 10% year over year through 2025.
3. Distribute WUCF content regionally and nationally branded as Central Florida's Storyteller.

Objectives for Goal #3: Education

1. Achieve an annual average Net Promoter Score of 70 for education events by FY25.
2. Increase average percentage of caregivers who feel empowered to support their child's school readiness after participating in WUCF's early learning initiatives to 90%
3. Achieve an annual increase of PBS LearningMedia user sessions by 5% annually through FY25.
4. Provide pathways for UCF students through internship opportunities, classes and mentoring.

2.3. Programming Activities (2000 characters)

Please list the project or program activities.

Activities: These are the specific activities that achieve the objectives.

Sample Activities: Work with local arts and tourism organizations to promote art shows.

Communicate with local art teachers to encourage students to attend shows. Schedule artist commentaries and news articles to promote the shows.

Programming activities are daily deliverables from our station because our programming is available anytime, anyplace for Central Florida viewers and learners.

Activities for Goal #1: Audience

- Provide 24-hour access to high-quality, unbiased public media content via five television channels and streaming online
- Deliver at least 500 hours of arts and cultural programming that is highly sought after by our audience
- Implement a digital-first strategy for audiences who are increasingly seeking content online
- Implement high-impact communications and marketing plans to attract new audiences and retain existing audiences

Activities for Goal #2: Content

- Support Art as one of the station's primary content areas and feature local artists in on-air programming

- Produce at least 50 hours of original Media Arts content annually that explores local art, science, history and more
- Recruit diverse on-air talent and employees to develop content with diverse perspectives
- Partner with public media organizations like the National Educational Television Association and American Public Television to distribute locally produced content to national audiences.

Activities for Goal #3: Education

- Air 24 hours of free, educational children's programming every day on WUCF PBS KIDS 24/7
- Provide curricular resources, including 20,000 arts, social studies and English Language Arts assets via PBS LearningMedia
- Support traditional educators, home educators and caregivers with trainings and workshops at no cost
- Contribute locally-created content in history and cultural affairs to PBS LearningMedia for Florida educators and learners
- Host events and community engagement experiences that allow our audience to participate in Arts & Culture beyond the screen.
- Deliver high-impact experiences for students to grow their portfolios and resumes through internships, employment and college-level classwork in media arts.

2.4. Partnerships & Collaborations (2000 characters)

Describe any partnerships and/or collaborations with organizations directly related to General Programming (GPS) or the Specific Cultural Project (SCP). Discuss the responsibilities and benefits of the relationship and whether any formal agreements are in place.

Local Arts Partnerships strengthen WUCF's programming and engagement offerings. These collaborations extend the impact of local arts organizations, while supporting a rich arts and cultural schedule on WUCF. A couple existing partnerships include:

- *Florida Road Trip* – Distributing WUCF's original history production to 11 public media stations across the state allows our educational content to reach more Floridians.
- *Ukraine Ballet - Nadiya Ukraine*, a special performance by the National Ballet of Ukraine from the Taras Shevchenko National Opera and Ballet Theater in Kyiv. The performance, recorded in Dr. Phillip's Center's Steinmetz Hall in Orlando, will be distributed by WUCF through the National Educational Television Association, making this important performance available to audiences across the nation.

We are in the process of planning programming partnerships for FY25. Possibilities include:

- Filming and distributing a new performance of The Bach Festival Society's Classic Christmas. This incredible holiday programming was originally filmed in 2019 and has aired on 346 public media stations (77% of the public media system) to date.
- Filming and distributing of Orlando Shakespeare Theater's Children's Programming to provide arts experiences for young viewers.
- Distributing performances from Opera Orlando such as *The Marriage of Figaro* and *The Daughter of the Regiment*.

Beyond the screen, engagement partnerships bring educational experiences directly to Central Floridians. During FY25, a few of these outreach initiatives will include:

- **Educational Early learning experiences with PBS KIDS curriculum at library branches in 9 counties.**
- **Screening events and panel discussions in partnership with the Global Peace Film Festival and other community organizations.**
- **Community conversations about history, arts and current affairs with nonprofits, community leaders and subject matter experts from the University of Central Florida.**

Our goal is to uplift our partners through mutually beneficial collaborations. WUCF provides value to local arts and cultural organizations by increasing audiences and awareness about their offerings. These organizations also offer incredible value to WUCF as we fulfill our mission to be Central Florida's Storyteller. Partnership development will be at the forefront of our planning efforts for programming and outreach in FY25.

3. Project/Program Evaluation (2000 characters)

How will you determine if your Goals and Measurable Objectives are achieved? Who will conduct the evaluation, and who will the evaluation target? What methods will be used to collect participant feedback? (Surveys, evaluation forms, interviews, etc.) When will you collect the information, and how will it be used to inform future programming?

Data is essential to documenting impact. Our evaluation processes assist us in meeting the ever-changing needs of our community and ensuring our effectiveness. WUCF uses a combination of internal and external quantitative and qualitative data evaluation to assess progress toward the goals and objectives outlined in our Future Forward Strategic Plan.

Internally, we track goals for six strategic pillars: audience, content, technology, culture, sustainability, and education. Our staff collects and analyzes data for viewership and listenership, social media engagement, donor retention, infrastructure, educational resource usage, and net promoter scores for events to measure progress toward our goals.

The Programming Service, a consultant with 20 years of experience in public broadcasting, externally evaluates programming decisions. The Programming Service analyses Nielsen ratings, the national standard rating system for TV, and our station leadership uses this data to guide programming decisions. This evaluation method allows our content team to move or replace programming that would be better suited in a different capacity.

TRAC Media provides additional external programming evaluation. TRAC has worked in public media since the 1970s, providing objective and insightful audience analysis for public TV stations. Analysis from TRAC provides additional data to guide decisions and evaluate our impact.

Feedback from viewers through calls, social media messages/comments, emails, letters, and our website provides qualitative data. A daily interaction log is distributed to senior team members to review and analyze. Being responsive to viewer feedback is a promise WUCF delivers every day. Staff in Programming, Development, Engineering and Station Leadership respond to all viewer questions and incorporate their input into our decision-making process for programming, events and more.

Community engagement and education outreach programs use various types of survey methods, including pre- and post-questionnaires to understand changes in knowledge and personal viewer testimony. Surveys include qualitative (personal testimony, free comment section) and quantitative measures (Likert-based scale to assess factors on a scale of 1-5) to determine success. We also measure event attendance and member renewal rates, along with tracking the growth of our major donor base.

E. Impact - Reach Page 5 of 12

For questions 1-6, do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled. Avoid inflated numbers, and do not double-count repeat attendees.

Total number of individuals who will be engaged?

4700

1. What is the estimated number of events related to this proposal?

30

2. What is the estimated number of opportunities for public participation for the events?

40

3. How many Adults will participate in the proposed events?

2,500

4. How many K-12 students will participate in the proposed events through their school?

500

5. How many individuals under the age of 18 will participate in the proposed events outside of their school?

1,500

6. How many artists will be directly involved?

Enter the estimated number of professional artists that will be directly involved in providing artistic services specifically identified with the proposal. Include living artists whose work is represented in an exhibition regardless of whether the work was provided by the artist or by an institution. This figure should reflect a portion of the total individuals benefiting. If no artists were directly involved in providing artistic services enter 0.

6.1. Number of artists directly involved?

200

6.2. Number of Florida artists directly involved?

50

7. How many individuals will benefit through media?

4,000,000

8. Proposed Beneficiaries of Project

Select all groups of people that your project intends to serve directly. For each group, you can select more than one answer if applicable. If your project/program served the general public without a specific focus on reaching distinct populations, then select the "No Specific Group" options.

8.1. Race Ethnicity: (Choose all that apply) *

- American Indian or Alaskan Native
- Asian
- Black or African American
- Hispanic or Latino
- Native Hawaiian or Other Pacific Islander
- White
- Other racial/ethnic group

8.2. Age Ranges (Choose all that apply): *

- Children/Youth (0-17 years)
- Young Adults (18-24 years)
- Adults (25-64 years)
- Older Adults (65+ years)

8.3. Underserved/Distinct Groups: *

- Individuals with Disabilities
- Individuals in Institutions
- Individuals below the Poverty Line
- Individuals with Limited English Proficiency
- Military Veterans/Active Duty Personnel
- Youth at Risk

9. Describe the demographics of your service area. (2000 characters)*

Demographics are distinct characteristics of a population. Examples include but are not limited to: age, race, ethnicity, religion, gender, income, family status, education, veteran, disability status, and employment.

WUCF TV serves the 17th largest media market in the country, home to 4.5 million people. Our broadcast signal is available to nearly 2 million households in Orange, Osceola, Seminole, Lake, Sumter, Volusia, Brevard, Flagler, and Marion counties. Based on a national study, PBS programming is available in 98% of all households and 67% will tune into PBS stations like WUCF during the year.

Central Florida is as diverse as the United States overall. Demographics for our nine-county service area are 73.5% Caucasian, 16.5% African American, 1.5% Native American/Native Hawaiian/Pacific Islander, 4.5% Asian, 5.2% Some Other Race. Individuals of Hispanic or Latino background account for 24.4% of the population and may be of any race. Youth under the age of 18 comprise 20% of the total population, 5% of all residents are children under the age of five years old.

WUCF is an educational and arts-focused asset for all Central Floridians because our programming, events and services are provided free of charge. Our content and educational engagement opportunities are particularly beneficial to families in need, many of which are in Central Florida due to our high cost of living and the continued impacts of the pandemic.

United Way finds that 45% of Florida households are ALICE (Asset Limited, Income Constrained, Employed) families. These households earn above the Federal Poverty Level (FPL) but cannot afford the basic cost of living in their county. The ALICE Threshold of Financial Survival is derived from the Household Survival Budget and is equal to the minimum average income that a household needs to afford housing, childcare, food, transportation, health care, and a smartphone plan, plus taxes in their area. Florida has the 6th highest population percentage in the nation living below the ALICE Threshold—of the 8.5 million households in Florida, 3.9 million had income below the ALICE Threshold of Financial Survival in 2021. WUCF delivers on PBS's goal of being the biggest stage and largest classroom by bringing arts and education programming from worldwide to all Central Floridians at no cost.

10. Additional impact/participation numbers information (optional) (1500 characters)

Use this space to provide the panel with additional detail or information about the impact/participation numbers. Describe what makes your organization/programming unique.

WUCF's participation numbers represent attendance through events, concerts, trainings, workshops, station tours and other in-person outreach. Attendance is tracked by headcount and/or event surveys that measure attendee satisfaction.

WUCF's arts participation through broadcast and virtual events is significantly higher than in-person events alone. WUCF's broadcast ratings are calculated by Nielsen, a national research firm that studies consumer behaviors in more than 100 countries. WUCF reaches an average of 500,000 individuals weekly via broadcast, as calculated from Nielsen ratings.

WUCF reaches additional caregivers, students and educators through our resource library, PBS LearningMedia. In 2022, Central Florida achieved the highest usage of PBS LearningMedia in the state with 175,905 users accessing the platform throughout the year.

WUCF also provides a robust internship and curriculum program for University of Central Florida students. Our Practicum Classes invite students into our facility to learn about the operations and business practices of a television and radio station. Each semester, our internship program provides further experience for students in all departments, including Production, Education, Finance, Communications and more. Additional students are served through work-study programs, part-time employment, and volunteer opportunities. In total, WUCF serves approximately 50 university-level students per week each semester, for a total of an additional 150 individuals participating annually.

11. In what counties will the project/program actually take place? (Select a minimum of one) *

- Brevard
- Flagler
- Lake
- Marion
- Orange
- Osceola
- Seminole
- Sumter
- Volusia

12. What counties does your organization serve? (Select a minimum of one)*

- Brevard
- Flagler
- Lake
- Marion
- Orange
- Osceola
- Seminole
- Sumter
- Volusia

13. Describe your virtual programming. Only for applicants with virtual programming. (2500 characters)

Briefly describe any virtual programming that you provide to the public. This information should include who is able to access the programming and any payment structure.

WUCF's Media Arts Programming allows many of our services to be virtual in nature. Our five television channels deliver more than 43,000 hours of programming annually, directly to 4.5 million homes in our 9-county broadcast area. Our channels include:

- **WUCF Main Channel** – Central Florida's home for PBS Programming, serving as America's largest classroom, the nation's biggest stage for the arts and a trusted window to the world.
- **WUCF Create** - Viewers' favorite public television series and specials on food, travel, home and garden, arts and crafts, fitness, and other lifestyle interests
- **WUCF NHK** – An international service of Japan's public media reveals the diversity of culture, news, traditions, and innovations in Asia.
- **WUCF PBS KIDS** - 24/7 educational programming, ensuring that PBS KIDS' high-quality content is available to all children and caregivers at any time.
- **Florida Channel** - a public affairs service covering all three branches of state government as Florida's primary source for live, unedited coverage of the Governor and Cabinet, the Legislature, and the Supreme Court.

Caregiver and educator support are also critical virtual offerings from WUCF's Education Department. As we learn more about the educational impacts of the pandemic, WUCF's team respond to the needs of our community through PBS Learning Media and WUCF-created curriculum. PBS LearningMedia offers thousands of free educational resources for PreK–12 educators and students. The goal of this virtual platform is to enhance educator practice and equitable student learning through educational resources. To support school readiness, WUCF recently launched the 3rd edition of our *On My Way To K* Guidebook for Caregivers. This 48-page guidebook provides engaging activities and resources covering eight learning domains to caregivers prepare their children for kindergarten. The guidebook is available digitally and in print. WUCF also provides local education content to PBS LearningMedia through several collections that enhance instruction for Florida classrooms including:

- **Discover Central Florida** – Uncovers the diversity that makes up Central Florida. From the natural beauty to the origins of multi-cultural communities, this collection explores how world events have influenced growth and left an impression on Central Florida.
- **Meet The Helpers** - Designed to introduce “helpers” and explain the role they play in emergency situations. Included in the toolkit are videos and hands-on activities that provide educators and families with developmentally appropriate resources for young children.

14. Proposal Impact (3500 characters)

How is your organization benefitting your community .What is the economic impact of your organization?

Organizations: Include education and outreach activities.

***Solo or Individual Artists:* Include any positive social elements and community engagement anticipated from the project.**

WUCF TV's impact in Central Florida is felt daily. In FY25, WUCF's Media Arts programming will allow our residents an opportunity to experience world-class arts and cultural experiences from the comfort of their homes every day of the week. National programs like *American Masters* and *Great Performances* showcase the finest artists in music, theater, dance and more. PBS KIDS Programs like *Pinkalicious* allow early learners to explore creative expression. WUCF's productions support Florida artists and arts education by featuring local performances, historical perspectives, and arts information. During this project period, original productions like *Florida Road Trip* and *Live From Studio A* will make local art, history and culture experiences available to even more audiences in our state. We will distribute this local content regionally and nationally, building larger audiences for local artists and increasing awareness about Central Florida's Arts and Culture offerings.

Over the last 10 years, WUCF has made significant strides toward increasing and maintaining artistic excellence and a reputation for local productions. We are proud to have been recognized with 20 Telly Awards, 5 Emmy Awards, 5 NETA Awards and 2 Edward R. Murrow Awards during our first 10 years. We will continue this momentum throughout our next decade of impact.

Education and Community Engagement services are the most impactful services we provide beyond the screen. We deliver family education events, educator and caregiver trainings, and curricular resources that positively impact the audiences we serve. In FY25, we will support caregivers and educators in preparing young children for kindergarten through our *On My Way To K* early learning initiative, which has distributed 10,000 caregiver guidebooks to date. We will support primary and secondary students in their understanding of Florida History and Civics by developing curriculum supporting these domains. We also support post-secondary students through high-impact internships, practicum classes and more. Lastly, our station will host community events, forums, and screenings to engage audiences of all ages in lifelong learning.

We are proud of the difference we make in the individual lives of Central Floridians and grateful for audience feedback that proves our impact:

- "I love PBS! The shows I have seen on these stations has impacted my life-and my daughter's-for decades, in ways I could have never foreseen... For me, thirty some years ago I watched a series of interviews with Lillian Hellman. Changed my life."
- "I greatly appreciate all that you do in education and engagement for our community. I love seeing our education newsletter each month. It's inspiring and beautifully done. I'll be printing and playing nature and weather bingo with my kiddo!"
- "I cannot say enough or too much about how much I appreciate and value WUCF... So much of value, and really a nice balance of I hope you never lose your spirit or affinity for encouraging and enlightening people to live the best lives possible, and to aid their fellow humans."
- "WUCF is one of the greatest gems in the jazz world. Thank you"

In addition to our direct impact on our audience, WUCF also impacts our state and local economies. According to the Arts & Economic Prosperity calculator, WUCF's economic impact supports 292 FTE jobs, more than \$7,408,820 in household income, \$364,227 in local government revenue and nearly \$423,149 in state government revenues. Furthermore, Americans consistently report that public media provides excellent value for tax dollars, ranking PBS third in value only behind military defense and food/drug safety oversight.

15. Marketing and Promotion

15.1. How are your marketing and promoting your organizations offerings? *

- Billboards
- Brochures
- Collaborations
- Direct Mail
- Email Marketing
- Newsletter
- Pay Per Click (PPC) Advertising
- Podcast
- Radio
- Organic Social Media
- Paid Social Media
- Television
- Other

15.2. What steps are you taking in order to build your audience and expand your reach? (3500 characters)

How are you marketing and promoting your organizations offerings?

WUCF continually develops, experiments, and implements strategies to build our audience and expand our reach. During the proposal period, WUCF will employ on-air, online, and grassroots promotional strategies to engage and expand audiences.

On-air and online video promos serve as the most prominent features of our marketing plan. Promos drive viewership of programs, invite people to visit our website and attend events, and highlight the station's involvement in the community. WUCF's promos are short but effective marketing tools. Our Content Department will develop promotional plans for PBS KIDS and primetime programs as well as community outreach initiatives throughout the proposal period to drive viewership and event attendance. We will also engage in quarterly integrated campaigns that provide thematic opportunities for audiences to engage in programming and events around subjects like art, history, travel and more.

WUCF's online presence increases viewer engagement. The station's website evolves as we produce new content, promote timely resources, and meet the needs of our community. We consistently work to provide greater access to program schedules, local productions, education initiatives, community outreach, and membership information. Our site also provides access to educational activities for young learners as well as access to PBS KIDS, PBS LearningMedia and PBS Parents.

As online viewership increases, PBS and WUCF incorporate innovative new technologies, including a YouTube live channel as well as a digital programming portal called "Passport". Marketing efforts around these features increase awareness about our content and allow audiences to engage with us anytime through on-demand viewing. As a result, WUCF served

3.6 million viewers through streaming platforms last fiscal year. We monitor our web analytics monthly to understand how the public engages with our content online and adjust our strategies as needed.

WUCF's robust social media outreach further increases our ability to disseminate information online. The station's pages are designed for two-way communication between our station and our audience of nearly 47,000+ followers on Facebook, Twitter, Instagram, and YouTube. In addition to posting topics that generate discussion, Facebook, Twitter, and Instagram posts include behind-the-scenes photos, program reminders, digital-first content and links to drive followers to our website.

Weekly newsletters provide another outlet for reaching viewers. Newsletters feature information on upcoming programs and education initiatives, stories of impact from our viewers and news about our community and PBS. Our growing mailing list of 56,000+ subscribers keeps our viewers engaged.

WUCF keeps the community informed through blog posts to our website, sending press releases and working with local news outlets for new events and programs. The station often collaborates with other established bloggers and local influencers to reach new audiences with educational initiatives, and to identify new sources for community-centric stories.

Lastly, WUCF experiments with new marketing strategies to recruit new viewers and reach more Central Floridians. This year, we are testing promotional opportunities that are new to our station like billboards through Clear Channel advertising, Eventbrite campaigns for events, digital search engine marketing and more. We are also placing advertising in niche publications like school planners distributed by a local school district. We intend to gather lessons learned through these campaigns and incorporate best practices into our marketing strategy for FY25 and beyond.

F. Impact - Access for All Page 6 of 12

1. Describe how the facilities and proposal activities are accessible to all audiences and any plans that are in place to improve accessibility. In addition to your facility, what specific step are you taking to make your programming accessible to persons of all abilities and welcoming to all members of your community? (3500 characters)

For example, explain use of accessibility symbols in marketing materials, accessibility of facilities and programming and/or target population. You can find resources on accessibility at dos.myflorida.com/cultural/info-and-opportunities/resources-by-topic/accessibility. We encourage all applicants to include images in the support materials showing the use of accessibility symbols in marketing materials.

WUCF provides accessibility in many ways to ensure our programming and proposal activities are available to all audiences on-air, online, through educational materials, and when visiting our studios.

Our on-air programming is accessible via closed captioning and descriptive audio for those who are hearing or sight impaired. WUCF meets or exceeds FCC requirements for closed captioning of programs by ensuring that captions are accurate, synchronous, complete and properly placed. WUCF also employs Secondary Audio Programming (or SAP), which is a feature that can be used for descriptive audio or to provide audio tracks in other languages such as Spanish.

WUCF's digital and social platforms also employ captions. Our website utilizes Web Content Accessibility Guidelines (WCAG), which are globally developed to provide a single shared standard for web content accessibility. Features include alternative text for images, keyboard input, transcripts, color-blind palettes, color contrast, optimization for screen readers and more.

Additionally, WUCF continues to partner with the Described and Captioned Media Program (DCMP), whose mission is to promote and provide equal access to communication and learning through described and captioned educational media. The goal of the DCMP is for accessible media to be an integral tool in the teaching and learning process for all. DCMP is funded by the US Department of Education and administered by the National Association of the Deaf. WUCF's Meet The Helpers video series is now available as part of DCMP's library of content for educators and caregivers serving children in the deaf community. This year, DCMP expanded its accessibility offerings by providing ASL for some content. Meet the Helpers was selected for this pilot project and ASL was added via pop-up to our videos.

The station's broadcast facility is a working studio and technical in nature. While our facility is generally not a public destination, our offices are open to the public for tours, meetings and on-air interviews. Our facility employs accessibility features that meet or exceed requirements for state government buildings, including but not limited to accessible ramps, markings and more.

2. Policies and Procedures

Yes

No

3. Staff Person for Accessibility Compliance

Yes

No

3.1. If yes, what is the name of the staff person responsible for accessibility compliance?

Bill Doston

4. Section 504 Self Evaluation

Yes, the applicant has completed the Section 504 Self Evaluation Workbook from the National Endowment for the Arts.

Yes, the applicant completed the Abbreviated Accessibility Checklist.

No, the applicant has not conducted an accessibility self-evaluation of its facilities and programs.

4.1. If yes, when was the evaluation completed? 5/1/2022

5. What efforts has your organization made to provide programming for all? (2000 characters)

Coupled with our physical and technological accessibility features, WUCF provides access for all by being a free public service that supports lifelong learning for every age. When public broadcasting was established in 1967, it was done so for the benefit of all Americans. Upon Signing the Public Broadcasting Act, President Johnson said “We want most of all to enrich man's spirit. That is the purpose of this act.”

WUCF lives up to this promise every day. Our programming is unmatched in our ability to enrich the spirits of all people through unparalleled access. By leveraging the airwaves, WUCF provides programming to every Central Floridian with no subscription required. Our programming is available in nearly 2 million homes across our 9-county broadcast region. Public television is a near-universal media service making WUCF our community's connection to the world.

WUCF strives to be approachable and relevant for all by providing diverse and varied programming, just as PBS does for all Americans. Our content priorities cover almost every subject with content that piques every interest. Programming pillars include News and Public Affairs, Science, History, Drama, Arts, and Children's Programming. Reaching 500,000 people every week across our 9-county region means we have a great responsibility to provide programming that satisfies viewers' interests in a multitude of subjects.

Our programming provides unique access because it is free of charge. WUCF gives everyone, regardless of income, the opportunity to participate in arts and cultural experiences every day of the year. Our programming brings performances and experiences from across the globe directly

to our residents' homes. For many viewers, WUCF may be their only opportunity to see a Broadway show, visit a National Park, or experience destinations abroad.

Inclusive programming for children is also incredibly important to ensuring access for all. A recent study found that PBS stations like WUCF reach more children and more parents of young children in low-income homes than any children's TV network. Additionally, stations like WUCF reach more Hispanic, Black, and Asian American children ages 2-8 than any of the children's TV networks. In addition to programming, WUCF's education programs and curriculum resources are provided broadly to families in Central Florida at no cost.

G. Management and Operating Budget Page 7 of 12

1. Organization History (2000 characters)

Briefly describe your organization's history including founding dates and significant changes in management, location, mission, etc. Also, include major accomplishments and program growth, adaptation to external factors and significant relationships and partnerships.

In early 1960, Alfred Edmunds, Director of Education for Volusia County, led an exploratory committee to determine the feasibility of bringing educational television, or ETV, to Central Florida. In 1963, the public-school systems of Orange, Volusia, Lake, Osceola, Seminole, Brevard and Flagler counties formed Florida Central East Coast Educational Television with the goal of winning the license for channel 24. WMFE-TV finally went on the air on March 15, 1965, from the campus of Orange County Public Schools' Career and Technical Education department, Mid-Florida Tech.

Two years later, the Orange County School Board became the sole operator of the station. In the early 1970s, the school district sold the station to a non-profit community board of trustees that would operate WMFE-TV for nearly four decades.

On April 1, 2011, WMFE-TV announced it was disbanding its television operations due to financial hardship. As a result, the 19th largest TV market in the nation was faced with losing access to PBS, America's most-trusted network, and its rich catalogue of award-winning children's, educational, arts, science, and public affairs programming.

With only weeks to act before PBS programming left our community, the University of Central Florida and Brevard Community College (BCC) announced a partnership to save PBS. WUCF TV began broadcasting on July 1, 2011, in partnership with BCC, ensuring continuous PBS service for the Central Florida region.

On September 26, 2012, WUCF TV formally acquired WMFE-TV's license, making WUCF TV the only PBS station in Central Florida. WUCF recently celebrated our 10th Anniversary as a public media station. During first decade of impact, WUCF aired 350,000 hours of content, reached more than 90,000 people through events, and achieved 33 national and regional awards. We continue to stay true to the founding principles of Alfred Edmunds' vision for public television in Central Florida: educational programming and services.

2. Fiscal Condition and Sustainability (2000 characters)

Describe the fiscal condition of the organization as it relates to the successful completion of the proposal. Also describe plans to sustain the proposal activities after the grant period.

WUCF is a member-supported public broadcasting station. Our station receives many small donations from 26,000 donors annually who believe in our mission and support our services. Membership donations make up the largest revenue source for WUCF (Line 15 in the operating

budget below). We receive no funding from admissions because our events and programming are provided free of charge.

Beyond membership, WUCF continues to explore innovative ways to gain additional support to fulfill our mission to be Central Florida's Storyteller and fund our remaining operating expenses. We utilize prospect research engines to generate funding leads for foundations and corporations. We also create opportunities for support through content partnerships, educational programs, digital marketing, and underwriting between breaks on television.

Support from the Florida Division of Arts and Culture will provide critical General Programming Support funds for our station, in particular our annual PBS Dues for programming. Full dues for FY25 are expected to be greater than \$1.2 million to acquire the PBS programming we leverage to raise the remainder of our operating expenses. We must fund our PBS Dues first, which then enables our Development Team to fundraise for salaries, Education and Engagement initiatives, and local content collaborations with Arts & Culture organizations.

WUCF is an efficient and effective steward of government funds. The federal contribution to public media amounts to \$1.40 per American per year. For every dollar WUCF receives from the federal government, stations raise six dollars from local sources. Support from the Florida Division of Arts & Culture will make a positive impact on WUCF's goal to fund our PBS Dues. In turn, WUCF will use those funds for programming that makes a positive impact on Central Floridians through jobs, content, and educational experiences beyond the screen.

3. Completed Fiscal Year End Date (m/d/yyyy) * 6/30/2022

4. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	\$462,721	\$411,190	\$686,356
2. Personnel: Programmatic	\$490,108	\$559,580	\$625,863
3. Personnel: Technical/Production	\$1,141,984	\$1,023,868	\$1,456,389
4. Outside Fees and Services: Programmatic	\$1,901,626	\$2,138,411	\$1,923,024
5. Outside Fees and Services: Other	\$690,062	\$520,495	\$624,859
6. Space Rental, Rent or Mortgage	\$254,407	\$283,593	\$276,319
7. Travel	\$15,260	\$51,200	\$55,600

8. Marketing	\$235,278	\$251,000	\$242,000
9. Remaining Operating Expenses	\$1,380,778	\$2,511,662	\$1,619,740
A. Total Cash Expenses	\$6,572,224	\$7,750,999	\$7,510,150
B. In-kind Contributions	\$26,769	\$31,000	\$26,769
C. Total Operating Expenses	\$6,598,993	\$7,781,999	\$7,536,919
Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10. Revenue: Admissions			
11. Revenue: Contracted Services	\$29,383	\$30,000	\$33,000
12. Revenue: Other	\$378,066	\$1,331,217	\$1,219,239
13. Private Support: Corporate	\$249,130	\$275,000	\$275,000
14. Private Support: Foundation			
15. Private Support: Other	\$3,202,245	\$3,600,000	\$3,600,000
16. Government Support: Federal	\$962,381	\$1,009,443	\$975,086
17. Government Support: State/Regional	\$1,904,939	\$1,505,837	\$1,408,351
18. Government Support: Local/County			
19. Applicant Cash			
D. Total Cash Income	\$6,726,144	\$7,751,497	\$7,510,676
B. In-kind Contributions	\$26,769	\$31,000	\$26,769
E. Total Operating Income	\$6,752,913	\$7,782,497	\$7,537,445

5. Additional Operating Budget Information (1000 characters)

Use this space to provide the panel with additional detail or information about the operating budget. Please explain any deficits, excess revenue, or major changes to any line items or budget totals. If not applicable, then write "not applicable."

WUCF is in a growth stage, and we are investing in our content and production workforce, as seen in the increases in Lines 2 and 3 for Programmatic and Technical/Production staff. These new positions include an Executive Producer for *Florida Road Trip*, Senior Director of Content and Broadcast Production Manager. Investments in our content and production teams will allow us to deliver even more local content for Central Florida viewers.

The increase in Line 9: Remaining Operating Expenses for FY23 represents expenses associated with a one-time Capital Grant that WUCF received to support technical upgrades to our production equipment. As such, Line 17: Government Support: Local/County is also elevated due to this grant. The funding and subsequent expenses covered cameras, studio equipment and other technical materials that enable us to deliver the highest-quality local content for Central Florida viewers (and statewide viewers through *Florida Road Trip*).

The increase in Line 12: Revenue: Other is attributable to fundraising around WUCF's 10th Anniversary celebrations as well as the fundraising initiatives described above in the Fiscal Condition section.

6. Paid Staff

- Organization has no paid management staff.
- Organization has at least one part-time paid management staff member (but no full-time)
- Organization has one full-time paid management staff member
- Organization has more than one full-time paid management staff member

7. Hours *

- Organization is open full-time
- Organization is open part-time

8. Does your organization have a strategic or long range plan?

- Yes
- No

H. Management and Proposal Budget Page 8 of 12

1. Rural Economic Development Initiative (REDI) and Underserved Waiver

Yes

No

2. Proposal Budget Expenses:

Detail estimated proposal expenses in the budget categories listed below. Include only expenses that specifically related to the proposal. You can find a list of non-allowable and match only expenses at dos.myflorida.com/cultural/grants/grant-programs.

The expense section contains three columns:

- a. Grant funds (these are the funds you are requesting from the state)
- b. Cash Match (these are earned or contributed funds supplied by your organization)
- c. In-kind (the value of donated goods and services)

Save each individual line within the budget.

To update budget totals, save each page.

Do not include any non-allowable expenses in the proposal budget. (See: non-allowable expenses).

For General Program Support the Proposal Budget should match the operating budget minus any non-allowable expenses (see non-allowable expenses).

For Specific Cultural Projects the Proposal Budget expenses must equal the Proposal Budget income.

2.1. Personnel: Administrative *

2.2. Personnel: Programmatic *

2.3. Personnel: Technical/Production *

2.4. Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	PBS Dues	\$150,000	\$150,000	\$0	\$300,000
Totals:		\$150,000	\$150,000	\$0	\$300,000

2.5. Outside Fees and Services: Other *

2.6. Space Rental (match only) *

2.7. Travel (match only) *

2.8. Marketing *

2.9. Remaining Proposal Expenses *

2.10. Amount of Grant Funding Requested:

\$150,000

2.11. Cash Match:

\$150,000

2.12. In-Kind Match:

2.13. Match Amount:

\$150,000

2.14. Total Project Cost:

\$300,000

3. Proposal Budget Income:

Detail the expected source of the cash match (middle column) your organization will be using in order to match the state funds (first column) outlined in the expense section. Use the budget categories listed below. Do not include your grant request (first column) or in-kind (third column). Include only income that specifically relates to the proposal. The Proposal Budget income must equal to the Proposal Budget cash match in the expenses.

3.1. Revenue: Admissions *

3.2. Revenue: Contracted Services *

3.3. Revenue: Other *

3.4. Private Support: Corporate *

3.5. Private Support: Foundation *

3.6. Private Support: Other *

3.7. Government Support: Federal *

3.8. Government Support: Regional ***3.9. Government Support: Local/County *****3.10. Applicant Cash ***

#	Description	Cash Match	Total
1	Applicant Cash	\$150,000	\$150,000
Totals:		\$0	\$150,000
			\$150,000

3.11. Total Project Income:**\$300,000****3.12. Proposal Budget at a Glance**

Line	Item	Expenses	Income	%
A.	Request Amount	\$150,000	\$150,000	50%
B.	Cash Match	\$150,000	\$150,000	50%
	Total Cash	\$300,000	\$300,000	100%
C.	In-Kind	\$0	\$0	0%
	Total Proposal Budget	\$300,000	\$300,000	100%

4. Additional Proposal Budget Information (optional) (1000 characters)

Use this space to provide the panel with additional detail or information about the proposal budget. For example, if you have more in-kind than you can include in the proposal budget you can list it here.

Support from the Florida Division Arts & Culture will provide funds to support our PBS Programming Dues. Full dues for FY25 are expected to be \$1.2 million and will directly impact our station's workforce. Funds raised in support of our PBS Dues are leveraged to achieve funding for employee compensation. Programming from these dues allows WUCF to raise the additional funds needed to cover our other normal operating expenses including but not limited to payroll, local production expenses, studio/office rent and maintenance. Additionally, our federal appropriation is based on a proportion Non-Federal Financial Support raised by our station. Florida Division of Arts & Culture's General Program Support of WUCF will directly lead to increased funding from federal sources, which ultimately support our station's workforce.

I. Attachments and Support Materials Page 9 of 12

Complete the support materials list using the following definitions.

- **Title:** A few brief but descriptive words. Example: "Support Letter from John Doe".
- **Description:** (optional) Additional details about the support materials that may be helpful to staff or panelists. Identify any works or artists featured in the materials. For larger documents, please indicate page number for DAC credit statement and/or logo.
- **File:** The file selected from your computer. For uploaded materials only. The following sizes and formats are allowed.

Content Type	Format/extension	Maximum size
Images	.jpg, .gif, .png, or .tiff	5 MB
documents	.pdf, .txt, .doc, or .docx	10 MB
audio	.mp3	10 MB
video	.mp4, .mov, or .wmv	200 MB

MacOS productivity files such as Pages, Keynote, and Numbers are not acceptable formats. Please save files into .pdf format before submission.

1. Required Attachment List

Please upload your required attachments in the spaces provided.

1.1. Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
UCF_FL_Substitute_W-9.pdf	33 [KB]	6/20/2023 3:30:15 PM	View file

1.2. Federal 990 Form (most recently completed)

File Name	File Size	Uploaded On	View (opens in new window)
990-Exemption.pdf	332 [KB]	6/20/2023 3:27:30 PM	View file

2. Support materials (required)*

File	Title	Description	Size	Type	View (opens in new window)
FL DAC FY25 - Video Samples.docx	Sample Clips of Media Arts Programming from WUCF.	Samples of WUCF's local productions, our programming partnerships with local organizations, and PBS' national productions.	40 [KB]		View file

2.1.

J. Notification of International Travel Page 10 of 12

Notification of International Travel

In accordance with Section 15.182, Florida Statutes, the grantee shall notify the Department of State of any international travel at least 30 days before the date the international travel is to commence or, when an intention to travel internationally is not formed at least 30 days in advance of the date the travel is to commence, as soon as feasible after forming such travel intention. Notification shall include date, time, and location of each appearance.

1. Notification of International Travel

I hereby certify that I have read and understand the above statement and will comply with Section 15.182, Florida Statutes, International travel by state-funded musical, cultural, or artistic organizations; notification to the Division of Arts and Culture.

K. Single Audit Act Page 11 of 12

Single Audit Act

In accordance with 2 CFR 200, Subpart F - Audit Requirements; Section 215.97(2)(a) and 215.97(8)(a), Florida Statutes; and the policies and procedures established by the Division of Arts and Culture, the grantee is required to certify annually if your organization with FEIN 59-2924021 expended \$750,000 or more from all combined state sources and all combined federal sources during your organization's fiscal year. If your organization has exceeded the threshold of \$750,000, your organization will be required to comply with the Single Audit Act. You will be required to complete a separate certification form in dosgrants.com following the close of your fiscal year.

1. Single Audit Act

I hereby acknowledge that I have read and understand the above statement and will comply with: 2 CFR 200, Subpart F - Audit Requirements; Section 215.197, Florida Statutes, Florida Single Audit Act; and the policies and procedures established by the Division of Arts and Culture.

L. Review & Submit Page 12 of 12

1. Guidelines Certification

I hereby certify that I have read and understand the guidelines and all application requirements for this grant program outlined under section 265.286, Florida Statutes and incorporated by reference into Rule 1T-1.036, Florida Administrative Code.

2. Review and Submit

I hereby certify that I am authorized to submit this application on behalf of The University of Central Florida Board of Trustees and that all information indicated is true and accurate. I acknowledge that my electronic signature below shall have the same legal effect as my written signature. I am aware that making a false statement or representation to the Department of State constitutes a third-degree felony as provided for in s. 817.155, F.S., punishable as provided for by ss. 775.082, 775.083, and 775.084.

2.1. Signature (Enter first and last name)

Elena Kovkin Chidester

