

Make the Intelligent Choice...

WJCT Public Broadcasting

Align Your Business with Excellence

WJCT Public Broadcasting brings unparalleled news, entertainment and educational programming and services to the First Coast. Align your brand with WJCT, PBS and NPR, names that are synonymous with quality and excellence, and reinforce your commitment to the First Coast community.

- Nearly 75% of PBS viewers believe that PBS underwriters are committed to quality and excellence. *(Cone/Roper Worldwide: PBS Image Study)*
- More than 90% of mothers with children under six believe that PBS Kids sponsors value children. *(Bruskin Research: March 10-12, 2000)*
- Overall, NPR listeners are 88% more likely to buy products and services from companies that support public radio than from companies that advertise on commercial radio. *(ICR, May 2001)*

Connect with Discerning Citizens

WJCT's viewers and listeners are among the most educated, affluent and influential citizens in Northeast Florida and Southeast Georgia. Tap the power of public broadcasting, and reach an unparalleled audience with pinpoint accuracy.

Send a Message with Impact

In public broadcasting's uncluttered, commercial-free environment, only a few minutes of each television and radio broadcast hour are devoted to credits and program promotion. Credits are exclusive, with only one local industry represented in a particular program. Tap the power of public broadcasting, and send a message that stands out.

Reach Beyond Broadcasting

In addition to on-air recognition, WJCT's underwriters and business partners are linked to WJCT Online, and listed in WJCT Magazine when they sign on.

Support the First Coast Community

WJCT's viewers and listeners know that corporate supporters help to keep the station's high-quality television and radio programming on the air, and support the station's extensive outreach efforts and community events. Invest in your community, and build a relationship with the citizens of the First Coast.