2014 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

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.

In 2014, WJCT expanded its role as a convener for the First Coast, facilitating important community discussions and bringing citizens together to learn, share, and grow. WJCT also spearheaded a national initiative that changes the way that public broadcasting is distributed throughout the country. Our accomplishments were made possible by the multitude of community members, businesses and organizations that support us. I'm proud to share the results of our collaborative efforts.

— Michael Boylan, WJCT President and CEO

WJCT utilized its unique assets to maximize the value provided to members of the First Coast community.

WJCT celebrated nearly 60 years of providing signature programming and events, offering local and national content to the First Coast via unique television, radio, and online media platforms.

In 2014, WJCT facilitated several community dialogues, addressing local matters of public policy such as education, race relations, and the environment.

WJCT continued its transition to a "community engagement center," making its spacious facilities and office spaces available to community-serving organizations.

In 2014, WJCT localized national content and launched initiatives that showcased the First Coast to a national audience.

- The Digital Converge Alliance, a national service initiative led by WJCT, began its journey to deliver public television content to nearly 16 million households in five states.
- WJCT hosted a party to celebrate the premiere of three episodes of the popular PBS series *Antiques Roadshow*, filmed in Jacksonville.
- WJCT completed its second year as the presenting station for the award-winning NPR series *State of the Re:Union* and co-hosted a public listening event at Jacksonville's Museum of Contemporary Art.

WJCT continued its commitment to serving the community through ongoing local series and annual events that inform, educate, and empower citizens.

- WJCT partnered with the Cultural Council of Greater Jacksonville to present *The Square*, a new online venue where local artists can showcase their work.
- 2014 marked the fifth anniversary of the award-winning local series *First Coast Connect* on 89.9 WJCT-FM.
- *Throwback Sunday*, a weekly block of nostalgic radio programming, premiered on 89.9 WJCT-FM.

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LOCAL EVENTS, NATIONAL SPOTLIGHT

DCA-NOC Open House. On May 19, WJCT and 10 partner public television stations from across the country unveiled the DCA-NOC, a facility located in Jacksonville providing a better (and more cost effective) viewing experience for over 15 million households in five states. Learn more about what the DCA means for the future of public television on **Page 7.**

Antiques Roadshow Jacksonville. WJCT hosted a preview party to celebrate the national premiere of three *Antiques Roadshow* episodes filmed in Jacksonville. *Antiques Roadshow* Executive Producer Marsha Bemko joined guests to share highlights from the Jacksonville episodes and answer audience questions related to the production of *Roadshow*. Attendees were treated to an early screening of a "behind-the-scenes" 30-minute documentary produced by WJCT.

State of the ReUnion: Listening Event. On October 15, WJCT co-hosted a *State of the Re:Union* Listening Event at the Museum of Contemporary Art in Downtown Jacksonville. The episode "Trans Families" tells the stories of trans people and their families at different moments in their lives.

Downton Abbey Premiere Party. Over 200 guests attended WJCT's *Downton Abbey* premiere party, where the first episode of season 5 was screened nearly a month in advance of its First Coast premiere. Attendees dressed in period costumes, enjoyed a cocktail reception, and had the opportunity to take photos with their favorite *Downton* characters.

Coming Back with Wes Moore. On May 13, WJCT hosted a premiere party for *Coming Back with Wes Moore*. Approximately 100 people attended the screening, which was hosted by WJCT's Al Letson and included a Q&A session with three local veterans. Guests enjoyed dessert, popcorn and light refreshments.

One Spark 2014. WJCT promoted and participated in One Spark, Jacksonville's arts and innovation festival, for a second consecutive year. The *First Coast Connect on the Go!* series allowed a record 260,000 festival attendees the opportunity to become audience members for one of three special, One Spark-themed editions of *First Coast Connect*. WJCT also televised a documentary about One Spark's inaugural year (2013) to build excitement for the festival's sophomore outing.

Swamp Radio. WJCT broadcast special radio encores of the inaugural season of *Swamp Radio*, a stage and radio show that uses stories, music and interviews to celebrate that which makes Northeast Florida unique.

The High Line Documentary Screening. WJCT and CSX Corporation partnered to host a VIP screening of *The High Line*, a documentary telling the story of the historic structure built in 1930s New York and donated to the city of New York by CSX Transporation Inc. in 2005 as a public park.

ONGOING SERIES AND SPECIALS

First Coast Connect. WJCT's flagship daily radio program, *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 join the conversation via phone, email, tweet and Facebook posts. In 2014, *First Coast Connect* marked its fifth anniversary with a contest inviting community members to create a new theme song. Every show now begins with the winning composition of Jacksonville Symphony Orchestra violinist Piotr Szewczyk.

The Square. In 2014, WJCT partnered with the Cultural Council of Greater Jacksonville and the local arts community to launch *The Square*, an online venue where locally created art is shared and enjoyed. Every quarter, local artists are encouraged to submit original paintings, music, poetry, paintings, photography, sculpture, dance, and other mediums. A quarterly voting period allows community members to visit *The Square*'s website to vote for their favorite original pieces. The top three vote-getting artists will be featured on *First Coast Connect* and in between programming on WJCT Public Television!

WJCT News. 2014 was a year of growth and expansion for WJCT News, an online news source created to complement the news reports and programming on 89.9 WJCT-FM. Highlights from the year included hiring new, award-winning reporters to focus on education, increasing WJCT's digital and social media presence, and bringing back the popular "WJCT First Read" series.

Hometown. WJCT's *Hometown* is a monthly television series that highlights people, places, and events unique to the First Coast. One segment of each episode is devoted to a local artist, arts organization, or venue.

Jacksonville Legacy Series. WJCT is proud to present Leadership Jacksonville's periodic *Legacy Series,* profiling First Coast leaders who have made a difference. 2014 installments of the Legacy Series featured video conversations with philanthropist Delores Barr Weaver and former Jacksonville Mayor Jake Godbold.

This Is Jazz. In September, WJCT celebrated Jacksonville Jazz Hall of Famer Bob Bednar and his 21 years as the host of the long-running radio program *This Is Jazz*. Bednar's program, a unique offering for the First Coast, has been called a winning combination of education and entertainment.

'This is Jazz' host Bob Bednar and WJCT Music Director David Luckin

Throwback Sunday. The newest addition to WJCT's After Hours lineup is "Throwback Sunday," a weekly collection of classic, nostalgic programming that revisits the golden age of radio. Highlights include *Radio Theatre* (old-time radio dramas, mysteries and more) and Dick Robinson's *American Standards by the Sea*.

A National Story

A local segment by Karen Feagins about the 'World's Largest' Video Boards at EverBank Field was picked up by NPR and aired July 26 on *Morning Edition.*

Electro Lounge. *Electro Lounge* continues to offer listeners "music without walls." Host David Luckin organized an event at Lillie's Coffee Bar in Neptune Beach, Florida to kick off WJCT's 2014 fall radio pledge drive. The free event featured music from local artists and a live *Electro Lounge* broadcast.

Deemable Tech. *Deemable Tech* features tech gurus Ray Hollister and Tom Braun as they answer listener's questions about computers, smartphones, the internet, and more. WJCT also partnered with *Deemable* to produce four quarterly hour-long radio specials.

Policy Matters. Hosted by Rick Mullaney, director of Jacksonville University's Public Policy Institute, this quarterly program examines current public policy issues like taxes, healthcare, and downtown redevelopment.

EDUCATION / EMPOWERMENT

Speaking of Women's Health. WJCT and Baptist Health partnered to present the 14th 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—Maxine Engram and Pricella Andreason—for their efforts to improve the health and well-being of women and children. Approximately 900 women attended. **wjct.org/swh**

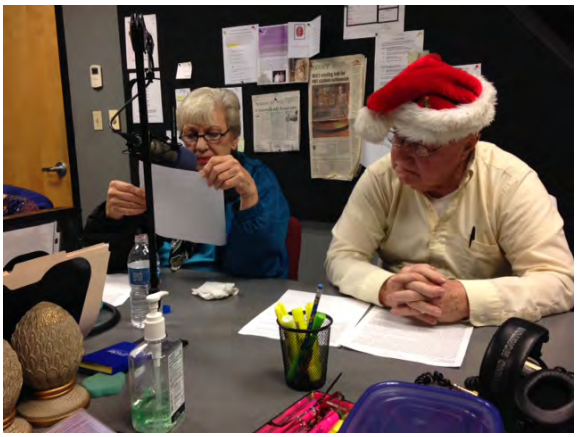
Stories of Service. For the third year in a row, WJCT invited First Coast residents to submit veterans' names, then recognized the veterans for their service during on-air and online appreciation spots throughout November. The spots provide a moving tribute to local military.

TEACH 2014. In September, WJCT presented its third annual TEACH professional development conference for educators. The event featured national keynote speakers, breakout sessions with local and national experts, access to educational resources, opportunities to network, and more. Nearly 850 educators attended. **wjct.org/teach**

3x5 Classic Film Festival. In keeping with WJCT's mission to encourage joyful learning, WJCT hosted the 3x5 Classic Film Festival at the Ponte Vedra Concert Hall. Five of the most outstanding films produced from the 1930s and '40s were screened during the three-day festival, with the goal of encouraging appreciation and understanding of the art of cinema.

Mister Rogers' Neighborhood Sweater Drive. WJCT partnered with VyStar Credit Union and Two Men and a Truck to present the 12th annual Mister Rogers Neighborhood Sweater Drive, honoring the late Fred Rogers by collecting over 10,000 sweaters, jackets, blankets, and socks. The items were generously contributed by First Coast community members, including 500 students from participating schools. Items were distributed to Clara White Mission and other First Coast nonprofits serving neighbors.

Jags Teen Talk 2014. Produced by WJCT's Stephen Jones for the Jacksonville Jaguars Foundation, *Jags Teen Talk: Game Plan for Success* is a one-hour documentary in which Jags, teens, and experts discuss topics teens face today like bullying, peer pressure, and self-image. The documentary airs throughout the community via eight Jacksonville media partners.



WJCT Radio Reading Service. WJCT's RRS empowers visually-impaired and print challenged community members by broadcasting commercial-free readings of local and national newspapers, magazines, and books 24 hours a day, 7 days a week. In its 21st year, RRS is powered by its tireless volunteers who provide the only service of its kind in Northeast Florida.

Next Avenue. This website offers adults in their 50s and beyond the knowledge they need to navigate their new stage of life! It's the place where grown-ups keep growing. **wjct.org/nextavenue**

Above: American Graduate Day Champions

WJCT KIDS

American Graduate Day 2014. WJCT joined in a full-day broadcast and outreach event dedicated to helping young people across the country stay on the path to graduation. In addition to multi-day workshops held for Duval County Public School teachers, WJCT hosted the 2014 American Graduate Champions Banquet to honor five Northeast Florida education champions for their efforts in making sure everyone graduates from high school.

PBS Kids Writers Contest. WJCT participated in the 13th annual PBS Kids Writers Contest, a national initiative designed to promote the advancement of children's reading skills through hands-on, active learning. WJCT encourages K-3 students across the First Coast to tap into their inner author by writing and creating original stories. Local winners are entered into the national contest and have their stories featured online.

DCPS P.E.P. Rally. At the Duval County Public Schools' P.E.P. Rally, WJCT handed out goodie bags filled with stickers, bookmarks, and important information on WJCT's Summertime is Learning Time initiative to encourage literacy development. WJCT's PBS KIDS Writers Contest winners were invited to read their stories at the event.

Sid the Science Kid LIVE! WJCT brought Sid the Science Kid and his friends to Jacksonville's Florida Theatre for an unforgettable live stage experience. 1,300 attended the show, which featured sing-along songs and interactive games.

WJCT's Education Blog. Launched at the TEACH 2014 conference, the WJCT Education Blog provides teachers, students, and school partners with content dedicated to their personal development, classroom development, Florida State Standards, and the use of technology in the classroom.

Summertime is Learning Time. WJCT continued its partnership with the Jacksonville Public Library to stop the "summer slide" by encouraging kids to read over the summer. 'Summertime is Learning Time' included 10 weeks of themed PBS Kids programming tied to online activities, games, and the Library's own summer reading initiative.

WJCT Kids Club. The WJCT Kids Club is where fun begins for First Coast kids up to the age of 11! The club's 2,200 members receive information about special events, have their birthday recognized on-air, and are entered into drawings for special prizes. In 2014, WJCT Kids Club activities included a Sid the Science Kid Meet and Greet at the Jacksonville Museum of Science and History.

STORIES OF IMPACT: The Headlines

'ROADSHOW' EXCITEMENT RETURNS TO THE FIRST COAST

WJCT hosted a preview party to celebrate the national premiere of three *Antiques Roadshow* episodes filmed in Jacksonville. Executive Producer Marsha Bemko joined guests to share highlights from the Jacksonville episodes and answer audience questions related to the production of *Roadshow*. Attendees were treated to an early screening of a "behind-the-scenes" television documentary produced by WJCT. During the three-week broadcast event, WJCT joined the *Antiques Roadshow* official Twitter account, Executive Producer Marsha Bemko, and *Roadshow* appraisers (including Leigh Keno) on Twitter to talk about each episode in real-time. Throughout this process, called “live tweeting”, WJCT engaged viewers and encouraged conversation. Live tweeting resulted in over 500 unique Twitter interactions about the Jacksonville episodes.

FIRST COAST FORUM

WJCT's quarterly series *First Coast Forum* convenes community leaders and members to discuss issues of significance to the First Coast. *First Coast Forum* focuses on areas of critical importance to the community and invites everyone to make their voice heard. Topics covered in 2014 include human trafficking, Florida's "Stand Your Ground" Law, the school-to-prison pipeline, and plans to deepen the St. Johns River. In 2014, WJCT and *First Coast Forum* host Melissa Ross collaborated with WJXT Channel 4/News4Jax on two of the year's forums, one of which was simulcast. The series has been a cornerstone of WJCT's local productions since its launch in July of 2001. *First Coast Forum* is available OnDemand at wjct.org.

WJCT OnDemand

Over a dozen of WJCT's locally produced radio and television series are available OnDemand at wjct.org/ondemand!

THE SQUARE

In 2014, WJCT partnered with the Cultural Council of Greater Jacksonville and the local arts community to launch *The Square*, an online venue where locally created art is shared and enjoyed. Every quarter, local artists are encouraged to submit original paintings, music, poetry, paintings, photography, sculpture, dance, and other mediums. A quarterly voting period allows community members to visit *The Square*'s website to vote for their favorite original pieces. The top three vote-getting artists will be featured on First Coast Connect and between programming on WJCT Public Television.

During the first quarter, over 100 artists participated in The Square's launch. Their work received votes from over 11,000 unique IP addresses.

THE DIGITAL CONVERGENCE ALLIANCE

THE FUTURE OF PUBLIC TELEVISION BEGINS ON THE FIRST COAST

The May 2014 unveiling of the Digital Convergence Alliance Network Operations Center (DCA-NOC) marked the culmination of a multi-station, four-year endeavor spearheaded by WJCT. Six Florida PTV stations partnered with WPBA (Atlanta), WTTW (Chicago), WILL (Champaign), MPTV (Milwaukee), and KERA (Dallas) to create the Digital Convergence Alliance (DCA).

The Digital Convergence Alliance, a not-for-profit corporation, was created to develop and implement initiatives to foster increased efficiencies and create new revenue opportunities for DCA member stations. The DCA Network Operations Center is the first of these initiatives, creating a centralized master control operation system to minimize infrastructure-related challenges, particularly the need to replace or upgrade outdated equipment.

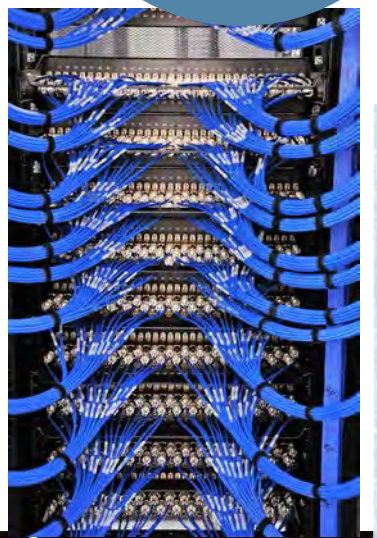
A grant from the Corporation for Public Broadcasting (CPB) to the DCA provided the opportunity to bring this vision to life. JCT Services (in partnership with tw telecom, the network provider, and Colo5, the facility housing the NOC) a subsidiary of WJCT, Inc., was awarded the management contract for the build out and operation of the NOC.

Representatives from most of the DCA member stations, Jacksonville Mayor Alvin Brown, and many other VIPs attended the open house event to commemorate the launch of the NOC. Today, over 15 million households across the country are being served from a single building located in Jacksonville, Florida.

DCA-NOC

To make the DCA-NOC concept a reality, 20 engineers conferenced every week for nearly 18 months.

Jacksonville Mayor Alvin Brown



U.S. Representative Ander Crenshaw touring the DCA-NOC with WJCT President & CEO Michael Boylan

DCA-NOC BY THE NUMBERS

11 member stations

39 channels operated by the NOC

200 channel capacity

65,000 hours of high definition video programs stored at the NOC

341,640 total broadcast hours per annum emanating from the NOC

15,940,960 households in five states to receive PTV programming from the NOC

DCA Network Operations Center

2014 LOCAL CONTENT AND SERVICE REPORT

MEASURING IMPACT

WJCT measures its impact by the number of community members engaged, the recognition of peers and colleagues, and the words of those impacted by WJCT's services to the community.

The Numbers* ...

52 hours of educational children's programming per week

8,760 hours of Radio Reading Service broadcasts for visually impraired and print challenged community members

363,854 people benefitted by WJCT per quarter

60,000 online visits per month

90,000 WJCT-FM listeners

415,000 WJCT-TV households

* Data from Cultural Service Grant Program Reports

The Word on the Street …

A small sample of the many written comments WJCT received in 2014.

"WJCT means the world to me ... because WJCT brings the world to me."

—2014 Sustainer Survey Participant

"I was a guest of one of the board members and had no idea or preconceived notion of what tonight would be like and I was truly impressed and inspired. Thank you!"

—American Graduate Champions Banquet Attendee

"We at PBS commend the participating stations for the creation of the Digital Convergence Alliance. The successful launch of its network operations service is an excellent example of the kind of opportunity they are looking to forge. This is exactly the kind of forward thinking our system needs."

—Paula Kerger, PBS President & CEO

"The TEACH conference renewed my whole being. I learned how to create a motivated group of students who will be willing to take responsibility and ownership of their learning. Also, I realized that I do make a difference."

—TEACH Conference 2014 Attendee

WJCT Awards ...

State of the Re:Union, the public radio program created and hosted by Jacksonville artist Al Letson and presented by WJCT, won a prestigious Edward R. Murrow Award for the second year in a row. *State of the Re:Union* (SOTRU) was awarded in the news documentary category for the episode "The Hospital Always Wins."

State of the Re:Union's episode "Bayard Rustin: Who Is This Man?" was named one of Slate.com's Top 25 Podcast Episodes of All Time.

WJCT's *First Coast Connect* received a national award from Public Radio News Directors, Inc. (PRNDI). The show captured second place in the "Call-In Program, Division B- Medium Staff" category for the episode "Crisis in Cairo," produced in 2013.

WJCT received two awards in Folio Weekly's 2014 **Best of Jax** readers' poll—Best Radio Show (*First Coast Connect)* and Best Radio Personality (Melissa Ross). The win marked Melissa's fourth time receiving the award for her work on *First Coast Connect*!

EU Jacksonville named 89.9 WJCT-FM one of the 14 best things that happened in Jacksonville in 2014. Local productions highlighted included *First Coast Connect*, *Electro Lounge* and *Lost in the Stacks*.

WJCT Creativeworx Producer/Director Rich Conner received a 2014 Historic Preservation Award for his contributions to the "More Than A Game: African American Sports in Jacksonville" exhibit at Jacksonville's Ritz Theatre & Museum.

"In 2014, 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

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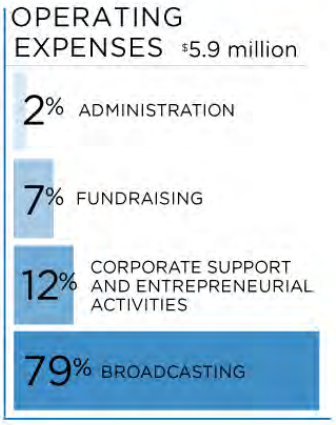

PBS television
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Online wjct.org

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