



2016 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 2016 WJCT continued its nearly sixty-year legacy of providing signature programming and relevant information to the citizens of the First Coast via its television, radio, and digital media platforms. Those very resources, along with our in-house partners with whom we share a common mission, serve as valuable tools in affording WJCT the opportunity to fulfill its mission of "bringing citizens together." As technology continues to shape the ever-changing media landscape and the importance of what we do becomes even more critical, WJCT remains committed to using its unique assets as a means for citizens to learn and share so that we, as a community, will grow together.

— Michael Boylan, WJCT President and CEO



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

- Facilitated several community events and discussions, including free health forums and conversations on matters of public policy such as race relations, arts education, downtown development, and the First Coast's opioid epidemic.
- As a member of the Florida Public Radio Emergency Network, provided live updates before, during, and after Hurricane Matthew
- Continued implementing WJCT's strategic plan for 2015-2018, a comprehensive blueprint to guide WJCT in advancing its mission on (and beyond) the First Coast.

In 2016, WJCT launched new services that allow viewers and listeners to access the best of WJCT "anytime, anywhere".

- Premiered WJCT Passport, a new member benefit that provides WJCT supporters with unlimited access to an on-demand library of PBS and WJCT programs.
- Launched the free 24/7 online stream for *Relax Radio*, the HD radio station that features the classic songs that baby boomers grew up with and other modern easy listening favorites.
- Introduced *Redux*, an original news podcast that offers the best of WJCT News and WJCT After Hours music programs every Friday.

WJCT continued its commitment to serving the community with the launch of new series and events that inform, educate, entertain, and empower citizens.

- Partnered with Florida's other public radio stations for *Decision Florida*, a live election-themed call-in radio show.
- Became the presenting station for *Destination Craft with Jim West*, a new series that uniquely blends crafts and international travel.
- Presented Girls' Day Out 2016, WJCT and Baptist Health's annual day-long women's health conference.

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IN THE COMMUNITY: LOCAL EVENTS

Hamilton's America Preview Party. WJCT celebrated the launch of the 2016 PBS Arts Fall Festival by hosting a free preview party for *Great Performances: Hamilton's America* at WJCT Studios. Daniel Austin, host of WJCT's original TV series *Hometown*, hosted the evening, which began with a karaoke party featuring various Broadway tunes. 138 guests attended the event, enjoying drinks, hors d'oeuvres, and the first hour of *Hamilton's America*, the 2016 documentary film that goes behind the scenes of Lin-Manuel Miranda's popular Broadway musical "Hamilton".

Jackie Robinson Screening and Discussion. WJCT hosted a free screening of Ken Burns' 2016 documentary *Jackie Robinson* at Flagler College in St. Augustine, Florida. More than 90 guests attended the event, which included a discussion about the influence of Jackie Robinson and his important civil rights work in the city of St. Augustine.

WJCT After Hours Thank You Concert. WJCT's After Hours music program hosts David Luckin (*Electro Lounge, Route 66*), Ryan Benk (*Indie Endeavor*) and Andrew Wiechman (*Blues Horizon*) hosted a special thank-you concert for WJCT listeners at Jacksonville's Unity Plaza. The free event, which featured music from WJCT music programs and live performances by local bands, gave WJCT listeners a chance to meet the faces behind the voices of their favorite music shows on 89.9 FM.

The Armor of Light Screening and Discussion. More than 50 guests attended WJCT's screening and discussion of *Independent Lens: The Armor of Light*, a film that follows the journey of an Evangelical minister as he questions whether being pro-gun is consistent with being pro-life. Lucy McBath, featured in the documentary as the mother of slain Jacksonville teen Jordan Davis, participated in the group discussion as a panelist.

Downton Abbey Finale Gala. Farewell, Downton! WJCT and Lightner Museum hosted two screenings of the *Downton Abbey* series finale at the Lightner Museum and Corazon Cinema and Café in St. Augustine, Florida. More than 600 guests total gathered for High Tea or a cocktail reception, the final episode of *Downton Abbey*, and photo ops with beloved characters.

Generation Listen. Generation Listen is a national movement started by NPR to engage the next generation of young public radio listeners. WJCT's Generation Listen group hosted five free events in 2016, including two election-themed listening parties ("Why Vote Jax" and "Why Vote Jax 2"), an event about millennials and mental health, an outdoor-themed listening party discussing environmental issues, and a listening party about the power of art to connect or divide the community across racial divides. A combined total of 275 guests attended WJCT's Generation Listen events in 2016.

PBS Regional Conference Jacksonville. WJCT was selected to host a PBS Regional Conference in 2016 for its example as an effective community convener. At the PBS Regional Conference in Jacksonville, partners and colleagues came together to discuss content and share ideas, including the future of public broadcasting, diversity, trends in the industry, impactful use of social media, PBS Kids and education outreach, maximizing the reach of local productions, and more.



Guests at the *Hamilton's America* Preview Party



Members of the WJCT team at WJCT's After Hours Thank You Concert at Unity Plaza Jax



WJCT staff at the 2016 PBS Regional Conference



2016 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

2016

ONGOING SERIES, SPECIALS, AND SERVICES

WJCT Passport. WJCT Passport is a new member benefit that provides WJCT supporters with extended access to an on-demand library of quality public television programs, including original content from WJCT and PBS favorites such as *Nature*, *NOVA*, and *Masterpiece*. WJCT Passport can be accessed on wjct.org, through the WJCT App, and on the PBS channel on Apple TV.

WJCT Digital News. WJCTNews.org is an online news source created to complement the news reports and programming on 89.9 WJCT-FM. It's easier than ever for visitors to find top stories, subscribe to podcasts, and discover the best in local, state, and national news. The weekly podcast *Redux* expands on coverage with behind-the-scenes interviews, updates to old stories, and the top headlines of the week.

First Coast Connect. WJCT's flagship daily radio program hosted by Melissa Ross, *First Coast Connect* features local newsmakers, civic and community leaders, arts, activities, and more, along with news features and a weekly roundtable of local journalists. Community members join the live conversation via phone, email, and social media. 2016 marked *First Coast Connect*'s seventh year on 89.9 FM. The *First Coast Connect* podcast is available on iTunes and Stitcher.

First Coast Connect "On the Go!" *First Coast Connect*'s tradition of live shows continued in 2016 with broadcasts from a Generation W event and the Jacksonville Kids 2016 Legislative Reception & Session Recap Roundtable, a live event moderated by Melissa Ross where members of the Duval County delegation and local leaders discussed the 2016 state legislative session and issues that impact local kids.

WJCT After Hours. WJCT's lineup of After Hours music programs on 89.9 WJCT-FM offers listeners an eclectic mix of musical genres that can't be heard anywhere else on local radio. The diverse lineup includes *Doo Wop Revival*, *Blues Horizon*, *Indie Endeavor*, *Route 66*, *Jazz Night in America*, *String Theory*, and *Electro Lounge*, hosted by David Luckin, which continues to offer listeners around the world "music without walls" more than ten years after its initial launch.

Relax Radio. *Relax Radio* (89.9 HD3) is WJCT's newest radio station, providing listeners with more than 3,500 songs that span the spectrum of time from Bing Crosby to Michael Bublé. WJCT Music Director David Luckin curated the music of *Relax*, selecting the best of light jazz, oldies, and classics from the Great American Songbook. *Relax Radio*'s 24/7 online live stream launched in 2016, allowing *Relax Radio* fans to listen all day at work and all night at home!

WJCT First Read. Subscribers to WJCT First Read receive the most important stories from WJCT News and NPR in their inbox every weekday morning. First Read features local and national stories and a preview of what's coming up on *First Coast Connect* later that morning.

Hometown. WJCT's monthly television series *Hometown* tells the stories of the people, places, and events that are unique to the First Coast. Hosted by local actor Daniel Austin, each episode of the original series features at least one local artist, arts organization, or venue. Learn more about the series, or view past episodes on demand at wjct.org/hometown.

Jags Teen Talk 2016. Produced by WJCT, *Jags Teen Talk* features Jaguars players, teens, and experts as they discuss smart solutions to challenges teens face today, including peer pressure and self-image.



Melissa Ross hosts WJCT's award-winning call-in radio program *First Coast Connect*



Relax Radio's live online stream launched in 2016



EDUCATION / EMPOWERMENT

Good For You: Girls' Day Out. In 2016, more than 800 women attended WJCT and Baptist Health's annual day-long women's health conference. Now in its 16th year, Girls' Day Out features informative breakout sessions with health experts, free personal screenings, two healthy meals, and national speakers. This year's keynote speakers were celebrity chef Mai Pham and "Good Morning America" host Amy Robach, who spoke about her year-long journey to overcome breast cancer. www.wjct.org/baptist-good-for-you

Stories of Service. For the fifth 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.

Community Thread. *Community Thread* is a quarterly, hour-long television program hosted by Melissa Ross and ongoing series of radio stories by the WJCT News Team that respond directly to audience-submitted questions about the issues affecting the First Coast community most. Additional online and radio content created by WJCT continues each conversation beyond the hour-long broadcast. Topics in 2016 included the politics of arts education, downtown development, the opioid epidemic facing the community, and "The First Coast Since MLK," a conversation about local race relations to complement the documentary "Black America Since MLK: And Still I Rise".

Next Avenue. This website offers adults in their 50s and beyond the knowledge they need to navigate their new stage of life. Resources include tips on money, work, caregiving for elderly parents, health and wellbeing, and more. It's the place where grownups keep growing! wjct.org/nextavenue

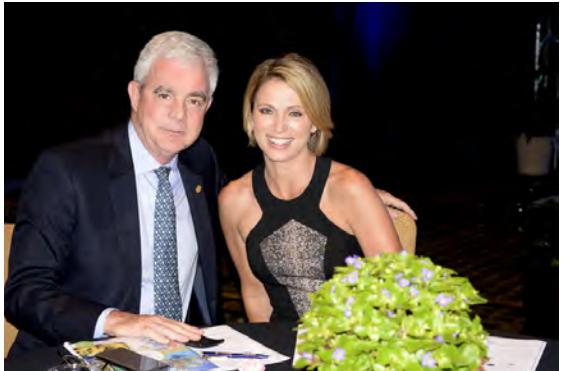
Policy Matters. Hosted by Rick Mullaney, director of Jacksonville University's Public Policy Institute, this quarterly program examines current public policy issues such as taxes, healthcare, and downtown redevelopment.

Mister Rogers Neighborhood Sweater Drive. WJCT partnered with VyStar Credit Union and the Duval County Public School PTA to present the 14th annual *Mister Rogers Neighborhood* Sweater Drive, honoring the late Fred Rogers by collecting over 15,000 sweaters, jackets, blankets, and socks. The items generously contributed by First Coast community members, including 500 students from participating schools, were distributed to Clara White Mission and other First Coast nonprofits serving neighbors.

Faith Matters. Hosted by the OneJax Institute's Nancy Broner and Kyle Reese, WJCT's quarterly series *Faith Matters* explores today's most pressing issues through the lens of faith. Topics in 2016 included the role of faith and religion in politics, the relationship between faith and philanthropy, and how theology influences the debate around the passage of an expanded human rights ordinance that is inclusive of Jacksonville's LGBT community.

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, seven days a week. In its 23rd year, RRS is powered by its tireless volunteers who provide the only service of its kind in Northeast Florida.

Warm Words Volunteer Luncheon. WJCT hosted a luncheon to celebrate and honor each and every one of WJCT's many volunteers. From daily reading for WJCT's Radio Reading Service to answering telephones and stuffing envelopes, our volunteers go above and beyond to help WJCT serve the First Coast community. Thank you, volunteers!



WJCT President and CEO Michael Boylan with Girls' Day Out 2016 speaker Amy Robach



Melissa Ross on the set of *Community Thread*



Distribution at Clara White Mission during the 2016 *Mister Roger's Neighborhood* Sweater Drive



WJCT's Warm Words Volunteer Luncheon



Local students enjoy a field trip to WJCT



Wild Kratts LIVE! 2016 at the Florida Theatre



WJCT's Odd Squad Summer Camps 2016



WJCT's 2016 American Graduate Champions

WJCT KIDS

American Graduate Day 2016. In 2016, 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 the day-long broadcast, WJCT hosted the **2016 American Graduate Champions Banquet** to honor five Northeast Florida education champions for their ongoing commitment to improve local education, serve First Coast kids, and increase high school graduation rates.

PBS Kids Writers Contest. WJCT participated in the 15th 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 discover their inner author by writing and illustrating original stories. Local winners have their stories featured online. 105 students entered the contest in 2016.

Odd Squad Summer Camps. WJCT's five-day long 'Odd Squad: Be the Agent' summer camps allowed 44 children ages six through eight from the Police Athletic League to step into the shoes of *Odd Squad* agents. The young "agents" engaged in interactive content, games, and crafts that challenged them to apply specific math skills from the *Odd Squad* series to solve a series of odd cases. Take-home activities reinforced what the kids learned each day.

PBS Kids Shows LIVE! 2016. In 2016, WJCT teamed up with the Florida Theatre to bring *Odd Squad*, *Wild Kratts*, and *Daniel Tiger's Neighborhood* stage shows to Jacksonville. More than 5,000 guests attended these shows, experiencing firsthand the joy of learning through singing, laughter, dancing, and discovery.

Explore the Outdoors. This free family event at Fort Caroline in Florida's Timucuan Ecological and Historic Preserve invited families to explore the natural beauty around them. Activities included Curious George's Recycling Challenge, a nature treasure hunt, and a station where kids planted beans to start their own gardens. Young guests who completed these activities were given badges and named an official Timucuan Preserve Junior Ranger. 200 guests attended.

PBS LearningMedia. WJCT promoted PBS LearningMedia, America's #1 educational media brand, throughout 2016. Various events gave WJCT a platform to demonstrate to parents, educators, and stakeholders across the First Coast the many innovative, standards-aligned digital resources, compelling student experiences, and professional development opportunities available at florida.pbslearningmedia.org.

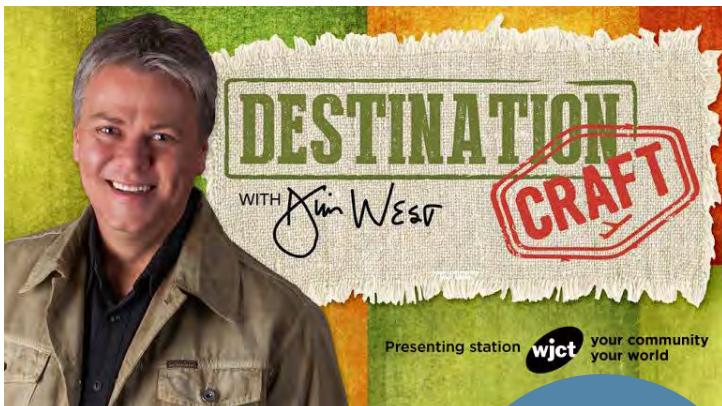
WJCT Kids Club. The WJCT Kids Club is where fun begins for First Coast kids up to the age of 11. The club's 1,414 members receive information about special events, have their birthday recognized on-air, and are entered into drawings for special prizes. In 2016, WJCT Kids Club activities included **WJCT's Back to School Bash**, where 300 guests watched *Odd Squad: The Movie* on the big screen, participated in Odd Squad activities, and had the chance to win great prize packs.

CELEBRATING 'A LEGACY OF FAITH'

The Sisters of St. Joseph of St. Augustine, Florida, a congregation of Catholic women living the consecrated life as vowed religious, marked their 150th anniversary of apostolic ministry in the state of Florida in 2016. To celebrate this milestone anniversary, WJCT partnered with the Sisters to create *A Legacy of Faith: The Sisters of St. Joseph of St. Augustine, Florida*. This one-hour documentary provides an oral history of the stories of the Catholic sisters, from the time eight French nuns were brought to St. Augustine in 1866 for the purpose of educating liberated slaves to today's modern day involvement in community work. WJCT Senior Producer Rich Conner directed *A Legacy of Faith*, which uses interviews and actual letters written by the pioneer nuns in French to forever preserve the story of the role the Sisters played in the foundation and growth of the Roman Catholic Church in 19th century Florida and Georgia.

**PRESENTING 'DESTINATION CRAFT'**

WJCT is proud to be the presenting station for the new series *Destination Craft with Jim West*, a 30-minute program shot in high definition that combines two favorite pastimes - crafting and international travel - in a way never before seen on public television. Host Jim West takes viewers around the world, traveling to exotic destinations to discover indigenous crafts and the master artisans keeping these centuries-old traditions alive. West believes the show's blend of breathtaking scenery shot in high definition, humor, travel, and crafting will be a natural fit for public television audiences. "I feel blessed to be part of this groundbreaking series and appreciate the opportunity to work with the team at WJCT," said West. Fourteen episodes were created for season one, and season two is currently in preproduction.

**INTRODUCING NEWS PODCAST 'REDUX'**

Redux: The News Podcast of the First Coast is a weekly news magazine from WJCT. Host Vince Kong features stories from the First Coast, as well as music from WJCT *After Hours* programs. Kong views this format as a natural next step to better serve 89.9 WJCT-FM's listeners. "Tuning in twice daily to WJCT isn't always possible," says Kong. "*Redux* gives public radio listeners the ability to hear stories impacting the First Coast whenever they want to hear them." *Redux* also aims to highlight issues not routinely covered by other media, including infant mortality, prostitution, and racism. New episodes of this original podcast, the first of its kind in WJCT's market, are available every Friday.

Destination Craft

'*Destination Craft with Jim West*' is available for free online streaming at wjct.org/destinationcraft.



HURRICANE MATTHEW AND PUBLIC SAFETY

The Florida Public Radio Emergency Network (FPREN) was created by Florida's public radio stations to provide critical information to millions of citizens and visitors during times of crisis. FPREN-member WJCT was prepared when called into action by crises including a tornado associated with Tropical Storm Colin, Hurricane Hermine, and Hurricane Matthew, which resulted in mandatory evacuations affecting some Floridians and widespread damage. During Matthew, 89.9 FM featured round-the-clock storm coverage for citizens and evacuees passing through the area. Social media and WJCT News web updates allowed WJCT to share important alerts with those unable to listen via radio. WJCT promoted Florida Storms, the only weather app built just for Florida. The app tells users if they're in an evacuation zone and helps them find the easiest route to escape potential harm. WJCT also worked with the City of Jacksonville in 2016 to air radio and TV spots urging people to make a hurricane plan.



One 2016 WJCT News story told the story of a historic dock in Jacksonville's Mandarin area destroyed by Hurricane Matthew

THE DIGITAL CONVERGENCE ALLIANCE'S BROADCAST OPERATIONS SERVICE

Today, over 16 million households across the country are being served from a single building located in Jacksonville, Florida. The Digital Convergence Alliance's Broadcast Operations Service (DCA-BOS) is the culmination of a multi-station, four-year endeavor spearheaded by WJCT. Managed by JCT Services, LLC (a subsidiary of WJCT), the BOS offers joint master control for public broadcasting stations, consolidating operations, staffs, and equipment in centralized, hardened facility providing unparalleled reliability. This service reduces operating costs and eliminates significant capital expenses for each station. WNIN, the newest station to take advantage of this service, is scheduled to go online in spring or early summer of 2017.



Jacksonville's Cologix, a secure building rated to withstand even a category 5 hurricane, is home to the DCA-BOS

WJCT'S 2016 ELECTION COVERAGE

WJCT educated and empowered citizens to vote with confidence in 2016 by providing local, state, and national election coverage for the First Coast. Coverage included the broadcast of new radio series *Decision Florida*, an hour-long, election-themed call-in special formed in collaboration with Florida's other public radio stations. WJCT's Melissa Ross co-hosted three episodes of the weekly series, which brought candidates, their political operatives, and top political journalists together to discuss the 2016 election. In addition to more than 30 other news stories, WJCT News created the series of stories titled "What's On Your Ballot?" to provide voters with a clear understanding of amendments and county referendums; listeners were invited to use Facebook Live to ask questions about ballot initiatives. Additional election coverage included dedicated segments on *First Coast Connect*, live coverage of the RNC and DNC conventions, and WJCT News' election-night special featuring results, analysis, and live reporting from local election-night watch parties.

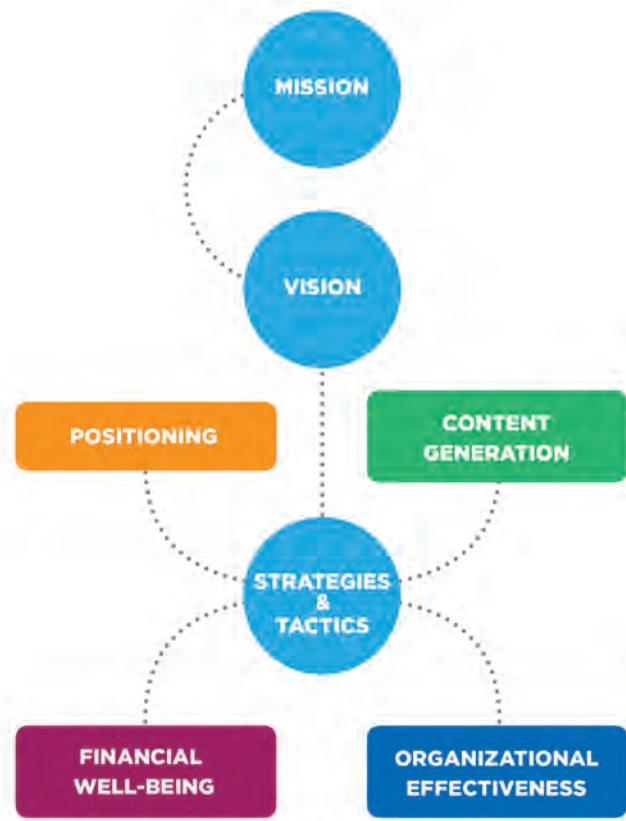


WJCT News Director Jessica Palombo solicits responses to a local referendum on the sidewalks of downtown Jax for a series of news stories titled "What's on Your Ballot?"

THE WJCT STRATEGIC PLAN 2015-2018

WJCT's Board of Trustees, Community Advisory Board, staff members and other key stakeholders collaborated to develop the WJCT Strategic Plan, a blueprint to guide WJCT in advancing its mission and preparing for the future. The plan maps out strategies and tactics to guide WJCT from 2015, when the plan was first approved, to 2018, when WJCT will celebrate its 60th anniversary of service to the First Coast.

During the strategic plan's second year of implementation, key milestones accomplished by WJCT included a campaign to market the Digital Convergence Alliance's BOS to other stations, growth of WJCT's social media presence (with results exceeding an increase of 35% in Instagram followers, 10% on Twitter, and 10% in Facebook likes), and expanded use of WJCT's "your community, your world" tagline.

**WJCT FOUNDATIONAL
PILLARS, STRATEGIES & TACTICS**

The strategies and tactics that make up WJCT's Strategic Plan for 2015-2018 are based on WJCT's four foundational pillars: positioning (being better known and supported as an indispensable resource to the community), content generation, financial well-being, and organizational effectiveness.

WJCT: SERVING THE COMMUNITY AS A VIRTUAL AND LITERAL TOWN SQUARE

In keeping with WJCT's vision to become a literal and virtual town square for the First Coast community, WJCT continued serving as a community engagement center in 2016, making its spacious facilities and office space available to other community-serving organizations.

WJCT's facility in Jacksonville, Florida is now home to six organizations who share WJCT's mission of community convening and service: World Affairs Council Jacksonville, the Women of Color Cultural Foundation, Girls Inc., Global JAX, AARP, and WJCT's newest in-house partner, the Northeast Florida Regional Council. NEFRC looks to identify trends, issues, and opportunities for the seven-county region collectively served by these organizations.

"Several years ago, Michael Boylan envisioned WJCT becoming the headquarters of Jacksonville's 'convening' organizations, truly embodying the 'community' in WJCT's call letters," said World Affairs Council Jacksonville Executive Director & CEO Trina Medarev. "The collaborative partnership between the World Affairs Council and WJCT continues to enhance our community in so many valuable ways, widening that window to the world around us."



Monument signage outside WJCT's Jacksonville, FL facility recognizes WJCT's in-house community partners



2016 LOCAL CONTENT AND SERVICE REPORT

MEASURING IMPACT

2016

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 service to the community.

The Numbers* ...

71 hours of educational children's programming per week

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

10,527 guests attended WJCT events

622,500 people viewed WJCT Public Television

1,158,209 people reached by WJCT via online media per quarter

* Data from Cultural Service Grant Program Reports

The Word on the Street ...

A small sample of the many comments WJCT received in 2016.

"Thank you for keeping me informed! I would not have a television if it weren't for WJCT and PBS, and that is the truth."

—Shirley T., WJCT Viewer

"Thank you for your lifetime educational outreach as it allows me to have the most interesting discussions with my 16-year-old son who has, since birth, been exposed to your programming."

—Sol W., WJCT Supporter

"Thank you sharing news about Diane [Rehm]'s show and retirement. I will miss her voice, her poise, and her presence on the radio (my favorite way of hearing news). WJCT thinks of its listeners in such a respectful and clear way."

—Renee J., WJCT Listener

"It's easy to support WJCT because of its wonderful and interesting programs. Thank you for everything you do."

—Götz N., Jacksonville Resident & WJCT Supporter

WJCT Awards ...

WJCT received three awards in **Folio Weekly's Best of Jax 2016** readers' poll - Best Local Radio Station, Best Local Radio Personality (Melissa Ross) and Best Local Radio Show (*First Coast Connect*).

First Coast Connect host Melissa Ross was voted Best Radio Personality/Host by readers in *The Florida-Times Union* and Jacksonville.com's **Bold City Best 2016** contest, marking her second consecutive year as the recipient of a Bold City Best award.

WJCT President & CEO Michael Boylan was selected by local nonprofit OneJax to receive a **2016 Silver Medallion Award** in recognition of his outstanding dedication and community service. OneJax promotes diversity as the foundation for a strong community.



The award-winning WJCT News team

The 2016 Florida AP Broadcasters Contest:

WJCT News Director Jessica Palombo, Reporter Ryan Benk and Host/Reporter Cyd Hoskinson were named 2nd place winners in the Continuing Coverage category for their coverage of the El Faro cargo ship's sinking. Benk and *Morning Edition* host Michelle Corum were named 2nd place winners for Best Radio Newscast up to Five Minutes in length (Division: Radio I).

"In 2016, WJCT continued its mission of serving the First Coast community. That success was only achieved through the support and tireless efforts of our WJCT family of viewers, listeners, board members, staff members, supporters, fans, and followers. Thank you for making us possible."

—Michael Boylan, WJCT President and CEO