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

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

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

- Facilitated community discussions on matters of public interest such as health, education, history, and elections.
- Marked Radio Reading Service’s 25th anniversary.
- Published 150 PBS KIDS Writers Contest entries from local K-3 graders on wjct.org.

In 2018, WJCT expanded its services on television and radio with new radio content.

- Utilized our HD 4 radio channel to broadcast a pop-up jazz radio station to celebrate the Jacksonville Jazz Festival.
- Expanded reach of The Florida Roundup into the Orlando, Tampa, and Gainesville communities.
- Added Taste Test and On the Beam to the diverse list of music programs broadcast during After Hours.

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

- Hosted Be My Neighbor Day, connecting families with community agencies.
- Presented the 5th TEACH Conference to over 600 educators.
- Distributed over 10,000 articles of cold-weather clothing during the Mister Rogers Sweater Drive.
Secrets of Spanish Florida: A Secrets of the Dead Special
At Flagler College in St. Augustine, an audience of over 200 (standing-room only) gathered to see clips of Secrets of Spanish Florida: A Secrets of the Dead Special and hear from local experts and contributors to the program: Timothy J. Johnson, Ph.D., Craig and Audrey Thorn Distinguished Professor of Religion; James G. Cusick, Ph.D., Curator of the P.K. Yonge Library of Florida History at the University of Florida; Robbie Gordon, Producer & Writer, Secrets of Spanish Florida; and Susan Richbourg Parker, Ph.D. Historian specializes in the Spanish presence in the colonial southeast. WJCT took advantage of our unique opportunity as the public media station for St. Augustine to find stories from descendants of original inhabitants of St. Augustine and explore historical sites relevant to the Secrets of Spanish Florida. The local content broadcast on Facebook and YouTube explored the Tolomato Cemetery, studied the discovery of a Minorcan well at the Guana Tolomato Matanzas Reserve, and featured Minocran descendants Michelle Reyna and Michael Usina, who still practice Mincoran food traditions and art of net tying, respectively.

GI JEWS: Jewish Americans in World War II WJCT, in partnership with the Jacksonville Jewish Center, hosted a preview of GI Jews: Jewish Americans in World War II. The screening was followed by a panel discussion with Rita Baumgarten, widow of WWII vet Harold Barumgarten whose experience of landing at Normandy on D-Day was chronicled in the opening scenes of Saving Private Ryan, and WWII Veterans Gene Benjamin and Arnold Carr.

The Mayo Clinic: Faith • Hope • Science Over 1,200 gathered at the University of North Florida’s Lazzara Performance Hall for a preview of The Mayo Clinic: Faith Hope Science, the newest documentary from Ken Burns. Moderated by WJCT’s Host and Producer of First Coast Connect, Melissa Ross, a panel discussion followed the screening with Ken Burns, Executive Producer & Co-director; Erik Ewers, Co-director; Christopher Loren Ewers, Co-director; and Dr. John Noseworthy, President & CEO Mayo Clinic.

Volunteer Luncheon Each year, WJCT honors its volunteers who give of their time and talent to help WJCT accomplish its mission. WJCT’s volunteers donated over 2,300 invaluable hours in the following ways: reading The Florida Times-Union live for Radio Reading Service; monthly folding of direct mail development letters; high school students donning PBS character costumes at events; generating 6 weekly radio programs that introduce our audience to the best in alternative, string, blues, jazz, and R&B music.
**ONGOING SERIES, SPECIALS, AND SERVICES**

**WJCT Passport** WJCT Passport is a 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 has grown to more than 6,496 activated members.

**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 25th year, RRS is powered by its tireless volunteers, who provide the only service of its kind in Northeast Florida.

**First Coast Connect** WJCT's flagship daily radio program, hosted by Melissa Ross, 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. *First Coast Connect* airs weekdays at 9am and is rebroadcast at 8pm, and the podcast is available on iTunes and Stitcher.

**WJCT After Hours** WJCT’s lineup of After Hours music programs on 89.9 WJCT-FM added a new program to the mix with *Taste Test*. Hosted by Damien Lamar, it plays a diverse, eclectic mix of urban radio with worldwide influences from New Zealand to Sweden and the Caribbean. Featured genres include R&B, Afrobeat, soul, jazz, reggae, hip-hop, and drum and bass. *Taste Test* joined *On the Beam*, a limited 3 month series of music from the 30s and 40s, and standard programs *Doo Wop Revival, Blues Horizon, Indie Endeavor, Route 66, Jazz Night in America, String Theory* and *Electro Lounge*.

**Mister Rogers Neighborhood Sweater Drive** WJCT partnered with VyStar Credit Union and Two Men and a Truck to present the 15th annual Mister Rogers Neighborhood Sweater Drive, honoring the late Fred Rogers by collecting over 11,000 sweaters, jackets, blankets, and socks. The items contributed by First Coast community members were distributed to the Clara White Mission and other First Coast nonprofits serving neighbors.

**Florida Roundup** WJCT and WLRN's collaboration expanded its reach this year to include broadcast by Orlando, Tampa, and Gainesville public radio stations and moved in the weekly lineup to air on Fridays at noon. WJCT's Melissa Ross and WLRN's Tom Hudson co-host the live call-in program features journalists and newsmakers from across the state.
WJCT partnered with the Jacksonville Public Library (JPL) and local bookstores to create a multi-platform series of content and events engaging the First Coast with The Great American Read.

Community events included:
8/5 – “Who Am I” with Dr. Clark Lunberry, professor, English, UNF, at JPL
8/14 – “Others Worlds” with Dr. Michael Wiley, Professor, English, UNF, at WJCT
8/9 – “What We Do For Love” with Dr. Tru Leverette, associate professor, English, UNF, at JPL
8/23 – Sneak Preview of The Great American Read at Story & Song Bookstore Bistro
8/28 – “Heroes” with Mr. Marcus Pactor, instructor, English, UNF, at WJCT
9/6 – The Great American Read Open House at San Marco Books and More
9/9 – “Villains & Monsters” with Dr. Jenni Lieberman, assistant professor, English at JPL
10/23 – The Great American Read “Big Reveal” Watch Party at Story & Song Bookstore Bistro.

Local celebrity videos:
- Marsha Oliver, Director of Public Affairs, City of Jacksonville—The Help
- Kalea Leverette, Miss Jacksonville 2018—Harry Potter
- Tim Rogers, Director, JPL—The Lord of the Rings
- Rona Brinlee, Owner, The Book Mark—To Kill a Mockingbird
- Ken Babby, Owner, Jacksonville Jumbo Shrimp—The Great Gatsby
- Donna Paz Kaufman, Co-Owner, Story & Song Neighborhood Bookstore Bistro—Their Eyes Were Watching God
- Desiree Bailey, Owner, San Marco Books & More—Harry Potter
- Stacey Goldring, Host, Chapter Endnotes—The Catcher in the Rye
- Ward Lariscy, Interior Designer—Gone with the Wind
- 2nd - "Sharing is Caring" by Zoha G.
- 3rd - "There is a Leperchaun in my House!" by Charlotte S.

Second Grade:
- 1st - "Little Reindeer’s Adventure" by Myka D.
- 2nd - "Run Away Puppy" by Luci D.
- 3rd - "The Story of the Girl That Had No Home" by Wendy G.

Third Grade:
- 1st - "Sam Makes New Friends" by Armaan G.
- 2nd - "Tales of Gerry the Germ" by Nishi S.
- 3rd - "Princess Lily" by Mollie J.

Every author’s story was published on the Writers Contest webpage at wjct.org. Winning authors were invited to read their stories live at Be My Neighbor Day, and the public voted online for the People’s Choice winner. With 1,398 votes, the winning story was “The Little Boy Who Wanted to Dance” by Kindergartner Miles S.
WJCT and Baptist Health teamed together for the 17th year to bring a women’s health conference to the First Coast featuring exercise, health screenings, one-on-one time with doctors, and Style Editor for NBC’s TODAY Show, Bobbie Thomas. Twenty-five companies and agencies shared their wellness resources including, Massage Envy, AARP, Yoga 4 Change, and Southside Dermatology, just to name a few.

Over 500 women gathered for this day designed to recharge, relax, and recommit to attendees’ health and wellness goals. Attendees shared their thoughts with us about their experiences:

“I’ve taken away so much long the lines of self-development and love the tidbits of knowledge in each session that I will be able to implement in my life moving forward!”

“Thank you! I needed this! Just moved here a year ago and have desired to get involved in health/wellness community here but didn’t know where to start. This was perfect. Love what I learned and connections I made.”

“Every session I attended was very useful for helping me to plan my life better.”

“The skin cancer check, because they found a mole on my back and I need to check it out. I’m making an appointment asap.”

With a variety of community partners hosted eight free lunch and learn events covering the health topics:

- heart failure
- Alzheimer’s
- liver disease (NASH)
- chronic obstructive pulmonary disease (COPD)
- gastroesophageal reflux disease (GERD).

These community education luncheons brought together doctors and other leading medical experts who shared the most recent research and potential treatments for a variety of health concerns.

Nearly 1,000 citizens, including students, caregivers, patients, and their family members, attended for a variety of reasons. Each gained invaluable information that is not always accessible at no cost to the general public.
“When you do something nice for your neighbor, you start something good.”

Over 2,000 First Coast family members gathered at WJCT Studios for Be My Neighbor Day. In honor of Mr. Roger’s Neighborhood and the new generation of Daniel Tiger’s Neighborhood, WJCT brings together our friends and community partners in a fun-filled Saturday festival sharing with families how to be a caring neighbor.

AARP, Florida Poison Control Centers, North Florida Regional Council, and Guardian ad Litem were among our 10 community partners and said:

“More than 40% of calls to poison control centers are for kids under the age of 6, which was the main population at this event. Great exposure for our center.”

“Families are a demographic we cannot easily reach to discuss emergency preparedness.”

“We were able to promote the program amongst the community. We had 21 leads or people that were interested in becoming volunteers with our program.”

“It was beneficial because people learned a lot more about the presence of our organization in the Jacksonville community.”

Writers Contest winners read their stories, families made placemats for friends in assisted living facilities, and all attendees pledged to do something good for a neighbor.

After a two-year delay due to hurricanes, WJCT presented its 5th TEACH: Better Together conference to over 600 educators from 16 counties across Florida and seven states.

National keynote speakers included Pedro Noguera, Distinguished Professor of Education and Information Studies at UCLA who spoke about “Challenging Racial Inequality in Our Schools” and George Couros, author of “The Innovator’s Mindset: Empower Learning, Unleash Talent, and Lead a Culture of Creativity.”

Twenty-three concurrent breakout sessions, presented by peers, provided attendees with real-class activities, best practices for communicating with students and parents, tools for integrating technology, and research behind helping students with autism and ADHD.

Attendees shared their specific plans for integrating what they learned at TEACH into their classrooms including:

“Add vocabulary idea to lessons, use QiGong with students, look at how to meet poverty student needs.”

“I am going to incorporate some of the ways Vincent Taylor highlighted in his session (adding music, focus on building better relationships).”

“I will ‘reteach’ the topics I learned to our staff during staff meetings.”

“I plan to use more engaging methods to help my students see the relevance in what I am teaching. Listen more and talk less.”
WJCT by the Numbers...

- 224 hours of educational standards-based children's programming per week
- 18,525 people engaged weekly with wjct.org
- 100,700 weekly listened to WJCT Public Radio 89.9FM
- 286,190 weekly viewers of WJCT public television
- Over 8,000 citizens attended WJCT hosted events
- Over 4,000 annual guests on First Coast Connect
- 8,760 hours of programming for the First Coast's print and visually impaired

What They're Saying About WJCT...

I have nearly twenty years in JAX and have come to trust WJCT and “First Coast Connect.”
~First Coast Connect Listener

We have already received two calls with offers to help. One is for donated hair cuts which has potential to be ongoing. The second is for 20 donated meals plus household furnishings. You are a community asset!
~Family Promise of Jacksonville

Thanks for your very informative and incisive approach to local and state issues. Your show is an invaluable resource and a breath of fresh air badly needed in Jacksonville.
~Andy P., First Coast Connect Listener

I just wanted to let you know that today makes 26 weeks of sobriety for me. I can't believe how fast the time has gone by. This would not have happened if I had not heard your story on First Coast Connect last year.
~First Coast Connect Listener

WJCT News team recognized with national, state, and local awards...

Public Radio News Directors (PRNDI)
- Lindsey Kilbride, Best Arts Coverage finalist for “Hip hop artist Mal Jones”
- Lindsey Kilbride, Best Continuing Coverage 2nd Place for “Hurricane Irma’s Aftermath”
- WJCT, Best Call-in Show finalist for “Morning After Hurricane Matthew”
- WJCT, Best Public-Affairs Show finalist for “Decision Florida”

Florida Associated Press Broadcasters
- Ryan Benk, Best Continuing Coverage for “JEA Racial Discrimination Complaint”
- Ryan Benk, Best Investigative Story First Place for “Florida Patients Stranded by State-Contracted Ride Service”

Society of Professional Journalists Sunshine State Award
- Ryan Benk, Best General Coverage Finalist for “Opioid Treatment on the First Coast”

Folio Weekly
- Best Talk/News Radio Station—WJCT 89.9FM
- Best Talk Radio Show—First Coast Connect with Melissa Ross
- Best Talk Show Host—Melissa Ross
- Best Radio Show—First Coast Connect with Melissa Ross
- Best Local Radio Station—WJCT 89.9FM
- Best Radio Personality—Melissa Ross
Anonymous
Sahar Aboudan
John Adkins
Pat Aimsley
Robert & Dawn Alexander
Graham & Margie Allen
Glenn Anders
Thomas & Heidi Anderson
Linda Asay
Sandra Ashby
Sarah Austin
Barbara Aylsworth
Martha & Tom Baker
Anne & John Baker
Kristanna Barnes
Michael & Susan Batten
Daniel & Cindy Bean
Judith Beaubouef
Cynthia Beaulieu
Henry & Leslie Berghoef
Vance & Clare Berry
Janet Betchkal
Dennis & Molly Blasko
Benita Boyd
Michael & Susan Boylan
Daniel Broderick
Alison Brown
Gordon & Carolyn Brown
J. Shepard
& Mary Ann Bryan
Lynn Cabrera
John & Ann Carey
A. R. & Marilyn Carpenter
Robert & Joann Carroll
Joan S. Carver
Michael & Elizabeth Cascone
Danny & Marge Cash
William & Belinda Chatta
Victor & Geri Cirillo
Christine Clark
Charles & Elizabeth Cline
James & Kathleen Clower
Angela Collier
Marilyn Compton
Tim & Stephanie Cost
Betsy Cox
Silas & Karen Crawford
Claudia Crawford
Branch & Elizabeth Davis
Ned & Anna DeLoach
James Dent
Cathy Driscoll
Laurie DuBow
Spence & Nancy Edwards
David & Bonnie Foster
Janet Fox
Norman & Patricia Foy
Martha J. Fraser
John & Sondra Frus
Donald & Barbara Gant
Sunny Gettinger & Trey Czar
Jeffrey Hoffman & Patty Giovannini
John & Flavel Godfrey
Susan Goldring
Mary & Stephen Goldstein
Robert & Marilyn Goodman
Linda Gordon
Hugh & Susan Greene
Edgar C. Grimm
Scott & Janet Griswold
Melissa Gross-Arnold
Barbara Gubbin
Susanna & Art Hall
Jeffrey Hallett
Jacqueline Hamilton
Richard Hamilton
Robert Hart
Tom & Susan Harvey
Ann & Robert
Harwood-Nuss
Jon & Teresa Hay
Daniel & Kathryn Henry
Lisa Herklots
John Herman
Javier & Maggie Herrera
Renate & Joe Hixon
Robert & Joyce Hogan
Wayne & Pat Hogan
Tim Holden
Andrew Hopkins & Patti Synder
Anne Hopkins
Jon & Harriet Howe
Betty Humphry
John Hunt & Mary Crawford
Dale & Mary Jarrett
Thomas & Gretchen Johns
Harvey Jones
Martha & Richard Jones
Michael & Marianna Jordan
Frances Keiper
Ross & Jean Krueger
Wallace LaPrade
Tom Larson & Janine Leland
Patricia Lee
Carolyn Lindsay
Margaret Locke
Bevan Londergan
Robert & Anne Lufrano
Cornelious & Barbara Lynch
Wilford & Eleanor Lyon
Donald & Cynthia Mackenzie
Junella Macrae
Robert Willis & Sherry Magill-Willis
Andrea & Steven Mail
Jennifer Mansfield
Charles & Florence Marquardt
Allison & Bob Marshak
Marion McCully
John & Teresa McGarry
David McGowan
Michael & Julie McKenny
Megan McKinley
Lee & Roberta Mercier
Wally Monnig
Heather Moore
Maria Mora
Mark Moscarello
Barbara Moulding
List continued.

Daniel &
Cathleen Murphy
Pam Nelson
Joan & Russell Newton
Romaine Nichols
Earl & Susan Oehler
Nancy Overton
Sarah Pane
Geoffrey &
Kearby Parker
Danielle Payne
Linda & Michael Pek
Fred Pensotti
Marshall & Terrill Persky
Tom & Ruby Peters
John & Kathryn Peyton
Mary Pietan
Barbara Poliner
Greg & Carol Powell
Patricia & Jack Quaritius
John & Sarah Ragsdale
Donald & Diane Raines
Hugh &
Elizabeth Randall
Matthew Rapp
Dee Reiter
Robert & Blythe Rhodes
Alton & Nancy Ricker
Peter &
Lee Ann Rummell
William Rupp &
Janice Clark
Laila & Ehan Samiian
Fredrick Schantz &
Susan West-Schantz
Thomas &
Natalie Schanze
Margaret Schifters
R. M. Selover
Jim & Mary Selzer
Susan Setina
David & Melody Shacter
Richard &
Silvia Simmons
Fritz Skeen &
Helen Morse
Elizabeth Slifer
Hanley & Eleanor Smith
R. L. & Christie Smith
Steven & Valerie Smith
Rosemary Smith
Charles & Julie Smithers
Oliver & Erin Somers
Amanda &
Michael Southerland
Donna Starratt
Martin & Brooke Stein
John & Julia Taylor Jr.
Edward Taylor
Mary Virginia Terry
Ian Tietjen
Charles & Linda Tisdale
Harold & Nanette Tool
Diana Tope
JoAnn Tredennick
& Jack Meeks
Mark Tumeo
& Jeffrey Stark
Jim & Joan Van Vleck
Emily Vaughn
Juan Vegega
Brenda Verbeck
David Walker
Philip S. Walker
Elizabeth Walters
Nimal & Sharmini
Wanniarachchi
Kathleen Washburn
Susanne Weisman
Jim Winston*
John Wood
Kevin Wu
* deceased

Anonymous
Lawrence F. Abbey, Jr.
James E.
Abercrombie Jr.
Catherine Atkinson*
Benita S. Boyd
Jimmy Boyd
Dana Brooks
Shep & Mary Ann Bryan
Paul C. Burns*
Dorothy Cash*
Angelina Catinella*
Michael D. Clemons*
Claudia Crawford
Robert D. Davis
Angelina E. Dinkins
Cecilia C. Eckles*
Janet Elaine Fisher
Simon N. Gregg
Virginia M. Johnsen*
Alan & Sandy Kaplan
Ira Kroger*
Joseph &
Victoria Lauricella
Carole Martin
Dorothy McCreade*
Wilma McDonnell*
Timothy J. McDowell
Robert Munns*
Patricia C. Remmer*
Ralph & Adelva Sawyer
Joseph & Janet Sexton*
Katherine J. Shelton
Gerald Sohn*
Paul & Hilda Sperry*
Anthony & Tish Smith
Billie J. Woods
* deceased
Foundations

Mark Jay & Phyllis Atkins Charitable Fund  
Christopher & Elizabeth Ball Advised Fund  
The Elise Bear & William D. Pollak Family Charitable Fund  
The Borkowski Family Foundation  
The Francis & Miranda Childress Foundation, Inc.  
The Gina Dart-Fish Charitable Gift Fund  
The Robert D. & Isabelle T. Davis Advised Fund  
Fal De Saint Phalle Charitable Fund  
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