



2019

LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

“WJCT connects us. Whether it’s early childhood education, lifelong learning, or public safety across our region, WJCT is part of Jacksonville’s identity. A strong WJCT helps make a strong Jacksonville.”

~ Nina Waters
President, The Community
Foundation of Northeast Florida

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 asset 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.
- *First Coast Connect with Melissa Ross* marked 10 years on the air.
- Published over 150 WJCT PBS KIDS Writers Contest entries from local K-3 graders on wjct.org.

In 2019, WJCT expanded its digital services and utilized its studio as an event venue.

- Launched ADAPT, a digital-first publication, at adaptflorida.org, including original reporting about the effects of climate change across Northeast Florida.
- *Odd Ball*, a podcast about a suspenseful investigation into the 1974 discovery the “Betz sphere” hits over 600K downloads.
- WJCT Soundstage offers a unique and intimate setting to enjoy the sights, sounds and energy in close proximity to musicians and performers.

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

- Hosted Be My Neighbor Day, connecting families with community agencies.
- Distributed over 20,000 articles of cold-weather clothing during the Mister Rogers Sweater Drive.
- Welcomed *StoryCorps* to the First Coast, collecting oral histories.

IN THE COMMUNITY: LOCAL EVENTS

WJCT Soundstage: The Rippingtons, Mindi Abair, Paula Poundstone

WJCT, in partnership with the Florida Theatre, launched the WJCT Soundstage Series. The WJCT Soundstage offers a unique and intimate setting to enjoy the sights, sounds, and energy in close proximity to musicians and performers. In 2019, The Rippingtons, Mindi Abair, and Paula Poundstone all performed live at the WJCT Soundstage. The Rippingtons are an American contemporary jazz group mainly relating to the genres smooth jazz, jazz fusion, jazz pop and crossover jazz. Two-time Grammy- nominated Mindi Abair mixed blues rock saxophone and vocals with mainstream music along side her band, The Boneshakers. Award-winning comedian, Paula Poundstone, known for her recurring role on NPR's #1 Peabody Award-winning show, *Wait Wait...Don't Tell Me* expressed her wits with some of the country's leading pundits.



Mindi Abair and the Boneshakers perform live at the WJCT Soundstage.

Chasing the Moon: Yesterday, Today & Tomorrow—A Conversation

WJCT, Jacksonville University, and the Museum of Science & History collaborated for *Chasing the Moon: Yesterday, Today & Tomorrow – A Conversation* with panelists Lee Giat, student (astrophysics and communication), University of North Florida; Matthew Groe, Ph.D., associate professor of philosophy, Jacksonville University; Justin Kugler, vice president for advanced programs and concepts, Made in Space, Inc.; W. Brian Lane, professor of physics, Jacksonville University; and Joana Owens, Ph.D., professor of humanities, Jacksonville University. The discussion centered around the 50th anniversary of the lunar landing and the impacts across all aspects of American culture.



Attendee enjoys interactive experience at *Chasing the Moon: Yesterday, Today Tomorrow – A Conversation*

The Jaxson Presents: Setting the Table For Urban Revitalization

Over 300 people gathered at WJCT Studios for a panel discussion exploring how authentic, local restaurants, bars, public markets, and food halls are becoming essential ingredients in revitalizing urban commercial scenes across the country, even as traditional retail chains struggle. Local experts and contributors to the program included: Quint Studer, author of *Building a Vibrant Community: How Citizen-Powered Change Is Reshaping America*; Lori Boyer, Downtown Investment Authority CEO; Celestia Mobley, chef and restaurant owner at Celestia's Coastal Cuisine and Jazzy's Restaurant and Lounge; Jerry Watterson, *Jax Restaurant Reviews* founder; and Caron Streibich, restaurant reviewer, *Florida Times-Union*; content and social media marketing manager, Regency Centers.



An Evening with Frontline's Michael Kirk

Michael Kirk joined WJCT's President & CEO David McGowan on stage in Studio A for a conversation about his distinguished career as a *Frontline* producer, director, and writer. Michael Kirk has produced decades of documentaries, notably *The Choice* and *League of Denial: The NFL's Concussion Crisis*. He also discussed his most recent project, *Supreme Revenge*, providing a glimpse inside the war of control over the Supreme Court. Following the discussion, was opened up for questions from the audience of about 137 at the conversation.



Michael Kirk and David McGowan on stage at An Evening with *Frontline's* Michael Kirk



2019 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

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 9,729 activated members.



Radio Reading Service (RRS)

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 26th year, RRS is powered by tireless volunteers, who provide the only service of its kind in Northeast Florida.



Radio Reading Service Volunteer,
Anne DeMartini

First Coast Connect with Melissa Ross

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 with Melissa Ross* airs weekdays at 9AM on 89.9 FM WJCT and is rebroadcast at 8PM, and the podcast is available on all major podcast platforms.



First Coast Connect with Melissa Ross
Host, Melissa Ross

Pop-Up Nonstop Jazz and Pop-Up Country Music

WJCT featured seasonal pop-up stations on 89.9FM HD4. Pop-Up Nonstop Jazz featured the cool sounds of jazz in recognition of the 2019 Jacksonville Jazz Festival on May 23 - 26, offering listeners an around-the-clock offering of over 4,000 curated songs. Artists ranged from the roots of Jazz with Louis Armstrong and Miles Davis to contemporary artists like Melody Gardot and Erik Trufazz. Pop-Up Country Music featured country music through November 2019 in conjunction with the 16-hour Ken Burns documentary, *County Music*, on WJCT TV in September.



Mister Rogers Neighborhood Sweater Drive

WJCT partnered with VyStar Credit Union, Suddath Moving & Logistics, and Tom Bush Family of Dealerships to present the 15th annual Mister Rogers Neighborhood Sweater Drive, honoring the late Fred Rogers by collecting over 20,000 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.



Sweater Drive distribution at Clara White Mission

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 featuring journalists and newsmakers from across the state.



Sinking Cities: A Community Discussion

At WJCT Studios, over 400 people gathered for a free, community discussion of the PBS series *Sinking Cities* and the effects of sea level rise on the First Coast, from St. Augustine's historic sites to Jacksonville's riverfront properties, and what people across Northeast Florida are doing to adapt. The panel was facilitated by Melissa Ross, host and producer of *First Coast Connect with Melissa Ross*. Panelists included Ellen Glasser, mayor, Atlantic Beach; Erik Olsen, coastal engineer & member, Adaptation Action Area Working Group on Flooding; Elizabeth Payne, CEO NEFRC; Lisa Rinaman, riverkeeper, St. Johns Riverkeeper, and John Upton, Journalism Partnerships editor, *Climate Central*.

Sinking Cities is a four-part documentary series exploring how four global cities are coming to grips with the real-time effects of rising seas and extreme weather. As the earth warms, sea levels rise and super-storms become more frequent and intense, many of the world's major coastal cities may soon be under water. In the last five years alone, the United States has been hit with 83 hurricanes, devastating cities from New York to Houston.



First Edition of ADAPT

On June 24, WJCT launched ADAPT at adaptflorida.org, a digital magazine of WJCT including reporting by WJCT News and curated content from other sources. Northeast Floridians inhabit a region with miles of coastline and the St. Johns River's running through the heart of Jacksonville. ADAPT will explore the region's decisions and actions as we collectively face sea level rise and the other effects of a warming world.



For the 25th year, staff and community volunteers judged over 150 stories awarding 1st, 2nd, and 3rd place for each grade, for the WJCT PBS Kids Writers Contest.

Kindergarten:

- 1st - "Clean Up the Ocean" by Olivia D.
- 2nd - "My Trip to Puerto Rico" by Madison N.
- 3rd - "Ladybug and Friends" by Mila D.

First Grade:

- 1st - "Foodville: Hot Dog Saves the Day" by Penelope P.
- 2nd - "Guinea Pigs To The Rescue" by Talya S.
- 3rd - "The Alive Carrot That Ran Away" by Tucker F.

Second Grade:

- 1st - "Lola the Llama" by Mia G.
- 2nd - "The Beautiful Ballerina" by McKynzee H.
- 3rd - "Helping the Homeless" by Abigail P.

Third Grade:

- 1st - "The Butterfly's Journey" by Myka D.
- 2nd - "A Stallion's Journey" by Faith M.
- 3rd - "Write...Like Your Life Depends On It!" by Eden D.

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 2,460 votes, the winning story was "Clean Up the Ocean" by Kindergarten Olivia D.



Odd Ball, a podcast hosted and produced by WJCT's Lindsey Kilbride, is a suspenseful investigation into the 1974 discovery of a metal ball known as the "Betz sphere," named for the prominent family who discovered it on their Jacksonville, Florida, property. The podcast tells the story of the ensuing media frenzy and how its discovery affected the Betz family.

Witnesses say the sphere vibrated and seemingly rolled around on its own, sparking the attention of the Navy and, ultimately, sowing paranormal theories about its origin that persist today. *Odd Ball* explores the science behind some of those theories, and it also looks at the life of family matriarch Gerri Betz, known in the community as a strong leader and entrepreneur — and how the national spotlight caused her to fall silent.

Odd Ball was featured in the "New and Noteworthy" section on Apple Podcasts for over two months in addition to being featured on several other prominent podcast platforms. The total number of downloads for the podcast in 2019 total 612,206. More information about the podcast and the *Odd Ball* trailer are available at oddballpodcast.com. Episodes of *Odd Ball* also are available for streaming on Apple Podcasts, Google Podcasts, Stitcher, and several other podcast platforms.



With a variety of community partners, WJCT-hosted eight free lunch and learn events covering health, retirement, and financial topics:

- Heart Failure
- Alzheimer's
- Senior Living
- Regenerative Stem Cell Therapy
- Deep Brain Stimulation for Essential Tremors
- Hearing Loss
- Depression
- Pain Management

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. Other experts and skilled professionals with finance backgrounds educated citizens about retirement options and wealth management.

Over 1,700 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.

Comments from attendees included:

"All was very informative. Info on neuropathy was most valuable to me."

"The speaker was excellent. Made the topic easy to understand. Also very empathetic to audience's questions."

"Thank you for putting on these programs, outstanding information."

"Really enjoyed the questions from audiences with the doctor answering them."

"I learned about the progress being made towards effective treatment of Alzheimer's and that the potential research options have not even come close to being exhausted."



“When you do something nice for your neighbor, you start something good.”

Over 1,500 First Coast family members gathered at WJCT Studios for Be My Neighbor Day. In honor of *Mister Roger's Neighborhood* and the new generation of *Daniel Tiger's Neighborhood*, WJCT brings together friends and community partners in a fun-filled Saturday festival sharing with families how to be caring neighbors.

PNC Grow Up Great, Fred Rogers Productions, Prevent Child Abuse Florida, FDOT, and Angel Kids Pediatrics sponsored the event. AARP, Florida Poison Control Centers, North Florida Regional Council, Trauma One, and the Jacksonville Public Library were among more than 25 community partners participating in the event.

Comments from attendees include:

“The staff was extremely friendly. Loved the characters. It was fun, and we love books, so a free book is even better. “

“Great activities for the kids and lots of good information for the adults.”

“There were so many activities for kids. Both my 5-year-old and 2-year-old enjoyed it greatly. My husband and I had never been in the WJCT studio before, and opening up the majority of the building to the public and seeing the studio was enjoyable for us.”

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



WJCT presented its 6th TEACH: Better Together conference to over 600 educators from 16 counties across Florida and seven states.

National keynote speakers included Wes Moore, CEO of Robin Hood, army combat veteran and best-selling author who spoke about “From Troubled Teen to Rhodes Scholar: The Transformative Power of Education” and Hamish Brewer, award winning Title 1 & nationally distinguished principal, who discussed “School Improvement.”

Twenty-seven concurrent breakout sessions, presented by peers, provided attendees with real-class activities, best practices for communicating with students and parents, mental illness information, organizational strategies, effective and practical classroom management skills, and dyslexia support tools.

Other TEACH events included:

TEACH Workshop - Florida PBS LearningMedia -WJCT and VyStar Credit Union hosted TEACH Workshop: Florida PBS LearningMedia for VPK, Pre-K, and Kindergarten educators on May 4. Educators discovered how to seamlessly integrate classroom-ready, standards-based, curriculum-targeted digital resources into their classroom using this free service.

TEACH Day with the Jumbo Shrimp - WJCT and the Jacksonville Jumbo Shrimp honored 2019 TEACH conference attendees and all teachers dedicated to educating our youth on Sunday, April 28 at Bragan Field at the Baseball Grounds of Jacksonville where the Jumbo Shrimp took on the Tennessee Smokies. Clifford the Big Red Dog was on hand to help teacher Cathy Neels throw out the first pitch!

WJCT by the Numbers...



236 hours of educational standards-based children's programming per week



18,525 people engaged weekly with wjct.org



129,000 weekly listened to WJCT Public Radio 89.9FM



400,000 monthly viewers of WJCT public television



Over 8,000 citizens attended WJCT hosted events



Over 1,500 annual guests on *First Coast Connect with Melissa Ross*



8,760 hours of programming for the First Coast's print and visually impaired community per year



1,013,414 total WJCT-produced podcast downloads: *First Coast Connect with Melissa Ross*, *What it's Like*, *Odd Ball*, and *The Florida Round Up*.

What They're Saying About WJCT...

"We love WJCT, it is a necessary thing to have in the community. let my kids watch pbs kids and it is brain food for them." ~Juan, WJCT supporter

"Just wanted to let you know The Art Center Grand Opening was a big success. We had well over 300 people attend and many of them said they came because of the piece on *First Coast Connect with Melissa Ross* last Friday-Thanks for having us on." ~Ed, Turning Arts Group

"Melissa's coverage of the recent city elections was so valuable. As a relative newcomer, it's nice to feel truly 'connected'. ... It's helpful to hear from those skeptical of making sweeping changes..." ~Robin, *First Coast Connect with Melissa Ross* listener

"Simply awesome! Love love my daily *Fresh Air* which competes nicely with *Morning Edition* and Melissa's *First Coast Connect*-Our local issues get me fired up just before starting my work day! Really there are so many favorites on PBS but Ken Burn documentaries are at the top." ~89.9FM WJCT listener

WJCT News Team Recognized with State and Local Awards...

Society of Professional Journalists Sunshine State Awards

- Melissa Ross & Tom Hudson, Second Place, Public Affairs Coverage for "Continuing Florida Roundup: Florida Faces Hotter Days, Stronger Hurricanes And Storm Surges "
- Lindsey Kilbride, Third Place, Investigative Reporting Coverage for "Continuing Coverage of Transgender Shootings In Jacksonville"
- Michelle Corum & Brendan Rivers, Third Place, Best Newscast Coverage for "Morning News"

Void Magazine

- Lindsey Kilbride, profiled as "35 under 35 Young Professionals" in the "Bold Movers" issue

Folio Weekly

- Best Talk/News Radio Station - WJCT 89.9FM
- Best Talk Radio Show - *First Coast Connect with Melissa Ross*
- Best Radio Show - *First Coast Connect with Melissa Ross*
- Best Radio Station - WJCT 89.9FM
- Best Radio Personality - Melissa Ross





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Bank Of America Matching Gifts
Danielle Payne Advised Fund
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DuBow Family Foundation, Inc.
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Island Investment of St. Augustine
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