WJCt₂₀₂₁ LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

"It was an enjoyable event for the families and children - and us! We were able to distribute a lot of resources and share information about our services."

> - Be My Neighbor Day Community Partner

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 Public Media utilized its unique asset to maximize the value provided to members of the First Coast community.

- Launched What's Health Got To Do With It? weekly radio program hosted by Dr. Joe Sirven
- Published 199 entries for the Jax PBS KIDS Writers Contest from K-3 students on wict.org
- Hosted virtual and live community discussion on matters of public interest including black history, climate change, and education

In 2021, WJCT Public Media expanded its digital services and online resources to host virtual events.

- Created Jacksonville Today, digital-first local news week-day daily newsletter
- Refreshed Jacksonville Music Experience website, deepening content and expanding engagement opportunities
- ADAPT presented five community conversations about climate change and its many impacts on the First Coast

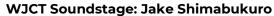
WJCT Public Media continued its commitment to serving the community with the launch of new series and events that inform, educate, entertain, and empower.

- Hosted TEACH Conference for nearly 500 educators with two national keynote speakers
- Distributed over 20,000 articles of clothing for the Mister Rogers' Sweater Drive
- Presented in-person
 Be My Neighbor Day for 500
 family members showing
 them how to be good
 neighbors

IN THE COMMUNITY: VIRTUAL & IN-PERSON LOCAL EVENTS

Sights, Sounds, and Spirit of The Black Church

In conjunction with the new Henry Louis Gates, Jr. documentary, The Black Church: This is our Story, This is Our Song, WJCT Public Media held a community conversation, Sights, Sounds, and Spirit of the Black Church. Topics covered by host Lynn Sherman, Director of Social Responsibility and Community Engagement at Baptist Health, and panelists Jeff Boddie, Associate Director of Worship, Downtown, Shiloh Church; Bishop Charles Bernard Eichelberger, Sr., Pastor & Founder, Cathedral of Deliverance; Ben Frazier, President & Founder, Northside Coalition of Jacksonville included mental health, social justice, and the role of women in the Black church. One hundred forty-six citizens attended online, while seven more watched the recording. The event was posted on YouTube, and has received 2,383 views to date. Survey responses showed a large number were first-time attendees to a WJCT event and that this was our most diverse online audience.



On June 11, WJCT Public Media partnered with the Florida Theatre to successfully present its first live in-person event since March 2020. One hundred and ninety-three music lovers attended JME's WJCT Soundstage featuring Jake Shimabukuro, already an award-winning ukulele player when a 2006 YouTube video of him playing "While My Guitar Gently Weeps" became one of the first-ever viral videos.

An Evening with Rick Steves

WJCT Public Media presented a virtual conversation, An Evening with Rick Steves, on June 17, attracting our largest online event audience of 261. The audience joined the conversation from all over North America from New York to Washington, Texas to Indiana and several places in between, including a few in Canada. Of the 98 survey responses we received, 86% were attending a WJCT Public Media event for the first time and 70% of the survey responders rated the event a 10 out of 10.

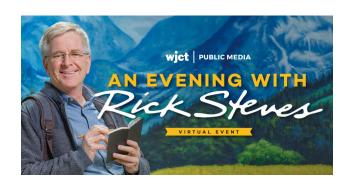
Ali—Race and Religion

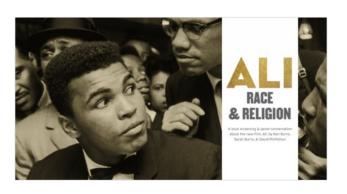
On September 15, WJCT Public Media presented Ali: Race & Religion, a screening and panel conversation about the film, *Muhammad Ali*, by Ken Burns, Sarah Burns, and David McMahon. Over 77 attendees joined the panelists for a lively discussion about Ali. Twenty-nine tuned in for a replay of the conversation. The host for the virtual conversation, Michael Butler, is the Kenan Distinguished Professor of History at Flagler College in St. Augustine. Florida, and panelists included Parvez Ahmed, Director of Diversity and Inclusion at the Coggin College of Business, University of North Florida (UNF), and Ishmael Reed, Distinguished Professor, College of the Arts, and author of novels, plays, poetry, and non-fiction.





Jake Shimabukuro performed live at the WJCT Soundstage.





ONGOING SERIES, SPECIALS, AND SERVICES

WJCT News 89.9

WJCT Public Media announced that its flagship FM station, WJCT News 89.9, achieved a record share of the radio listening audience in the Jacksonville DMA, as measured by Neilsen between January 7 and February 3, 2021. WJCT News 89.9 introduced new programming to its mid-day and evening lineup, and additional local newscasts throughout the day every Monday - Friday. WJCT Public Media debuted the station's new name, WJCT News 89.9, last summer; the station was formerly known as WJCT-FM. The record-setting audience share numbers are accompanied by multi-year highs in total audience, as broadcast radio listening continues its recovery toward pre-pandemic levels. WJCT News 89.9 also saw an acceleration of its growth in streaming audience through smart speakers, the WJCT app, and on the web this period, with January's streaming audience growing by more than 30% year-over-year.



WJCT Public Media's flagship weekday daily call-in radio program features local news-makers, civic and community leaders, artists, activities, and more, along with news features and a weekly round-table of local journalists. Throughout 2021, FCC featured 770 guests and 85 artists. Community members (nearly 4,000) joined the live conversation via phone, email, and social media. First Coast Connect with Melissa Ross airs weekdays at 9AM on WJCT News 89.9, is rebroadcast at 8PM, and the podcast is available on all major podcast platforms.

What's Health Got To Do With It?

In September, WJCT Public Media announced its newest original program and local production, What's Health Got to Do with It?, hosted by Dr. Joe Sirven. The program airs Saturdays from 4–5PM on WJCT News 89.9 FM. Ratings indicate that for an "average quarter hour (AQH)" the show draws 3,500 listeners, creating a bump in our overall Saturday ratings. Topics covered by Dr. Sirven have included: COVID-19 in schools, sorting fact from fiction in healthcare news, the problem with generic drugs, understanding wearable technology, soaring medical prices, and National Family Caregivers Month. What's Health Got to Do with It? reairs Sundays at 9PM. Episodes are also available on-demand at news.wjct.org, through the WJCT app, and as a podcast on wjct.org/podcasts, or any commonly available podcast platform. What's Health Got to Do with It? is sponsored in part by the American Brain Foundation, the Epilepsy Foundation Florida, and Neurelis.

Florida Roundup

WJCT and WLRN's collaboration expanded its reach this year to include 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.





Melissa Ross on air for First Coast Connect with Melissa Ross.





ONGOING SERIES, SPECIALS, AND SERVICES (Continued)

Jacksonville Music Experience (JME)

WJCT Public Media expanded the Jacksonville Music Experience (JME) with a new online platform dedicated to local music and curation on June 6. The refreshed platform includes new features, short-form music reviews, curated playlists, longform profiles of local musicians, weekly updates, a local music calendar, concert recommendations, giving users a continuous range of music to discover and enjoy. For the latest content, visit jaxmusic.org.

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 28th year, RRS provides the only service of its kind in Northeast Florida.

Mister Rogers Neighborhood Sweater Drive

WJCT partnered with VyStar Credit Union, Suddath Moving & Logistics, and Tom Bush Family of Dealerships to present the 17th annual Mister Rogers Neighborhood Sweater Drive, by collecting over 20,000 sweaters, jackets, blankets, and socks. The items contributed by the First Coast community were distributed to the City Rescue Mission, Clara White Mission, and the Sulzbacher Center.

ADAPT

ADAPT is WJCT Public Media's digital media outlet devoted to reporting on and engaging citizens with the many issues related to sea level rise and climate change in Northeast Florida. ADAPT events held in 2021 included: Will a New Administration Change Florida's Climate Future?; Using Parks & Green Space In The Fight Against Climate Change; Climate Change and National Security in Northeast Florida (in partnership with American Security Project and Northeast Florida Regional Council); and State of the St. Johns River (two-part event in partnership with Jacksonville University and the City of Jacksonville's Environmental Protection Board). ADAPT hosted a panel discussion at Florida Climate Week, "Covering Climate Change: How Local Reporting Helps the Public Make Sense of a Changing World, and National Reporting Collaboratives Link it All Together" and lead reporter Brendan Rivers appeared on PRI's Innovation Hub radio program. ADAPT's original reporting has been picked up by regional, national, and international news sources including The Guardian, The Miami Herald, Climate Central, WJXT, Grist, Inside Climate News, and NPR.

The Jaxson

The Jaxson is a place for those interested in learning about the city's past and present, and who want a part in shaping its future. Launched by Modern Cities, in association with WJCT Public Broadcasting, The Jaxson is a multimedia project dedicated to urbanism and culture on Florida's First Coast. The Jaxson's Jax Music History Bike Tour and Downtown Northbank Walking Tour explored history, urban development, and adaptive reuse across the Urban Core.





RRS Volunteer reading the local news.



Distributing warm clothing at Mister Rogers
Neighborhood Sweater Drive.





WICT 2021 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY



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

Over 500 First Coast family members gathered at WJCT Studios for WJCT Public Media's 5th annual Be My Neighbor Day on Saturday, December 4. In honor of Mister Roger's Neighborhood and Daniel Tiger's Neighborhood, WJCT Public Media brought together friends and community partners in a fun-filled Saturday festival sharing with families how to be caring neighbors.

Activities Included:

- Decorate placemats to share with residents at Almost Home DayBreak.
- Meet a community helper and learn how you can help too

- Make a bookmark for yourself and someone learning to read with the Literacy Alliance of Northeast Florida.
- Pledge to do something nice for a neighbor.

More than 20 community partners participating in the event, including new partners, Blue Star Families, Literacy Alliance of Northeast Florida, On Our Sleeves, and Safe Kids. Along with music from DJ Vito, kids enjoyed original songs from Mr. Joe. Writers Contest winners had themselves recorded reading their stories and then read their stories to a live audience. JSO and JFRD were on hand to meet kids and share safety tips.



Riding the trolley.



For the 27th year, staff and community volunteers judged 199 stories awarding 1st, 2nd, and 3rd place for each grade, for the Jax PBS Kids Writers Contest.

Kindergarten:

- 1st "Finding Lovey" by Sonia L.
- 2nd "Rooney" by Lauren M.
- 3rd "The Little Angel" by Amy W.

First Grade:

• 1st - "The Five Elements" by Isha Sai B.

- 2nd "My Green Family" by Reya V.
- 3rd "Stop the Man Made Predator" by Arjun R.

Second Grade:

- 1st "Captain Caterpillar" by Milla D.
- 2nd (2-way tie) "We are Boxes" by Mukhil A. and "Ella in the Museum" by Emma H.
- 3rd (3-way tie) "Forest Friends" by Emily C., "The Duckions" by Aahana J., and "The Mystery of the Howl" by Ansley P.

Third Grade:

- 1st "Making a Change" by Celine J.
- 2nd (2-way tie) "Imagination" by Penelope P. and "The Overcomer" by Hope V.
- 3rd (2-way tie) "Life of an Ugly Tree" by Anushya B. and "The Girl Who Slept for a Hundred Years" by Tang L.

Every author's story was published on the Writers Contest webpage at wjct.org. The public voted online for the People's Choice winner. Over 4,000 online votes were cast and "Making a Change" by 3rd grader Celine J. was chosen as the People's Choice.

2021 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT



On October 16, WJCT Public Media successfully launched *Jacksonville Today*, a nonprofit local journalism service that includes a weekday email newsletter and forthcoming news website. The first phase of JAX TDY is a week-day daily newsletter delivered first thing in the morning featuring:

- The local news you need to know about, from a variety of sources;
- Original reporting you won't see anywhere else, sometimes based on input from our readers;
- A heads-up on how to get connected with local decision making;
- Exclusive analysis and perspectives on local
- politics, culture, and urban planning from a

- diverse set of contributors;
- Calendar of cultural happenings;
- Photo essays that capture our region through the eyes of local photographers;
- And more (but if you want to just scan the top news of the day, that's OK too).

WJCT Public Media's goal is to help our readers feel more connected to where we live and to each other, so they can make decisions in a more informed way. Nearly 6,000 citizens have signed up to receive *Jacksonville Today* in their emailboxes each morning, and have maintained a well-above-average industry open rate of 54% since the launch in October.

Jacksonville Today builds on WJCT Public Media's success with "vertical" digital publications, such as ADAPT, focused on the regional response to climate change and sea-level rise, and The Jaxson, focused on the urban fabric of the region and published in partnership with Modern Cities, Inc. Jacksonville Today also spotlights the work of WJCT News' content-sharing partners, including The Florida Times-Union, News4Jax, and the Jacksonville Daily Record. A full Jacksonville Today website will follow in the spring of 2022 as reporting expands. To learn more about the Jacksonville Today newsletter and subscribe, visit jaxtoday.org.



With a variety of community partners, WJCT Public Media hosted five free lunch and learn events at WJCT Studios covering health, retirement, and financial topics including:

- · Retirement Tax Planning
- · Retirement Planning

- · RSV
- Heart Attacks
- Strokes
- · Memorial Planning

Lunch & Learn community education events brought together doctors and 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 175 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.

2021 LOCAL CONTENT AND SERVICE REPORT

STORIES OF IMPACT



TEACH is a day-long conference created to engage, empower, and inspire teachers. Held at the Hyatt Regency Riverfront in downtown Jacksonville on November 13, over 400 educators gathered in-person to spend the day meeting and sharing ideas with fellow educators.

Keynote speakers included Talithia Williams, big data expert, math professor, and host of *NOVA Wonders*; and Rob Clark, mathematics teacher, and New York Times bestselling author. Twenty-one breakout sessions were presented by local educators, experts, and 20 exhibitors shared their expertise and resources with attendees. Led by a volunteer steering committee of educators and educational leaders, TEACH is a conference for teachers, created by teachers. TEACH is hosted by WJCT Public Media and VyStar Credit Union.



Teachers at the VyStar Photo Booth.



TEACH keynote speaker, Ron Clark.



WJCT Public Media partnered with VyStar Credit Union, Suddath, and the Tom Bush Family of Dealerships to collect and distribute sweaters, jackets and blankets to members of the Jacksonville community. More than 20,000 items were collected throughout the month of November as part of the 19th annual Mister Rogers' Neighborhood Sweater Drive.

The items were distributed at the City Rescue Mission on Tuesday, December 7 where representatives from WJCT Public Media, Suddath®, VyStar Credit Union, and the Tom Bush Family of Dealerships distributed warm clothing and blankets to those in need. Other recipient organizations that benefitted from this year's drive were the Clara White Mission and the Sulzbacher Center.



Some of the more than 20,000 donated items.



Volunteers distributing donated clothing.

WJCT Public Media by the Numbers...



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



61.9% of the 2,112,547 users of all WJCT websites accessed them via a mobile device



111,300 listeners tuned in to WJCT News 89.9 weekly



Jax PBS reaches 756,960 homes across the First Coast



Over 2,000 citizens attended in-person and virtual events



Hosted over 770 guests and 85 artists on First Coast Connect with Melissa Ross



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



1,091,974 unique users used audio streaming services to access music and our news and information services



Over 5,000 citizens received the weekday daily *Jacksonville Today* newsletter



WJCT's Highlights weekly newsletter reaches 21,581

What They're Saying About WJCT Public Media...

"My wife and I adopted our 1st child earlier this year - a 3 y/o boy from Thailand. He loves all of the shows on PBS Kids, and they are helping him learn and practice English. Thank you!" ~Steven, WJCT Public Media supporter

"Thank you for the information Your show is an incredible resource for the first coast and a main reason I've been a supporter for years" ~Bren, First Coast Connect with Melissa Ross listener and WJCT Public Media Supporter

"I love this newsletter. It's just like the one I get from the New York Times, except it's local which makes it even better." ~Amber, Jacksonville Today subscriber

"We listen to your local radio station, *PBS NewsHour*, and the HD3 music radio station! Thank you for your dedication of REAL news and great music! You're our #1 radio and TV station." ~*Debra, WJCT News 89.9 listener*

"I wanted to offer mega-kudos to you for the launch of the Jacksonville Today newsletter. It quickly became part of my morning reading routine and I've referred it to several news-hungry friends." ~Thomas, Jacksonville Today subscriber

Recognition for WJCT News 89.9 Team...

2021 Folio Weekly Best of Jax

- Best Radio Broadcaster Melissa Ross
- Best Local Radio Show First Coast Connect with Melissa Ross

WJCT News 89.9 Pick-Ups

- ADAPT reporter Claire Goforth's story "The Jacksonville environmental groups trying to tackle racial disparities" was co-published with *The Guardian*.
- Jessica Palombo's reporting on "Why should kids wear masks?" was picked up by *The Washington Post* Opinion section.
- ADAPT story " Rising seas swamp Black, Spanish and Indigenous history in St. Johns County " was picked up by NPR, Climate Central, and WJXT.
- ADAPT story "Better together: How news partnerships enhance local climate reporting and research" was picked up by *Local Media Association*.
- ADAPT story "Fewer fumes: What the switch to electric vehicles means for Jacksonville" was picked up by *Climate Central* and *WJXT*.
- ADAPT story "Fla.'s new energy preemption laws" was picked up by Grist and The Guardian.
- ADAPT story "What Jacksonville can learn from Nashville" was picked up by Inside Climate News.
- ADAPT story "Rooftop solar under threat" was picked up by The Miami Herald.
- ADAPT story "Jacksonville environmental racism" was picked up by The Guardian.



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2021 LOCAL CONTENT AND SERVICE REPORT

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