

Corporate Sponsorship
Media Kit 2026

**Reach your
target audience**

with WJCT Public Media



wjct | PUBLIC MEDIA

Who we are

MISSION

WJCT Public Media'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.

VISION

Our vision for WJCT Public Media 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.





Everywhere you want to be

In today's fragmented media landscape, it can be hard to make your business and brand stand out. With so many platforms competing for consumers' attention, how do you know the best option for reaching your audience?

As a corporate sponsor of WJCT Public Media, your business doesn't have to choose between TV or radio, online visibility or in-person promotion. As the public media station for Northeast Florida and Southeast Georgia, WJCT is everywhere you want to be. Our customized, integrated sponsorship packages position your company before the coveted public media audience – on air, online and everywhere in between.



Community centered. Universally connected.



JAX PBS TV

Our award-winning PBS television programs attract a large and loyal audience of affluent, engaged viewers.

WJCT NEWS 89.9 FM RADIO

An invigorating lineup of original local programming and respected NPR news reaches a young, educated and influential audience.

DIGITAL

WJCT's websites, mobile apps, podcasts and e-newsletters display your sponsor message on the platforms your customers use most.

IN THE COMMUNITY

From children's events to civic lectures, WJCT's community and educational outreach activities connect your company to the community in meaningful ways.

Let WJCT create a customized corporate sponsor package that will reach your target audience, enhance your public image and impact your bottom line.





Align with excellence

JAX PBS TV

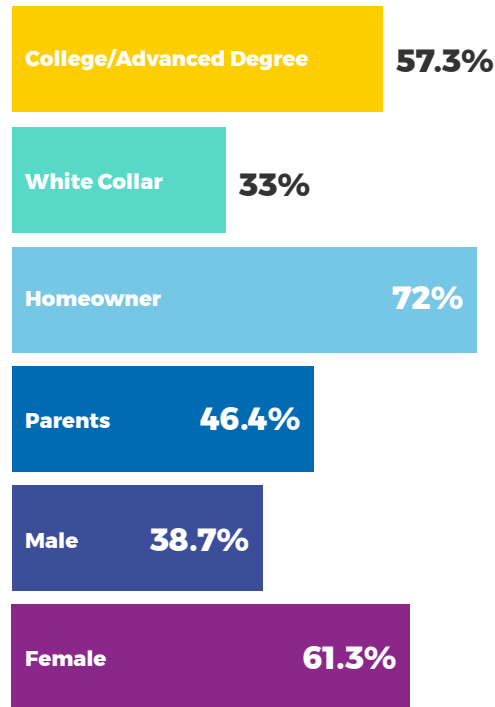
For 20 years, PBS has ranked as the most-trusted media organization, rating higher than all other broadcast, cable and streaming services. As a corporate sponsor of JAX PBS, you'll align your company with the trust, credibility and high-quality programming for which PBS is renowned.

STAND OUT ON PBS

Your business will stand out in JAX PBS's uncluttered broadcast environment: Unlike commercial TV—where commercial breaks interrupt programs and run for 12 minutes or longer—JAX PBS breaks run for just 3 minutes between programs. And with category exclusivity within the break, you can be sure your message won't air in between your competitors' spots.

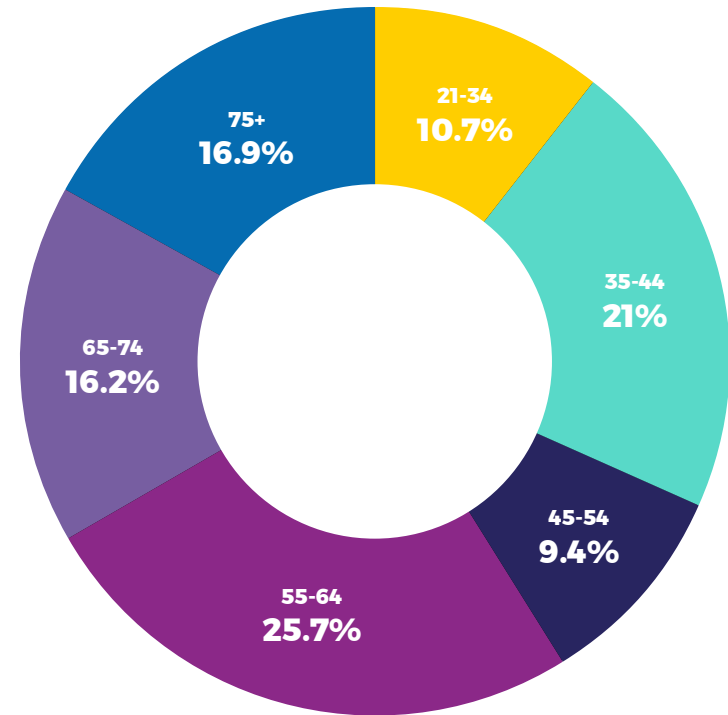


AUDIENCE DEMOGRAPHICS



Source: Media Audit Spring 2025

AUDIENCE AGE ANALYSIS



Adults age 18+, Jax PBS Prime Viewer, M-Sun, 6-11PM
Report Period: Release Spring 2025

THE AUDIENCE YOU WANT TO REACH

As a JAX PBS sponsor, you'll reach the highly desirable PBS demographic: affluent, educated consumers who value the contribution PBS makes to their lives and show their appreciation to the companies that make their favorite programs possible.

JAX PBS PRIMETIME VIEWERS

- 38.8% have annual income of \$100K+
- 62% more likely than the market to have liquid assets of \$250,000+
- Are sports enthusiasts - 40% more likely than the market to be major league soccer fans and twice as likely to be golf fans



Rate Sheet 2026

*Rate schedule effective through
December 31, 2026

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
6:00AM			Arthur			Cyber Chase	Mr. Rogers' Neighborhood
6:30AM			Odd Squad			Odd Squad	Daniel Toger's Neighborhood
7:00AM			Wild Kratts			Wild Kratts	Wild Kratts
7:30AM			Weather Hunters			Biz Kid\$	Xavier Riddle and the Secret Museum
8:00AM			Layla in the Loop			Fons and Porter's Love of Quilting	Skillsville
8:30AM			Carl the Collector			Best of Sewing with Nancy	Wild Kratts
9:00AM			Daniel Diger's Neighborhood			Best of the Joy of Painting	First Coast Week In Review
9:30AM			Phoebe & Jay			Painting and Travel with the Bansemers	
10:00AM			Sesame Street			Outside: Beyond the Lens	Florida Crossroads
10:30AM			Work It Out Wombats			Rick Steves' Europe	Florida Frontiers
11:00AM			Donkey Hodie			Samantha Brown's Places to Love	Nature
11:30AM			Rosie's Rules			Woodsmith	
12:00PM			Elinor Wonders Why			This Old House	NOVA
12:30PM			Alma's Way			Ask This Old House	
1:00PM			Molly of Denali			Antiques Roadshow	Secrets of the Dead
1:30PM			Xavier Riddle and the Secret Museum				
2:00PM	Father Brown	Antiques Roadshow	Finding Your Roots	Nature	NOVA	Lydia's Kitchen	American Masters
2:30PM						Sara's Weeknight Meals	
3:00PM	Death In Paradise	Antiques Roadshow	PBS Varied Special	Human Footprint	Secrets of the Dead	Pat's Mexican Table	American Masters
3:30PM						Homemade Live	
4:00PM	Midsomer Murders	Shelter Me	PBS Varied Special	Human Footprint	Rick Steves' Europe	America's Test Kitchen	American Masters
4:30PM		Travels with Darley	History with David Rubenstein		Samantha Brown's Places to Love	Cook's Country	
5:00PM	Antiques Roadshow					Milk Street's My Family Recipe	PBS Varied Special
5:30PM						Christopher Kimball's Milk Street	



Rate Sheet 2026

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY		
6:00PM	BBC News America					Antiques Roadshow	PBS Varied Specials		
6:30PM	BBC News The Context								
7:00PM	PBS News Hour					PBS Varied Specials	PBS Varied Specials		
7:30PM									
8:00PM	Antiques Roadshow	Finding Your Roots	Nature	Varied Music Specials	Washington Week	PBS Varied Specials	Masterpiece		
8:30PM					Firing Line with Margaret Hoover				
9:00PM	Antiques Roadshow	PBS Varied Specials	NOVA	Varied Music Specials	PBS Varied Specials	PBS Varied Specials			
9:30PM									
10:00PM	PBS Varied Specials	Frontline	PBS Varied Specials	Varied Music Specials	PBS Varied Specials	PBS Varied Specials			
10:30PM									
11:00PM	PBS Varied Specials	PBS Varied Specials	PBS Varied Specials	Austin City Limits	PBS Varied Specials	PBS Varied Specials			
11:30PM									
12:00AM	PBS Varied Specials	PBS News Hour	Independent Lens	PBS News Hour	PBS News Hour	PBS News Hour		PBS Varied Specials	
12:30AM									
CHILDREN'S PROGRAMS		EARLY FRINGE		EARLY NEWS		WEEKEND		PRIME TIME	
15 - Seconds/\$65		M - F 2PM - 6PM		M - F 6PM - 8PM		Sat 8AM - 8PM		M - Sun 8PM - 11PM	
30 - Seconds/\$110		15 - Seconds/\$55		15 - Seconds/\$65		Sun 10AM - 8PM		15 - Seconds/\$65	
		30 - Seconds/\$75		30 - Seconds/\$80		15 - Seconds/\$40		30 - Seconds/\$100	
						30 - Seconds/\$60			

*Programs subject to change

**Please note all rates are NET to Jax PBS & are subject to change





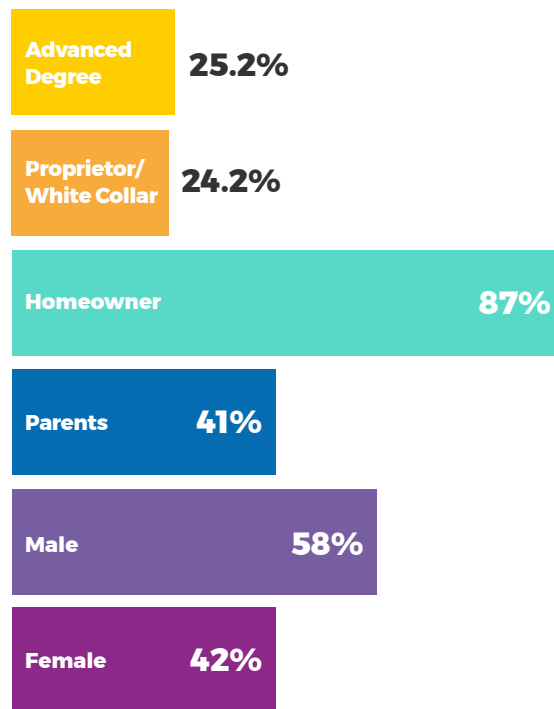
Establish credibility

WJCT News 89.9 FM sets the standard for editorial excellence and audience engagement. From original local programming to celebrated NPR shows such as Morning Edition, All Things Considered, Fresh Air and The World, 89.9 attracts the coveted NPR audience of engaged citizens.

ELEVATE YOUR BRAND

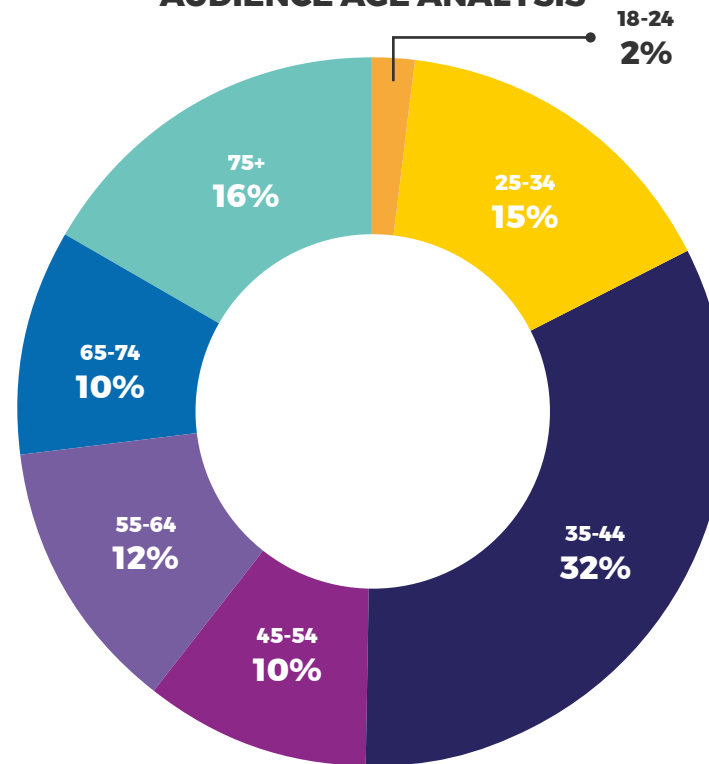
As a WJCT News 89.9 sponsor, your business will become indelibly connected to our listeners' favorite local and NPR programs, elevating your brand by aligning with NPR's quality programming, fostering a deeper trust and a more positive overall brand image.

AUDIENCE DEMOGRAPHICS



Source: Media Audit Spring 2025

AUDIENCE AGE ANALYSIS



Source: RRC (Radio Research Consortium)
Report Period: January 2026, 13-mo average, Person's 6+

AN AFFLUENT, INFLUENTIAL AUDIENCE

Public radio listeners personify the engaged, influential opinion leader who is connected to the community—the affluent, educated listener your company wants to reach.

WJCT NEWS 89.9 LISTENERS

- 35% more likely than the market average to be millennials
- 25% have liquid assets valued at \$250K or more
- 35% have annual household income of \$100K or more

Rate Sheet 2026

WJCT NEWS

89.9

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY					
5:00AM	Morning Edition					On the Media	Reveal					
5:30AM												
6:00AM											Filmspotting	Ye Gods With Scott Carter
6:30AM												
7:00AM											Travel with Rick Steves	Possible
7:30AM												
8:00AM												
8:30AM											Weekend Edition Saturday	Weekend Edition Sunday
9:00AM	First Coast Connect											
9:30AM												
10:00AM	1A					Wait Wait... Don't Tell Me!	The New Yorker Radio Hour					
10:30AM												
11:00AM	On Point				1A	A Way with Words	This American Life					
11:30AM												
12:00PM	Fresh Air				The Florida Roundup	This Old House Radio Hour	Radiolab					
12:30PM												
1:00PM	Here & Now				Fresh Air	Filmspotting	Wait Wait... Don't Tell Me!					
1:30PM												
2:00PM									Science Friday	First Coast Week In Review	Planet Money	
2:30PM											How I Built This	
3:00PM	The World				Science Friday	Reveal	Ezra Klein Show					
3:30PM												
4:00PM	All Things Considered					What's Health Got to Do with It?	Living on Earth					
4:30PM												
5:00PM											All Things Considered	What's Health Got To Do With It?
5:30PM												

Rate Sheet 2026

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
6:00PM	Marketplace					The Moth Radio Hour	All Things Considered
6:30PM	Today Explained						
7:00PM	Think					Tiny Desk	Selected Shorts
7:30PM							
8:00PM	First Coast Connect					The Neighborhood with Al Pete	It's Been a Minute
8:30PM							
9:00PM	PBS News Hour					Bop City	What's Health Got to Do with It?
9:30PM							
10:00PM	Fresh Air					Electro Lounge with David Luckin	Radiolab
10:30PM							
11:00PM	PRX Remix Select	Filmspotting	Kelly Corrigan Wonders	No Small Endeavour	Florida Frontiers	Electro Lounge with David Luckin	Open to Debate
11:30PM					Capitol Report		
12:00AM	PRX Remix Select	1A Plus					Blues Horizon
12:30AM							

NOTE: WJCT accepts both :15 and :30 units, however, we are unable to run 30-sec spots in Morning or Evening Drive. 30-second rates are double the rate of a :15

15-SECOND RATES

FLIGHT LENGTH	MORNING DRIVE	FIRST COAST CONNECT	DAYTIME	EVENING DRIVE	EVENING	OVERNIGHT	WEEKEND	BROAD ROTATOR
	M-F, 5A-9A	M-F, 9A-10A	M-F, 10A-4P	M-F, 4P-7P	M-Sun, 7P-12A	M-Sun, 12A-5A	S/S, 8A-10A	M-Sun 5A-12A
							S/S, 10A-7P	
1-13 Weeks	\$85	\$95	\$65	\$85	\$65	\$5	\$75	\$65
13 Weeks	\$80	\$90	\$50	\$80	\$60	\$5	\$70	\$60
26 Weeks	\$75	\$85	\$55	\$75	\$58	\$5	\$68	\$58
52 Weeks	\$70	\$80	\$50	\$70	\$55	\$5	\$65	\$55

Sponsorship Opportunities

EXCLUSIVE WEATHER REPORT

Airing during peak morning and evening drive times, this highly coveted opportunity ensures maximum exposure to an engaged and loyal audience. Sponsor message airs 5x per day, Monday - Friday; 30x per week for a total of 1,560 annually. As the exclusive weather sponsor, your company gains consistent recognition and maximum reach, reinforcing your commitment to keeping Jacksonville informed.

EXCLUSIVE TRAFFIC REPORT

Drive your brand forward with WJCT News 89.9's daily traffic reports, reaching commuters during the most critical times of the day—morning and evening rush hours. As the sole sponsor of traffic reports, your company will receive up to five announcements per day, five days a week, ensuring high-frequency brand exposure to a captive audience. This premium sponsorship not only increases brand awareness but also positions your business as a valuable resource for Jacksonville's commuters.

HOURLY NEWS UPDATE

Stay top-of-mind with WJCT News 89.9's Hourly News Updates on the NPR App. These trusted, on-the-go updates keep listeners informed of the day's biggest stories. Align your brand with essential, real-time news that our engaged audience relies on. Sponsoring hourly updates provides your company repeated exposure to a highly attentive audience, and the opportunity to connect with listeners who value timely, reliable information.

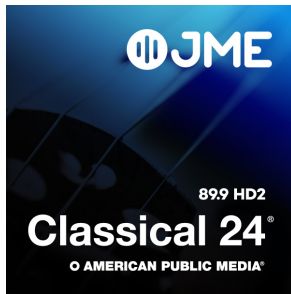


A diverse audience

ABOUT THE JACKSONVILLE MUSIC EXPERIENCE

A nonprofit, publicly supported music platform based in Jacksonville, Florida, the Jacksonville Music Experience from WJCT Public Media is your ticket to the local scene. WJCT's three music stations (Classical 24, Anthology, and Jacksonville's Jazz Radio), Music Thursdays on Jax PBS, and live events from the WJCT Soundstage, reach music lovers of all ages and all listening genres.





CLASSICAL 24

Classical 24 on 89.9 HD2 is a nationally syndicated classical music service dedicated to live classical music programming 24 hours a day, seven days a week. Tune in for the best of classical music, from all-time greats to the newest composers and performances.

ANTHOLOGY

With more than 3,000 songs from the 60s, 70s and 80, Anthology on 89.9 HD3 is bound to stir up memories and have you singing and dancing along with the music you grew up with.

JACKSONVILLE'S JAZZ RADIO

Jacksonville's Jazz Radio (89.9 HD4) offers a unique listening experience with personable, knowledgeable hosts and a carefully curated selection of accessible jazz. Broadcasting 24/7, this station provides a rich, dynamic soundscape that resonates with public radio listeners, capturing the sophistication and sensibility they appreciate.

WAYS TO LISTEN

Listen to Classical 24, Anthology or Jacksonville's Jazz Radio on-air, online through WJCT.org, jaxmusic.org or the WJCT app or via smart speakers anytime, anywhere.

JME STATS

- 9,800 weekly audio streaming listeners
- Jaxmusic.org - monthly average of over 20,000 views and 14,000 users
- JME Live eNewsletter - over 6,000 subscribers

PRODUCT OFFERING

Looking to expand your reach to a diverse audience or target a niche segment? The JME product offering can help you achieve both, from on-air to streaming, TV, e-newsletter and display banner ads, you won't miss a beat!

- Audio pre-roll streaming
- Display banner and mobile ads, on jaxmusic.org
- JME Live e-newsletter
- Music Thursdays on JaxPBS

Ask your account executive for customized sponsorship opportunities.





WJCT Soundstage Series

ABOUT THE SOUNDSTAGE SERIES

At the Jacksonville Music Experience (JME), we believe in the power of music to connect and inspire. JME and WJCT Public Media pair internationally acclaimed artists with local and regional acts for the JME Soundstage Series, concerts aimed at building community through music discovery.

The series has featured headliners Shannon & The Clams, Rahill, Levitation Room, and Ghost Funk Orchestra. In addition to internationally acclaimed headliners, each JME Soundstage Series concert introduces audiences to emerging local and regional acts. Held at the WJCT Soundstage in Downtown Jacksonville, each community-focused event also features a local vendor market, food trucks, and more.



JAX TODAY



Support nonprofit journalism

Jacksonville Today is your online source for local news, analysis and perspectives on our city and its future. With original reporting, exclusive analysis, a local event calendar and a weekday e-newsletter, JAX TDY connects and engages our community with high-quality nonprofit journalism committed to serving the public interest.

DO WELL BY DOING GOOD

As a corporate sponsor of JAX TDY, you'll signal your support for in-depth, incisive journalism that engages and enriches people's lives while driving traffic to your website.





JAX TDY: THE FUTURE OF JOURNALISM

Jacksonville Today is a nonprofit local journalism service that includes a weekday email newsletter & news website (jaxtoday.org). The *Jacksonville Today* newsletter provides subscribers with a 5-minute read weekdays (Monday through Saturday) in their inbox - a look at the top news, ways to get involved, and original reporting.

Our goal is to help our readers feel more connected to where we live and to each other, so they can make decisions about their communities and who represents them in a more informed way.

60K+

subscribers
& growing

43%

open rate
for e-newsletter

8.8%

click-through rate



Advertorial Sponsorship

WHAT'S INCLUDED

As a sponsor, you will receive:

- Advertorial in Jax Today e-newsletter
- One fixed advertorial per week on same day each week (choose one day that your advertorial is published)
- Total of 26 advertorials over six months*
- Fixed position pencil ad on jaxtoday.org - runs for 24 hours the day of sponsor advertorial

Cost: \$1,500 net/month

**Minimum 6-month committment*

Display Ad Pricing

JAXTODAY.ORG

POSITION	DESCRIPTION	DESKTOP SIZE	MOBILE SIZE	MONTHLY RATE
Home Page	Billboard	970x250	300x250	\$375
Post Pages	Medium Rectangle	300x250	300x250	\$350
All Pages	Fixed Position Pencil Ad	970x90	320x50	Reserved for newsletter sponsors

**Client provides web creative for both desktop and mobile ad sizes and linking URL*



Advertorial Sponsorship

CREATIVE SPECS

SPONSORSHIP AD SPACE EXAMPLE

1 **“Mamá, I did this for you, for us, so we can have more opportunities and a better life.”**

Susana Chávez,
First-Generation Graduate and
High School Valedictorian

2 **A MESSAGE FROM CITI**

3 **Citi is connecting communities to their American dream.**

4 Citi is making a \$2 billion, 3-year commitment to help ensure broadband is more accessible and affordable for more people in the U.S., so low-income families like Susana’s have the opportunity to succeed and thrive.

5 *Find out how.*

SPONSORSHIP AD SPECS

1. **IMAGE**
Image size - 750 x 421 px
Accepted file formats - PNG, JPG, JPEG, GIF
URL
2. **SECTION TITLE**
“A message from (sponsor name)”
3. **HEADLINE**
Character Limit - 90
**Please note: Per Jacksonville Today style, the first word of the headline and any proper names should be uppercase. All other words should be lowercase.*
4. **COPY**
Character Limit - 245
5. **LINK**
Character Limit - 50
URL





Drive digital traffic

WJCT DIGITAL PLATFORMS

Public media was among the first networks to expand beyond traditional broadcasting, creating fresh, original digital content that leverages the power of the internet and mobile apps to reach new audiences. As a corporate sponsor of WJCT's digital offerings, you'll gain valuable online exposure before the desirable public media audience while driving traffic to your business website.



PODCASTS

Leverage the power of audio storytelling with WJCT Public Media. Our listener favorite podcasts, including First Coast Connect, What's Health Got to Do with It, Bygone Jax, and Untold Stories, captivate listeners wherever they are. In today's on-demand audio landscape, podcasts are a key way to engage audiences—over half of U.S. adults tune in monthly, and two-thirds act on podcast ads. Partner with WJCT and its brand-safe audio environments to amplify your message, connect with a growing, engaged audience, and drive meaningful results.



DISPLAY ADS

Generate brand awareness and reach our highly engaged audience with display ads on wjct.org, jaxmusic.org or jaxtoday.org. Our trusted digital platforms with minimal ad clutter connects your brand with the coveted WJCT Public Media consumer through desktop, tablet, and mobile devices.



AUDIO PRE-ROLL STREAMING

Audio pre-roll streaming delivers your message directly to listeners before their chosen content plays. Engage an attentive audience on WJCT's streaming platforms, connecting your brand with a growing community through impactful, targeted audio advertising.



DIGITAL VIDEO

WJCT Public Media offer sponsors the opportunity to run video pre-roll on the PBS Passport app localized to the Jacksonville market. Your branding message will run near popular programs such as Antiques Roadshow, Nature, Masterpiece, Frontline and other premium PBS programming in a brand safe and pristine environment!



NEWSLETTERS

WJCT e-newsletters deliver your sponsor message directly to thousands of opt-in subscribers who value public media and show their support to the businesses that make their favorite public media content possible. From news and music to children's programming and local current events, there's an e-newsletter that reaches your target audience.

Digital Rate Sheet 2026

DISPLAY ADS

PLATFORM	POSITION	AD UNIT	AD SIZE DESKTOP	MOBILE	RATE
wjct.org	Run of Site	Medium Rectangle	300x250	N/A	\$300
	Homepage/TV Schedule Page	Leaderboard	728x90	N/A	\$275
jaxmusic.org	Homepage	Super Leaderboard	970x90	300x250	\$125
	Homepage	Medium Rectangle	300x250	300x250	\$125
	Footer - ROS	Super Leaderboard	970x90	300x250	\$100
	Post Pages - Right Rail	Medium Rectangle	300x250	300x250	\$125
jaxtoday.org	Homepage	Billboard	970x250	300x250	\$375
	Post Pages	Medium Rectangle	300x250	300x250	\$350

E-NEWSLETTERS

PLATFORM	FREQUENCY	SUBSCRIBERS	AD UNIT	RATE
WJCT Highlights	Weekly (Sun)	50K+	300x250	\$385
Jax PBS Passport	Weekly (Fri)	17K+	300x250	\$175
JME	Weekly (Tues)	6K+	300x250	\$100
Jax PBS Kids Connect	Biweekly (Mon)	1.5K+	300x250	\$75

Digital Rate Sheet 2026

AUDIO PRE-ROLL STREAMING

PLATFORM	POSITION	LENGTH	RATE
wjct.org	Listen Live Page	10-Seconds	\$600
jaxmusic.org	Classical 24 (HD2)	10-Seconds	\$50/mo
	Anthology (HD3)	10-Seconds	\$50/mo
	Jacksonville's Jazz Radio (HD4)	10-Seconds	\$50/mo

VIDEO PRE-ROLL

PLATFORM	LENGTH	RATE
PBS Kids Live Stream	15-Seconds or 30-Seconds	\$25 CPM
Jax PBS Passport	15-Seconds	\$25 CPM

PODCASTS

SHOW	POSITION	RATE
First Coast Connect	Mid-roll (3 available)	Request Rate*
What's Health Got To Do With It?	Mid-roll (3 available)	Request Rate*
Bygone Jax	2 Pre-roll 2 Mid-roll 2 Post-roll	Request Rate*

**Ask your account executive for customized pricing.*

Connect with your audience



COMMUNITY & EDUCATIONAL OUTREACH

WJCT is more than a public media station—it's an integral part of the fabric of our community. From public lectures and concerts to children's activities and educational conferences, WJCT seeks to educate and inspire residents from all walks of life. As a corporate sponsor, you'll have an opportunity to connect with the community at WJCT events and outreach activities, signaling your support for public media and WJCT's arts, culture, education and health initiatives.



WJCT LUNCH & LEARN SERIES

The Lunch & Learn Series offers corporate sponsors a unique opportunity to educate, engage, and connect with WJCT Public Media's highly coveted audience. These on-site events provide a platform to showcase your expertise, increase brand awareness, and generate valuable leads. By aligning with trusted public media, your company gains direct access to an influential audience of listeners, viewers, and professionals in the Jacksonville market. Sponsoring a Lunch & Learn positions your brand as a thought leader while fostering meaningful connections.



WJCT FILM SERIES

Film at WJCT Studios is a curated film series celebrating music, nature, and literary adaptations. This unique series offers corporate sponsors a powerful opportunity to connect with an engaged, culturally minded audience. Align your brand with high-quality, thought-provoking cinema while gaining visibility among passionate filmgoers. Sponsoring Film at WJCT Studios showcases your commitment to the arts and community, providing meaningful engagement and brand recognition in an enriching setting.





Connect with your audience



MISTER ROGERS' NEIGHBORHOOD SWEATER DRIVE

Each year, WJCT partners with local schools and businesses to honor the memory of beloved PBS personality Fred Rogers through this sweater, clothing and blanket drive, with more than 15,000 items donated to local charities.

BE MY NEIGHBOR DAY

Connect with more than 1,500 attendees at this fun-filled family festival honoring Mister Rogers' Neighborhood and Daniel Tiger's Neighborhood held at the WJCT Studios.

JAX PBS KIDS WRITERS CONTEST

For more than 25 years, this annual contest promotes reading and writing by inviting K-3 students across the First Coast to write and illustrate original stories for publication on WJCT.org.

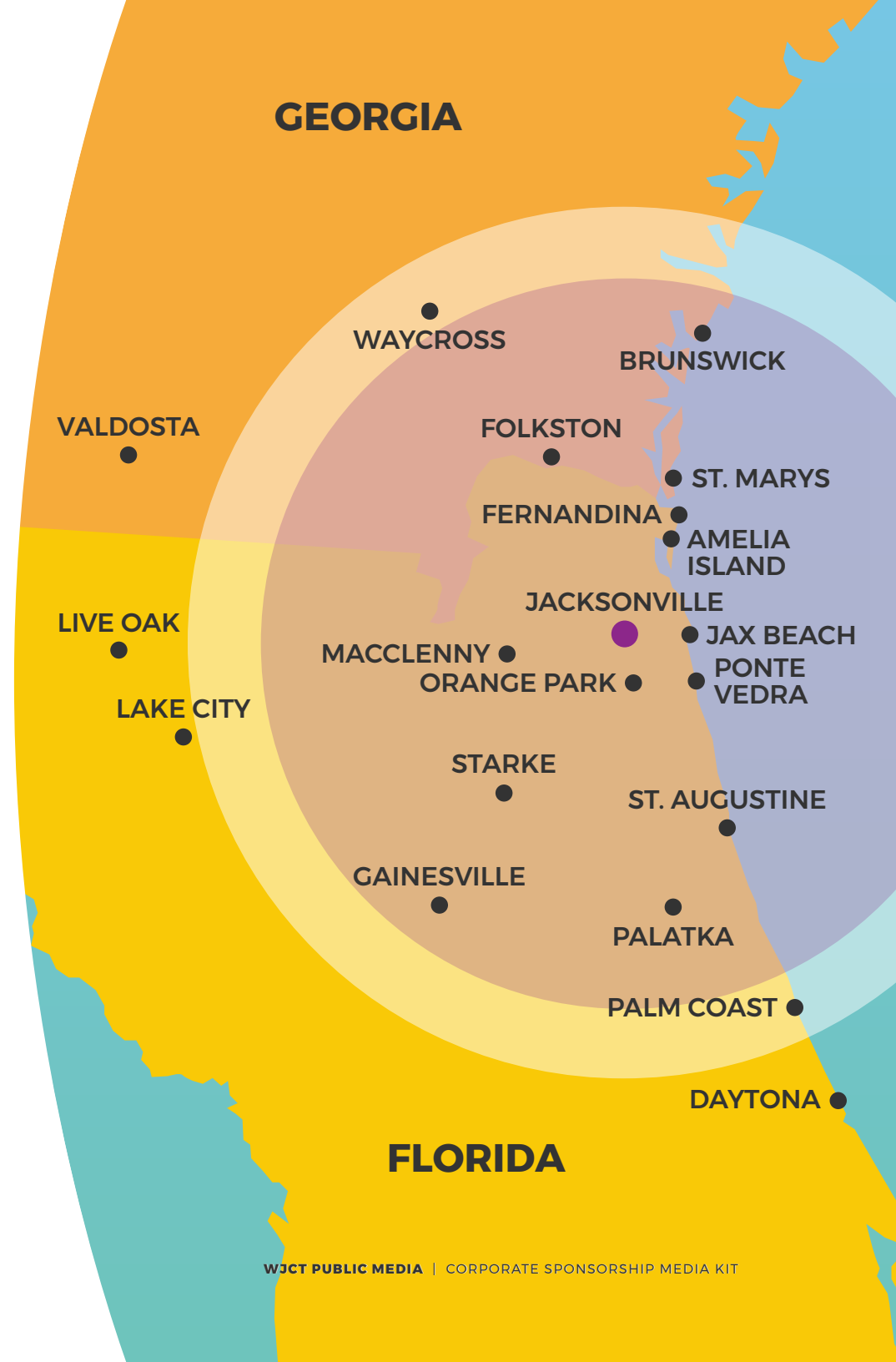
JAX PBS KIDS CLUB

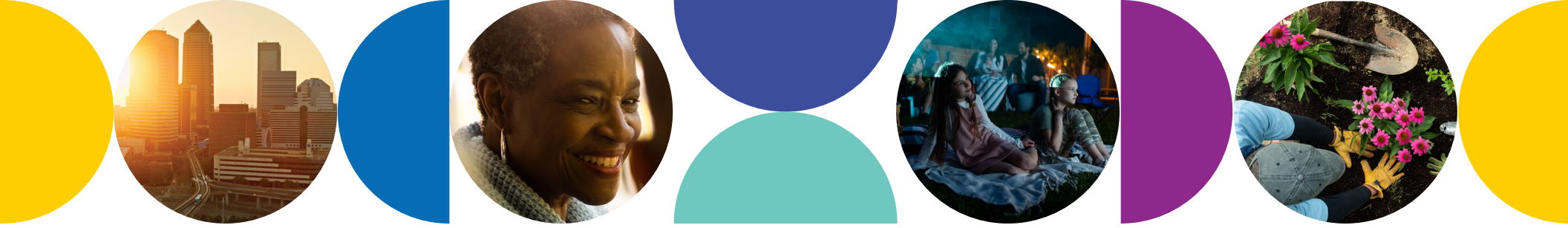
With invitations to special events, on-air recognition for birthdays and drawings for free tickets and promotional items, the JAX PBS Kids Club extends the fun and engages children in WJCT's high-quality, educational children's programming.



WJCT Public Media Coverage Map

WJCT Public Media's coverage spans Northeast Florida and Southeast Georgia, delivering quality programming and local content. Our extensive broadcast area ensures access to educational, entertaining, and informative shows for viewers and listeners across Jacksonville, St. Augustine, and surrounding regions. Stay connected with trusted news, engaging programming and enriching cultural content, all delivered to communities through our television, radio and digital platforms..





Thank you for your support.

wjct | PUBLIC MEDIA