

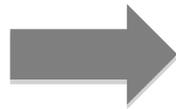


## 2017 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



“Thank you again for having saved public television for Central Florida. I can't imagine being without it,”  
- Linda C., WUCF TV viewer email comment to University of Central Florida President, John Hitt.

**WUCF TV is Central Florida's Storyteller. We encourage curiosity and learning through compelling content and community engagement.**



**WUCF TV is a valuable part of the Central Florida area's advancement.**

WUCF TV's high-quality, educational, commercial free programs are available 24/7 days a week on the new WUCF PBS Kid Channel.

WUCF TV's education department provides schools free professional development training on Florida PBS LearningMedia, a media-on-demand service offering educators direct access to thousands of classroom-ready, curriculum-targeted digital resources aligned to Florida state standards.

**In 2017, WUCF TV provided these vital local services:**

Public affairs programming covered local and global issues impacting the Central Florida community.

“Global Perspectives” delves weekly into topics of worldwide importance and local impact.

“Metro Center Outlook” serves as a forum for government leaders, business executives and academic experts to discuss Florida's major issues.

**WUCF TV's local services had deep impact in the Central Florida area.**

As a public media station, WUCF has made it a priority to feature individuals and organizations in our community on-air.

The Vietnam War, a documentary directed by Ken Burns and Lynn Novick, was released in September 2017 and was an important focus of WUCF's community outreach in Central Florida throughout the year,



## 2017 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

**WUCF TV makes a difference in the lives of Central Floridians every day. Serving the nation's 18th-largest media market, WUCF TV engages our nine-county region on-air, online and in the community.**

### **WUCF TV On-Air**

#### **Courageous Conversations – The Vietnam War and Central Florida**

WUCF produced a four-part series at a local VFW post, including questions from the audience of Vietnam veterans, to complement the national presentation of "The Vietnam War." The local series included an interview with Lynn Novik, co-director of the new Ken Burns film "The Vietnam War." The series explored the Vietnamese community established in Orlando after the war. A refugee along with a second-generation Vietnamese-American discussed how the Vietnamese community is thriving. The series also touched on the topic of how veterans have overcome their physical and emotional scars. A female medic shared her memories of working with the war's wounded, while a Vietnam veterans biker group honored Florida's fallen at a local memorial. Two local vets also discussed their particular struggles.

#### **49: Live, Stories Portraits**

One year later, Orlando is still healing from the Pulse tragedy where 49 lives were lost and countless others were affected. A look at 49 portraits, stories from the community and how Orlando is growing stronger.

### **WUCF TV Online**

#### **Taking Your Pulse: A Town Hall Meeting**

WUCF presented the "Taking Your Pulse Town Hall." Presented in partnership with WMFE public radio, the town hall examined Central Florida's response and ongoing support needed following the tragic events.

### **WUCF TV in the Community**

An essential component of WUCF's service to the community is through education. In 2017, the station provided training to 500 teachers and administrators on PBS LearningMedia, a digital resource platform aligned to the state standards. WUCF also worked with Sumter, Volusia and Osceola counties to create a LearningMedia icon on teacher and student desktops. These three counties joined Orange and Brevard counties in providing a single sign on option that allows users to connect directly to the platform. The station's education outreach will be on-going in support of learners of all ages in Central Florida.



## 2017 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

### Community Outreach

Community outreach gives WUCF the opportunity to further engage viewers in our programming and with high-quality educational resources from PBS. In total, WUCF reached more than 6,000 people through station events and 550 teachers through PBS LearningMedia trainings.

The station hosted quarterly family events to reach our youngest viewers and provide them with educational resources from PBS. In February, “Be My Neighbor Day” hosted 3,000 people. In June, “Ready Jet Go! Day” attracted 500 children and parents. In August, 900 people joined us for “Go Wild with Nature Cat” and in December, 200 people came to learn about math and problem solving with Peg+Cat. These events support education and engagement in Central Florida.



### Locally Produced Programming

#### Central Florida Roadtrip

WUCF TV explored the history, culture and quirks that make Central Florida neighborhoods unique and showcased a new side to the cities never seen before.

#### Sunshine Blues

With a spotlight on outstanding professional musicians, from veteran recording artists to a true blues-guitar prodigy, Sunshine Blues gave the viewers a distinct Central Florida flavor, utilizing unique Orlando-area locations.



### Community Partnerships

WUCF TV strives to collaborate with a variety of community partners, including the following sample:

**Non-profits:** Orange County Regional History Center, Heart of Florida United Way, Coalition for the Homeless of Central Florida, Hart Memorial Library, Central Florida Zoo and Winter Park History Museum.

**Government:** Orange County Public Schools, Sumter County Public Schools, Volusia County Public Schools, Osceola County Public Schools and Orlando Public Library.

**Community Groups:** VFW Post 4287, Vietnam Veterans of America, Military Order of the Purple Heart and Orlando Mayor’s Veteran’s Advisory Council.





## The Vietnam War:

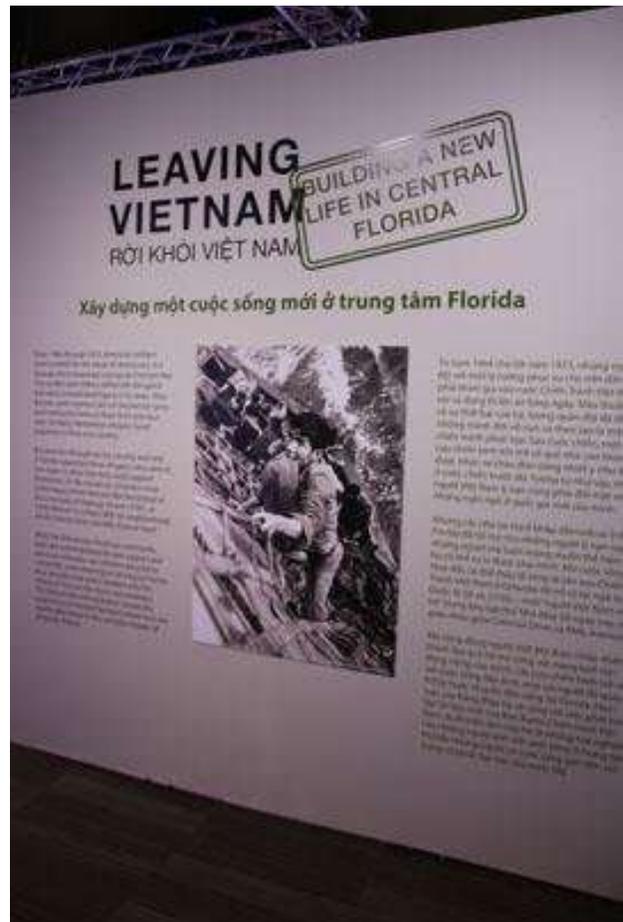
The Vietnam War, a documentary directed by Ken Burns and Lynn Novick, was released in September 2017 and was an important focus of WUCF’s community outreach in Central Florida throughout the year, which included screening events, guest speakers, TV programming and a digital series about the Vietnamese American community in Central Florida.

### Reach in the Community:

WUCF reached nearly 500 people through screenings and events associated with the film. The station hosted co-director Lynn Novick in May to give our community an exclusive opportunity to see the film first. We also worked with several veterans groups to find a photo for every soldier from Central Florida named on the Vietnam War Memorial. We began the year with more than 200 names and by the end of the year had only 2 remaining. These photos will be incorporated into a digital museum exhibit in Washington DC.

### Partnerships:

WUCF worked with many partners to ensure this project was inclusive of all stakeholders who were impacted by the Vietnam War. Veterans from the VFW, Vietnam Veterans of America, Military order of the Purple Heart and more represented Americans who served in the war. Vietnamese Americans are also a critical population in Central Florida so we worked with leaders in the community and churches to elevate their voices through this project. To ensure the general public had an opportunity to learn about both veterans and Vietnamese Americans, we partnered with the Orange County Regional History Center to create an exhibit detailing both experiences.



### Impact and Community Feedback:

*"Thank you WUCF TV for these conversations. Bringing a local connection to an often misunderstood event in our nation's history is perfect." Maureen G, local viewer*



## 2017 LOCAL CONTENT AND SERVICE REPORT SUMMARY



*“What a wonderful educational program. I'm not a scientist, but the descriptions, the explanations, the words, were for regular people, so we could understand. This should be shown in every classroom”...Maureen M.*

*“Thanks to you, your staff and volunteers for your outstanding programming and public service for the residents and visitors to Central Florida”...Niel C.*

*“The positive that comes out of this airing is influential. You have done a great service to me. It's so influential that I feel obligated to submit feedback to you”...Charles O.*

**WUCF TV** is making a difference in Central Florida. Our programming—local and national—inspires viewers to explore our community and our world; education programs create opportunities for families and youth to discover new resources from WUCF TV and PBS; and our partnerships with local organizations help bring the community together for the benefit of all.



**Veterans Live:**WUCF joined forces with Central Florida veteran-service providers and Heart of Florida United Way to connect veterans and their families to resources in a live, hour-long special. The goal of the program is to highlight stories and resources available across the Central Florida region, while drawing attention to the 2-1-1 and Mission United services offered by United Way.

**WUCF TV's vision is to think big. To be a leader and innovator in telling stories that make a positive impact in our community and the world.**