

The University of Central Florida Board of Trustees

Project Title: General Program Support 2021 for WUCF

Grant Number: 21.c.ps.109.465

Date Submitted: Monday, June 3, 2019

A. Cover Page Page 1 of 10

Guidelines

Please read the current Guidelines prior to starting the application: 2021-2022 General Program Support Grant Guidelines

Application Type

Proposal Type: Discipline-Based

Funding Category: Level 3

Discipline: Media Arts

Proposal Title: General Program Support 2021 for WUCF

B. Contacts (Applicant Information) Page 2 of 10

Applicant Information

- a. **Organization Name:** The University of Central Florida Board of Trustees 
- b. **FEID:** 59-2924021
- c. **Phone number:** 407.882.0262
- d. **Principal Address:** 12201 Research Parkway, Suite 501 Orlando, 32826-3246
- e. **Mailing Address:** 12201 Research Parkway, Suite 501 Orlando, 32826-3246
- f. **Website:**
- g. **Organization Type:** State Agency
- h. **Organization Category:** Other
- i. **County:** Orange
- j. **DUNS number:** 150805653
- k. **Fiscal Year End Date:**

1. Grant Contact *

First Name

Catherine

Last Name

Hiles

Phone

Email

catherine.hiles@wucf.org

2. Additional Contact *

First Name

Terri

Last Name

Bigham

Phone

407.882.1186

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terri.bigham@ucf.edu

3. Authorized Official ***First Name**

Terri

Last Name

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Phone

407.882.1186

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terri.bigham@ucf.edu

4. National Endowment for the Arts Descriptors**4.1. Applicant Status**

Government - State

4.2. Institution Type

Media - TV

4.3. Applicant Discipline

Media Arts

5. Department Name

WUCF

C. Eligibility Page 3 of 10

1. What is the legal status of the applicant? *

- Public Entity
- Nonprofit, Tax-Exempt
- Solo or Individual artists or unincorporated performing company
- Other (not an eligible response)

2. Are proposed activities accessible to all members of the public? *

- Yes (required for eligibility)
- No

3. Do proposed activities occur between 7/1/2020 - 6/30/2021? *

- Yes (required for eligibility)
- No

4. How many years of completed programming does the applicant have? *

- Less than 1 year
- 1-2 years
- 3 or more years (required minimum to request more than \$50,000 in GPS)

D. Excellence Page 4 of 10

1. Applicant Mission Statement - (Maximum characters 500.) *

WUCF's mission is to be Central Florida's storyteller. We encourage curiosity and learning through compelling content and community engagement.

WUCF accomplishes this mission by broadcasting national PBS programming, producing local series about Central Florida and engaging residents beyond the screen through teacher trainings, screenings, community conversations, and educational family events.

2. Proposal Description

Describe the project or program for which you are requesting funding. Include goals, fully measurable objectives, activities, partnerships/collaborations, and a timeline. If you are an LAA or SSO, please include a statement that describes the services provided to your audience (including membership) and how those services are provided.

2.1. Goals, Objectives, and Activities - (Maximum characters 5000.)

Goals: Broad statements that are usually general, abstract, issue oriented with realistic priorities. Goals are a long-term end to which programs and activities are developed and should reflect the organization's mission statement. Goals can be listed in priority order and ranked.

Objectives: Specific, measurable ends that are achievable within a time frame and mark progress towards achieving goals.

Activities: These are the specific activities that achieve the objectives.

WUCF, Central Florida PBS, is a community service of the University of Central Florida. As Central Florida's Storyteller, our vision is to think big. Our goal is to be a leader and innovator in telling stories that make a positive impact in our community and the world. WUCF will achieve this goal in FY21 by completing the following objectives:

- Providing high quality arts and cultural programs at no cost to viewers.
- Featuring artists from Central Florida in local programs and highlighting their work.
- Engaging and informing viewers about local and national arts and culture initiatives.
- Encouraging lifelong learning by providing educational programming for youth and adults.
- Supporting art as one of the station's four primary content areas.

During the course of this proposal period, WUCF will engage in the following activities:

- Deliver at least 500 hours of arts and cultural programming on WUCF's main channel.
- Produce at least 50 hours of new local content that explores art, science, history and more.

- Provide 24-hour access to high-quality, unbiased public media content via WUCF's five channels.
- Air 9 hours of children's programming each weekday that address essential skills such as STEM, literacy and social/emotional development on WUCF's main channel.
- Air 24 hours of children's programming everyday on PBS KIDS 24/7 that is free to everyone.
- Provide educational resources for educators, including 4,200 arts assets via PBS LearningMedia.
- Support local teachers with professional development at no cost through WUCF educator trainings.

WUCF strengthens the Florida economy by highlighting local arts and cultural businesses, non-profits and educational organizations. The station's local content areas of Art, Science and Community drive awareness about the region's creative economy and local innovations. Throughout the year, WUCF produces various titles under these content areas. Recent local programs include:

- Central Florida Roadtrip - This WUCF series takes viewers on a journey into the history and uniqueness of Central Florida neighborhoods.
- Space Chase USA - WUCF's newest documentary explores the extraordinary, transformative events Cocoa Beach residents found themselves engaged in during the 1950s and 1960s as the exploration of the future arrived on their sleepy shores.
- Live from Studio A – In collaboration with our sister radio station 89.9, one of the nation's top jazz stations, WUCF airs concerts filmed live from our studio. Live from Studio A features nationally known artists filmed right here in Central Florida.
- NewsNight – Launched in April 2019, this new series features WFTV's Nancy Alvarez as the moderator along with a team of journalists in radio, TV, newspaper, and blogs across Central Florida. The show is a weekly round-table discussion that highlights local journalism around important community topics. Recent topics included: public school funding, social justice and the Ocoee Massacre, and voting rights.

WUCF also airs nationally produced programs from PBS. Featured, reoccurring series include:

- Great Performances – This series brings the best in the performing arts from across America and around the world. It presents a diverse programming portfolio of classical music, opera, popular song, musical theater, dance, drama, and performance documentaries.
- American Masters – an award-winning biography series that celebrates arts and culture around the world. The series profiles enduring writers, musicians, visual and performing artists, dramatists, filmmakers, and those who have left an indelible impression on the cultural landscape of the US.
- American Experience – TV's most-watched history series brings to life the compelling stories from our past that inform our understanding of the world today.

Upcoming national and local programming during the proposal period is expected to include:

- Hemingway – Examines the visionary work and turbulent life of one of the most influential writers America has ever produced, interweaving Hemingway's eventful biography — a life lived at the treacherous nexus of art, fame and celebrity.
- The Vote – Chronicles the last decade of the struggle for legislation that granted women the right to vote in the U.S., and aligns with the 100th anniversary of ratification of the amendment on Aug. 18, 1920. WUCF will produce local content to accompany the national documentary.
- New seasons of Central Florida Roadtrip and other arts-focused local programming. This year, Central Florida Roadtrip episodes were hosted live from Central Florida organizations and businesses to bring an additional local dimension of connection to the series.

In addition to broadcast, Florida PBS LearningMedia, an online resource portal is provided as a free service of WUCF TV and PBS and includes lesson plans, educational games, activities and videos are available through the portal, all mapped to Florida Standards. Arts resources are well represented on LearningMedia with more than 4,200 digital objects representing various arts disciplines including dance, music, theater and visual art. WUCF's "Discover Central Florida" collection ensures history, science and art from our local region are represented in the portal for local educators. During FY21, WUCF will contribute new resources to the portal that reflect and enhance learning in Central Florida.

2.2. Partnerships & Collaborations - (Maximum characters 2000.)

Describe any partnerships and/or collaborations with organizations directly related to the Specific Cultural Project (SCP) or General Programing (GPS). Discuss the responsibilities and benefits of the relationship and whether any formal agreements are in place.

WUCF incorporates partners into everything we do as a station—from events to programming. Partners such as libraries, museums, schools and parent organizations are the foundation of our community engagement events. Not only are these partners key to reaching new audiences, but they also help inform the direction of our events to ensure diverse perspectives are present. Partnerships are also critical to our local productions. In FY19, we launched NewsNight, which is based on partnerships with local media organizations who provide panelists each week to analyze local issues. Every aspect of WUCF's operations is based on and values partnerships.

We believe that partnerships are key to communicating the public value of arts and culture in Central Florida. In FY18, WUCF launched a new initiative called the Arts Collaborative, which is comprised of local arts organizations with the goal of supporting arts and arts education in Central Florida. Partners include: Orlando Museum of Art, Maitland Art and History Museums, Bach Festival Society, Orlando Repertory Theater, United Arts, Orlando Ballet, Orlando Philharmonic, Orlando Shakespeare Theater, Enzian Theater, Orange County Regional History Center, Garden Theatre, Orlando Fringe Festival, and Central Florida Community Arts. During FY19, the founding partners developed a shared vision, objectives and outcomes in a case statement. As an example of the impact we could have

together, WUCF partnered with the Bach Festival Orchestra to film and air “A Classic Christmas” one of Central Florida’s most-loved holiday traditions, making it available to all of Central Florida.

We hope to secure funding for this initiative by FY21 to launch our collective impact content collaboration. Never before has there been a true collaboration between the arts and culture community and a media organization built to develop content, promote shared messaging and leverage the strengths of participating members. Utilizing a proven community engagement model, the Arts Collaborative will broaden access, increase audience participation, improve ticket sales, and enhance community engagement in the arts. We feel that our work with the Arts Collaborative has the potential of becoming a national model that we will share and can be replicated in communities across the U.S.

2.3. Timeline - (Maximum characters 2000.)

List timeline of activities during the grant period.

WUCF broadcasts the highest quality programming 24 hours a day, 7 days a week, 365 days a year. Content production and delivery will occur throughout the project period to ensure new programming is available regularly to our community via on-air and online platforms.

Family engagement events are hosted on a quarterly basis and typically include a character meet & greet, educational activities, and resources for families from PBS. Preview screenings of local and national content occur as programming rights are available. Monthly, WUCF’s education department hosts Curious Corner, a educational story/activity time at the local homeless shelter’s daycare, and PBS KIDS Time at a local library branch. Teacher professional development and parent trainings are held weekly, as requested by schools and parent organizations.

E. Impact Page 5 of 10

Instructions

Do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled. Avoid inflated numbers, and do not double-count repeat attendees.

Applicants to the UCCD Salary Assistance category should calculate the number of individuals benefitting based on the number of jobs the grant funds in the application is supporting. If it is only one (1) position, then the number of individuals benefitting should be one (1).

1. What is the estimated number of proposal events? *

40

2. What is the estimated number of opportunities for public participation? *

60

3. How many Adults will be engaged? *

6,000

4. How many school based youth will be engaged? *

1,000

5. How many non-school based youth will be engaged? *

6,000

6. How many artists will be directly involved? *

300

Total number of individuals who will be engaged?

13300

7. How many individuals will benefit through media? *

1,380,000

8. Select all categories that make up 25% or more of population directly benefitting (excluding broadcasts and online programming): *

No single age group made up more than 25% of the population directly benefited.

9. Select all categories that make up 25% or more of population directly benefitting (excluding broadcasts and online programming): *

No group made up 25% or more of population benefitting

10. Additional impact/participation numbers information (optional) - (Maximum characters 500.)

Use this space to provide the panel with additional detail or information about the impact/participation numbers.

WUCF's in-person participation numbers represent only attendance through events, trainings, and station tours. Attendance is tracked by headcount and event surveys that measure attendee satisfaction.

WUCF's media participation through broadcast is significantly higher than events alone. WUCF's ratings are calculated by Nielsen, a national research firm that studies consumer behaviors in more than 100 countries. WUCF reaches an average of 1,380,000 individuals per month calculated from Nielsen ratings.

11. In what counties will the project/program actually take place?

Select the counties in which the project/programming will actually occur. For example, if your organization is located in Alachua county and you are planning programming that will take place in Alachua as well as the surrounding counties of Clay and St. Johns, you will list all three counties. Please do not include counties served unless the project or programming will be physically taking place in that county. *State Service Organization* applicants: Select all counties that will be served by your programming.

- Brevard
- Flagler
- Lake
- Marion
- Orange
- Osceola
- Seminole
- Sumter
- Volusia

12. Proposal Impact - (Maximum characters 3500.) *

Describe the economic impact of your organization as a whole and of the proposal in particular on your local community. Include a description of your proposal's education and outreach activities.

Organizations: Include the economic impact of your organization as a whole.

Solo Artists: Include any positive social elements and community engagement anticipated from the project.

As Central Florida's Storyteller, WUCF makes a difference in the lives of Central Floridians every day. We serve as America's largest stage for arts programming, our nation's largest classroom for children and the United States' most trusted newsroom for critical media. WUCF broadcasts renowned programs and local productions of regional significance, all of which provide opportunities for residents to learn from, experience, and enjoy award-winning content from across the globe. In an average year, PBS and local stations offer nearly 600 hours of arts and cultural programming. WUCF reaches 600,000 households on a monthly basis, making WUCF an unparalleled arts access organization in Central Florida.

Programming is a major component of our impact. During FY21, WUCF will air at least 500 hours of nationally produced arts and culture programming and at least 50 hours of local creative programming. During 2018, WUCF aired 264 hours of local programming (including news), launched its first full length documentary "The Groveland Four" and received a Suncoast Emmy Award for our local production "Mister Rogers in Our Neighborhood." Our programming impact is also evident from viewer feedback:

- "We don't know how we would survive without Public Television and WUCF. Thank you for your wonderful programming..." – Carole, Volusia County
- "Life would be measurably less meaningful without public television." – Patricia & Stephen, Orange County
- "I always find quality programming at WUCF... The hardest decision is which program to watch. Thanks for all you do to bring worthwhile television to your viewers." –Tisa, Volusia County

We intend to continue these on-air successes in FY21, by complementing national PBS programming with outstanding local productions.

In addition to production, education and community engagement comprise another significant part of our impact. During 2018, WUCF reached more than 15,000 people through events and trainings. Our biggest event of the year, Be My Neighbor Day, attracted more than 6,000 people to celebrate our community's local connection to Mister Rogers and help families learn about being good neighbors. This event and three other quarterly family events will occur in FY21. During 2018, WUCF also hosted 49 Educator and Parent training/workshops/orientations. Topics included kindergarten readiness, managing screen time, and professional development on PBS resources including PBS LearningMedia, an online portal from PBS that reaches over 1 million educators each month with free, high-quality content for the classroom.

Youth are a critical focus of our impact on our audience. In FY19, WUCF launched a comprehensive family emergency preparedness initiative called Meet The Helpers. The initiative includes videos that introduce children to careers in Helper professions and family planning resources like a storm kit, hurricane tracker and more. Videos include a police officer, firefighter, teacher, meteorologist, doctor, 911 operator, EMT and Lineworker. In FY21, we intend to add three additional Helpers identified through a national research project, which will be conducted during FY20.

Economically, WUCF makes a positive impact on Florida. According to the Arts & Economic Prosperity calculator, WUCF's economic impact supports 305 FTE jobs, more than \$7.7 million in household income and \$380,000 in local and \$441,000 in state government revenues. Additionally, WUCF is an efficient and effective steward of government funds. Annually, federal funding for public media amounts to \$1.35 per American. For every dollar received from the federal government, stations raise six dollars from local sources. Furthermore, viewers consistently report that PBS provides excellent value for tax dollars, ranking the public broadcaster second in value only behind military defense. Survey respondents also overwhelmingly noted that money given to PBS stations by government, corporations and individuals is well spent. Throughout this proposal period, WUCF will be a good steward of funds from the Florida Division of Cultural Affairs, which will help us support the development of arts and culture in Central Florida

13. Marketing and Promotion - (Maximum characters 3500.) *

Describe the marketing/promotion/publicity plans and audience development/expansion efforts as related to the proposal. For example, include information on advertising, social media, collaboration with local organizations, brochures, etc.

Marketing and promotion are essential to attracting new and retaining existing viewers and supporters. WUCF has developed a multimedia approach to facilitate communications with our audience. During the proposal period, WUCF will employ on-air, online, and grassroots promotional strategies to engage and expand audiences. On-air promos serve as one of the most prominent features of our marketing plan. Promos drive viewership of programs, invite people to visit our website, and highlight the station's involvement in the community. WUCF's

promos are short, keeping in compliance with broadcasting regulations governing programming breaks, but effective marketing tools. Our Communications Department will develop promotional plans for both KIDS and primetime programs throughout the proposal period to drive viewership.

WUCF's online presence increases our capacity to engage viewers. The station's website was redesigned in FY19 to provide greater access to program schedules and clips, local productions, community outreach, and membership information. The site also promotes youth-friendly activities and provides access to PBS KIDS, Florida PBS LearningMedia and PBS Parents. Web statistics are reviewed monthly to provide responsive action and gain greater understanding of the way the public wants to interact with our content. The station's online blog also contributes new content to our website with regular updates and fresh content.

WUCF's robust social media outreach further increases our ability to disseminate information in the community. The station's pages are designed for two-way communication between our staff and our audience of nearly 22,000+ followers on Facebook, Twitter, Instagram and YouTube. In addition to posting topics that generate discussion, Facebook, Twitter and Instagram posts include behind-the-scenes photos, program reminders and links to drive followers to our website. YouTube gives WUCF another platform to upload and share content from local programming and we have begun to launch digital first content to engage a new generation online. The station continually explores other social media platforms to increase our online presence, using tools such as Snapchat.

WUCF also keeps the community informed by sending press releases and working with local news outlets on stories about the station and its programs. Frequent newsletters provide another outlet for reaching viewers. Newsletters feature information about upcoming programs and education initiatives, stories of impact from our viewers and news from the community and PBS. Our growing mailing list of 25,000+ recipients keeps our viewers engaged.

WUCF stays active in the community by participating in local events and working with non-profits, education organizations and schools to further enhance our grassroots outreach. These opportunities allow WUCF to connect personally with viewers and provide more information about programming and the station's educational initiatives. The station often collaborates with other established bloggers to reach new audiences with educational initiatives, and to identify new sources for community-centric stories.

F. Management and Operating Budget Page 6 of 10

1. Fiscal Condition and Sustainability - (Maximum characters 1750.) *

Describe the fiscal condition of the organization as it relates to the successful completion of the proposal. Also describe plans to sustain the proposal activities after the grant period.

As funding from Federal sources continue to be threatened, support from the Florida Division of Cultural Affairs will contribute needed funds for WUCF's general programming needs. Full PBS Dues for FY21 are expected to amount to \$1,476,100. Additional programmatic expenses will be incurred for other syndicated content.

2. Evaluation Plan - (Maximum characters 1750.) *

Briefly describe your methods and processes for gathering, analyzing, and reporting data to evaluate your programming with the purpose of improving, deciding to continue, or stopping.

WUCF understands the importance of research and evaluation, especially as it relates to discussing the station's value in the community. As a public broadcasting entity, evaluation is key to articulating our value, meeting the needs of our viewers, reflecting our diverse community and supporting lifelong learning.

Qualitative evaluation is conducted locally by WUCF's content staff and The Programming Service, a programming consultant organization with 20 years of experience in analyzing public broadcasting. The Service analyzes Nielsen ratings and uses the data to direct program selections. WUCF has also added a station subscription to Nielsen, which gives us further access to raw data about our audience and their viewing habits. Our station leadership uses this data to make programming decisions that provide the best possible viewer experience through customized schedules. It also allows our content team to move or replace programming that would be better suited in a different capacity.

During FY21, WUCF will also contract with TRAC Media Services for additional evaluation. TRAC has worked in public media since the 1970's, providing objective and insightful audience analysis for public television stations. Their ongoing study of Nielsen ratings, pledge data, online statistics, and qualitative insights from viewers will help keep WUCF informed about media trends and new developments. TRAC will assist WUCF by digging deeper into Nielsen ratings to provide further insights into trends, viewership, and audience behaviors.

Qualitatively, WUCF evaluates programming decisions based on feedback from viewers through calls, social media interactions, emails, letters, and a newly streamlined viewer/donor services response platform on our website. A daily interaction log is distributed to senior team members

to review and analyze viewer comments, requests, and complaints. WUCF has also begun surveying event attendees and email subscribers to ensure our programming and engagement efforts serve our community's needs.

3. Completed Fiscal Year End Date (m/d/yyyy) *

6/30/2018

4. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	\$239,801	\$381,954	\$403,821
2. Personnel: Programmatic	\$572,834	\$695,239	\$475,295
3. Personnel: Technical/Production	\$1,023,305	\$1,111,902	\$1,190,792
4. Outside Fees and Services: Programmatic	\$1,826,599	\$2,007,870	\$2,116,393
5. Outside Fees and Services: Other		\$417,951	\$421,857
6. Space Rental, Rent or Mortgage	\$275,507	\$285,768	\$267,524
7. Travel	\$78,411	\$104,850	\$81,450
8. Marketing	\$205,591	\$316,500	\$264,000
9. Remaining Operating Expenses	\$1,752,119	\$6,416,775	\$3,970,933
A. Total Cash Expenses	\$5,974,167	\$11,738,809	\$9,192,065
B. In-kind Contributions	\$29,801	\$46,000	\$30,000
C. Total Operating Expenses	\$6,003,968	\$11,784,809	\$9,222,065

Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10. Revenue: Admissions			
11. Revenue: Contracted Services	\$59,432	\$10,000	\$10,000
12. Revenue: Other	\$274,734	\$6,017,469	\$2,810,122
13. Private Support: Corporate	\$323,439	\$650,000	\$650,000
14. Private Support: Foundation			
15. Private Support: Other	\$4,100,377	\$2,380,000	\$2,860,000
16. Government Support: Federal	\$789,185	\$950,330	\$1,003,043
17. Government Support: State/Regional	\$2,735,992	\$1,710,024	\$1,859,314
18. Government Support: Local/County			
19. Applicant Cash			
D. Total Cash Income	\$8,283,159	\$11,717,823	\$9,192,479
B. In-kind Contributions	\$29,801	\$46,000	\$30,000
E. Total Operating Income	\$8,312,960	\$11,763,823	\$9,222,479

5. Additional Operating Budget Information (optional) - (Maximum characters 500.)

Use this space to provide the panel with additional detail or information about the operating budget. For example, if you have a budget deficit or there has been a large change in your operating budget compared with last fiscal year.

The budget surplus in FY18 is attributable to a channel sharing agreement with a local media organization. These funds are being reserved for a future comprehensive campaign for a new building and other capital needs related to WUCF's transition to the new broadcasting standard ATSC 3.0 expected in 2022. As further commitment to arts programming, WUCF TV incorporated a new line item in our FY20 budget devoted to PBS and other broadcasting content related to arts and culture.

6. Paid Staff

- Applicant has no paid management staff.
- Applicant has at least one part-time paid management staff member (but no full-time)
- Applicant has one full-time paid management staff member
- Applicant has more than one full-time paid management staff member

7. Hours *

- Organization is open full-time
- Organization is open part-time

G. Management and Proposal Budget Page 7 of 10

1. Rural Economic Development Initiative (REDI) Waiver *

Yes

No

2. Proposal Budget Expenses:

Detail estimated proposal expenses in the budget categories listed below. Include only expenses that specifically related to the proposal. You can find a list of non-allowable and match only expenses at <http://dos.florida-arts.org/grants/guidelines/2017-2018.gps.guidelines.cfm#budget>.

2.4. Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	PBS Dues	\$150,000	\$150,000	\$0	\$300,000
Totals:		\$150,000	\$150,000	\$0	\$300,000

Amount of Grant Funding Requested:

\$150,000

Cash Match:

\$150,000

In-Kind Match:

Match Amount:

\$150,000

Total Project Cost:

\$300,000

3. Proposal Budget Income:

Detail the expected source of the cash match recorded in the expenses table in the budget categories listed below. Include only income that specifically relates to the proposal. The Proposal Budget income must equal the Proposal Budget expenses.

3.10. Applicant Cash *

#	Description	Cash Match	Total
1	WUCF Funds for PBS Dues	\$150,000	\$150,000
Totals:		\$0	\$150,000

Total Project Income:

\$300,000

3.11. Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$150,000	\$150,000	50%
B.	Cash Match	\$150,000	\$150,000	50%
	Total Cash	\$300,000	\$300,000	100%
C.	In-Kind	\$0	\$0	0%
	Total Proposal Budget	\$300,000	\$300,000	100%

4. Additional Proposal Budget Information (optional) - (Maximum characters 500.)

Use this space to provide the panel with additional detail or information about the proposal budget. For example, if you have more in-kind than you can include in the proposal budget you can list it here.

H. Accessibility Page 8 of 10

1. Describe how the facilities and proposal activities are accessible to all audiences and any plans that are in place to improve accessibility. - (Maximum characters 2500.) *

For example, explain use of accessibility symbols in marketing materials, accessibility of facilities and programming and/or target population. You can find resources on accessibility at <http://dos.myflorida.com/cultural/info-and-opportunities/resources-by-topic/accessibility/>. We encourage all applicants to include images in the support materials showing the use of accessibility symbols in marketing materials.

Arts and cultural programs are uniquely accessible via WUCF. We give individuals who might not otherwise have the opportunity to participate in such experiences because of limited mobility or income the opportunity to experience every artistic and cultural experience we have to offer. Our broadcast medium provides increased accessibility to arts and culture for all people in Central Florida by bringing renowned performances from across the nation to our residents' homes. National programs include Live from Lincoln Center and Great Performances, which showcase the finest music, theater, and dance performances. Local programs like Central Florida Road Trip and Gallery make local art experiences available to even more audiences. All are available for free via over-the-air broadcast television through WUCF.

WUCF's programming is also accessible via closed captioning and descriptive audio to those who are hearing or sight impaired. WUCF meets or exceeds FCC requirements for closed captioning of programs by ensuring that captions are accurate, synchronous, complete and properly placed. All on-air and online programs, including locally produced programs and interstitials, are captioned. WUCF programming also employs Secondary Audio Programming (or SAP), which is a feature that can be used for descriptive audio or to provide audio tracks in other languages such as Spanish. These features are an additional way for us to fulfill our public broadcasting mission by making our programming available to everyone regardless of differing abilities or languages.

Funding from the Florida Division of Cultural Affairs will help provide accessibility to arts and cultural programs and performances by supporting WUCF's on-air programming, which is available to Central Floridians of all backgrounds, income levels, and abilities.

2. Policies and Procedures

Yes

No

3. Staff Person for Accessibility Compliance

Yes

No

3.1. If yes, what is the name of the staff person responsible for accessibility compliance?

Bill Dotson

4. Section 504 Self Evaluation

Yes, the applicant has completed the Section 504 Self Evaluation Workbook from the National Endowment for the Arts.

Yes, the applicant completed the Abbreviated Accessibility Checklist.

No, the applicant has not conducted an accessibility self-evaluation of its facilities and programs.

4.1. If yes, when was the evaluation completed?

5/1/2018

I. Attachments and Support Materials Page 9 of 10

Complete the support materials list using the following definitions.

- **Title:** A few brief but descriptive words. Example: "Support Letter from John Doe".
- **Description:** (optional) Additional details about the support materials that may be helpful to staff or panelists. Identify any works or artists featured in the materials. For larger documents, please indicate page number for DCA credit statement and/or logo.
- **File:** The file selected from your computer. For uploaded materials only. The following sizes and formats are allowed.

Content Type	Format/extension	Maximum size
---------------------	-------------------------	---------------------

Images	.jpg or .gif	5 MB
documents	.pdf or .txt	10 MB
audio	.mp3	10 MB
video	.mp4, .mov, or .wmv	200 MB

1. Required Attachment List

Please upload your required attachments in the spaces provided. .

1.1. Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
FL_Substitute_W-9.pdf	30 [KB]	5/31/2019 10:54:51 AM	View file

2. Support materials (Optional)

File	Title	Description	Size	Type	View (opens in new window)
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File	Title	Description	Size	Type	View (opens in new window)
CFRT Promo Sizzle.mp4	Central Florida Roadtrip Promo	This series explores the history, culture and quirks that make Central Florida unique. Each season, viewers road trip around Central Florida for unique stories and a new side to familiar cities that haven't been told before.	78210 [KB]		View file
Live From Studio A.mp4	Live From Studio A	This series takes viewers inside an intimate concert with our sister radio station 89.9, one of the nation's top jazz stations. WUCF concerts filmed live from our studio feature nationally known artists filmed right here in Central Florida.	154752 [KB]		View file
Space Chase USA Promo.mp4	Space Chase USA Promo	WUCF's newest documentary explores the extraordinary, transformative events Cocoa Beach residents found themselves engaged in during the 1950s and 1960s as the exploration of the future arrived on their sleepy shores.	154561 [KB]		View file

2.1.

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1. Review and Submit

I hereby certify that I am authorized to submit this application on behalf of The University of Central Florida Board of Trustees and that all information indicated is true and accurate. I acknowledge that my electronic signature below shall have the same legal effect as my written signature. I am aware that making a false statement or representation to the Department of State constitutes a third degree felony as provided for in s. 817.155, F.S., punishable as provided for by ss. 775.082, 775.083, and 775.084.

1.1. Guidelines Certification

I hereby certify that I have read and understand the guidelines and all application requirements for this grant program as outlined under section , Florida Statutes 265.286 and 1T-1.036, Florida Administrative Code.

1.2. Signature (Enter first and last name)

Terri Bigham

