



**Central Florida
Public Media**SM

Trustworthy. Independent. Journalism.

**90.7 WMFE
89.5 WMFV**



Impact Report

FY '23 & FY '24

(Oct. 1, 2022 – Sept. 30, 2024)

Executive Summary

Dear Central Florida,

For over 45 years, we've had the profound privilege of serving you. Last year, we changed our name to Central Florida Public Media to make one thing perfectly clear: our commitment to this region is absolute. Our mission is to connect & empower our region through trustworthy, independent journalism and thoughtful conversation rooted in fact. We offer our content without paywalls or subscription fees because we believe free access to reliable news and information is a fundamental right.

This report celebrates what community support has made possible in 2023 and 2024. Together, we have significantly deepened our service to Central Florida through a 50% expansion of our local news operation. We launched new local programs, established a new and vital reporting beat focused on housing and homelessness, invested in the next generation of journalists through initiatives like our Emerging Journalists Fellowship and NextGen Radio, and brought our community together through transformative initiatives like StoryCorps' One Small Step and the Tiny Desk Contest Central Florida Showcase. We provided around-the-clock, life-saving coverage during hurricanes, convened the first-ever Local Journalism Ecosystem Summit to strengthen our regional news landscape, and listened to you through community sessions that directly shaped our reporting. This period of growth and connection exemplifies what we can achieve together. Now, that momentum faces its greatest challenge.

As you may have heard, our state and federal funding has been eliminated. This loss creates a significant annual gap we must fill, but we want to be clear: we are not going away. We are more determined than ever to build on the progress highlighted in this report. The preservation of this essential work will depend on our community's commitment to deeper investments in our mission. This is not just about saving a beloved institution that has served this community for 45 years; it's about investing in the civic health of Central Florida.

You can be part of our exciting vision for an independent future by donating, becoming a sponsor, or simply by listening, reading, and sharing our work. Your support now will ensure we can continue to serve, for generations to come.

Thank you for your belief in our mission.

With gratitude,
Judith Smelser
President & General Manager



Photo Credit: Miranda Jayne



**Central Florida
Public Media**

Trustworthy. Independent. Journalism.

**90.7 WMFE
89.5 WMFV**

Mission

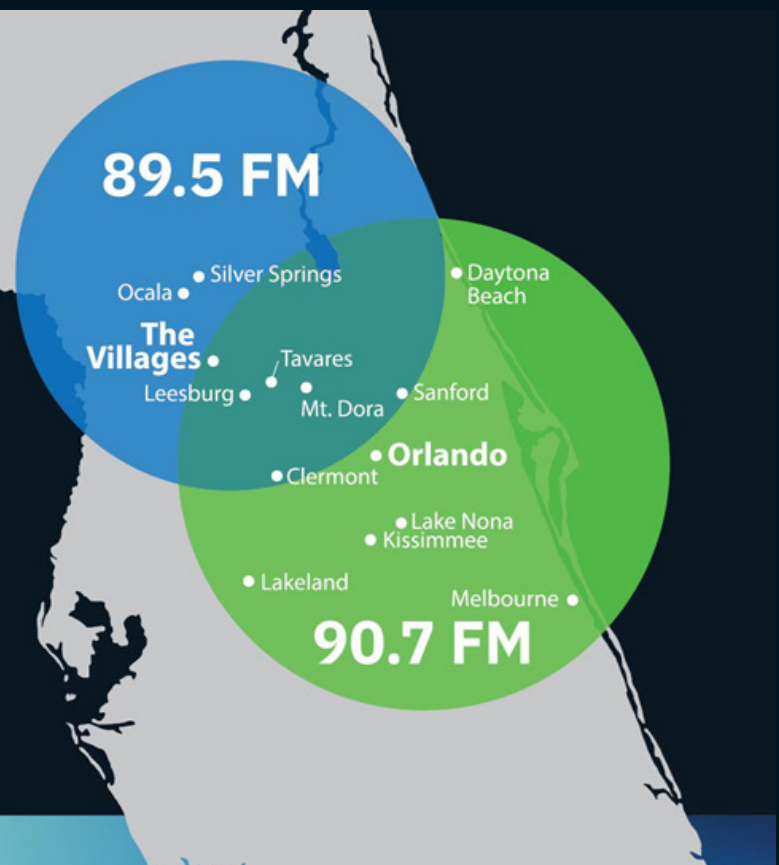
Central Florida Public media connects & empowers our region through trustworthy, independent journalism and thoughtful conversation rooted in fact.

Central Florida Public Media

The only local, nonprofit news organization serving the 9-county region

News & discussion available for free via:

- Website - Cfpublic.org
- Newsletter
- Central Florida Public Media app
- Local podcasts
- Live events
- 90.7 WMFE & 89.5 WMFV



Vision

We envision a region united by trusted facts, dialogue that bridges differences, and an understanding of our shared human experience.

The Community We Serve

Central Florida Public Media is the only local nonprofit news organization serving nine counties across Central Florida:

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



Our coverage area includes 5.4 million people and cities such as:

- Orlando
- Ocala
- Oviedo
- Lakeland
- Leesburg
- Cape Canaveral
- Daytona Beach
- Cocoa Beach
- The Villages
- Melbourne



2023 - 2025 Strategic Plan



**Central Florida
Public Media**



STRATEGIC PRIORITIES

1

**INCREASE TRUST AND ENGAGEMENT
WITH EXISTING AUDIENCES AND
UNDERSERVED COMMUNITIES**

2

**INCREASE AND SUPPORT HIGH-
QUALITY LOCAL AND ORIGINAL
CONTENT**

3

**GROW AND DIVERSIFY OUR
AUDIENCE ON ALL PLATFORMS**

4

**IMPLEMENT WORKPLACE
STRATEGIES THAT ADVANCE
DIVERSITY, EQUITY, INCLUSION,
INNOVATION, AND COLLABORATION**

5

**PARTNER WITH INVESTORS TO
SECURE THE FINANCIAL
SUSTAINABILITY OF CENTRAL
FLORIDA PUBLIC MEDIA'S VISION**

Central Florida Public Media adopted a bold three-year strategic plan, "Grounded in Listening," to redefine public media journalism in our region.

This visionary roadmap was built on five core priorities designed to deepen our community impact.

Guided by our mission, this plan fueled significant growth – launching our community listening and engagement plan, resulting in increased visibility, trust and audience representation; creating "Central Florida Seen & Heard," our deep dive multi-platform reporting series; establishing a new reporting beat; and deepening community partnerships and unveiling our new brand identity.

Central Florida Public Media: A New Identity Reflecting Growth and Community Focus

In April 2024, WMFE officially re-branded as Central Florida Public Media, reflecting our commitment to our region and our evolution into a multimedia news organization.

This new identity emphasizes our organization's strengthened focus on local journalism.

The new logo includes:

- ***A megaphone symbolizing the commitment to amplify community voices.***
- ***A fresh blue and green color palette inspired by the regional landscape.***
- ***A new tagline underscores our commitment to being a trusted source for independent, fact-based journalism.***

While our organization's name and visual identity evolved, our core function remains unchanged: to deliver trustworthy journalism, engaging programs, and vital community conversations.

The rebrand reflected our organization's growth, with expanded offerings across multiple



platforms, including new programs like "Engage," podcasts like "The Wrap," and one of the most comprehensive local news websites in our area at cfpublic.org.

This transformation positioned Central Florida Public Media to better serve and represent our community's voice in an increasingly diverse media landscape.



Why Trust Our Journalism?

Central Florida Public Media remains steadfast in our commitment to delivering unbiased, fact-based journalism that earns the trust of our audience. Our ethical guidelines, rooted in standards from National Public Radio (NPR) and the Society for Professional Journalists, define our approach and reinforce our responsibility to serve the public with integrity and fairness.

Accuracy is our foundation. Our journalists rigorously verify all facts before broadcasting or publishing. Claims are meticulously checked, and sources are corroborated through independent verification. Corrections are promptly made if errors are identified. We avoid embellishment, ensuring that our storytelling reflects reality without distortion or bias, even if it requires delaying reporting for verification.

Fairness guides our reporting. We accurately present quotes and context, respecting agreements such as "off the record." Transparency through attribution is critical, and anonymous sources are used sparingly and with caution—always with verification and prior approval from the News Director. Sensitivity and compassion guide our interactions with sources, especially those in distress, and we clearly distinguish between on- and off-the-record content.

Balance is vital. Our narratives seek diverse perspectives, striving for comprehensive coverage that arms the public with well-rounded information. We aim to go beyond simple "he said, she said" reporting, providing depth and context that illuminate issues from multiple angles, often over a series of reports to enrich understanding.

Independence remains central. Our journalism operates free from outside influence—be it political, corporate, or organizational. We maintain strict firewalls between our news staff and funders, ensuring our reports are driven solely by editorial judgment. Sources do not dictate content, and we do not allow funding to sway our coverage.

Avoiding conflicts of interest is essential. Staff must disclose any potential conflicts before covering stories and refrain from political activities or endorsements that could compromise impartiality. Engaging in outside work requires prior approval, and staff are prohibited from serving on government boards or engaging in partisan activities to preserve our objectivity.

Integrity in outside engagements. Our reporters' primary focus is journalism for Central Florida Public Media. Freelance work, speaking engagements, or public appearances require approval to prevent conflicts or perceptions of bias. We prohibit accepting gifts of significant value from sources and maintain strict policies regarding the acceptance of compensation, ensuring our independence legally and ethically.

Our adherence to these guidelines reflects our resolve to be a credible, trustworthy news source. We recognize that our integrity is paramount, and by upholding these standards, we serve the public interest—with transparency, fairness, and independence at the heart of everything we do.

Community Events & Outreach

Central Florida Journalism Ecosystem Summit

To envision and secure the future of journalism in Central Florida, Central Florida Public Media worked with the Central Florida Foundation and Oviedo Community News to convene a series of Central Florida Journalism Ecosystem Summits that brought together journalists from a dozen news organizations and allies across the region to share ideas, discuss threats and opportunities in the local news sector, and explore the benefits of working together. In late 2024, the task force that grew out of the Summit process decided to launch a collaborative pilot project focused on regional impacts of Florida's Unauthorized Camping law. Ten news outlets including Orlando Sentinel, WKMG-TV, WUCF, Oviedo Community News, and Winter Park Voice chose to put competition aside in the interest of informing the community more effectively about this critical issue.

Journalism Safety Summit

After the 2023 killing of a reporter and two area residents in Pine Hills, we hosted a Journalism Safety Summit to explore the role of the media in public safety, as well as the community's role in safeguarding against physical and mental threats to our local journalists.

Listening Sessions

To gain a deeper understanding of residents' needs, challenges, joys, and priorities, we held a series of listening sessions, many in underserved communities. The perspectives shared and insights gathered are reflected in our content. Our news team strives to amplify stories that are important to our local community members and to the broader region.



Local News Expansion

To deepen our local journalism service, we expanded our local news team by 50%, including the addition of a new reporting beat covering a critical local topic.

In 2023, we created two new positions, Housing and Homelessness Reporter, and “Are We There Yet?” Producer/ General Assignment Reporter. Additionally, we hired our first Emerging Journalists Fellow in 2024. We also added a Director of Community Collaboration position as an investment in building trust and genuine community connections.

Engage

Launched in February 2024, our flagship program “Engage” is dedicated to fostering community dialogue on local issues. Hosted by award-winning journalist Cheryn Stone and produced by public radio veteran Richard E. Copeland, “Engage” offers in-depth perspectives on pressing regional topics, bringing new voices to the forefront. The show amplifies underrepresented voices and airs live weekly on radio and streaming platforms and on-demand as a podcast. Audience engagement is an integral part of the show, with options for email, voicemail, and recorded voice messages through the Central Florida Public Media app.

The Wrap Podcast

“The Wrap” is a weekly news roundup podcast that goes beyond the headlines, launched in February 2024. “The Wrap” is a podcast from Central Florida Public Media curating the top Central Florida news stories and in-depth reporting each week. Every Friday, Assistant News Director Brendan Byrne brings listeners news headlines, deep-dive reporting, and insightful conversations from the news team.





Local Programming & Events

Central Florida Tiny Desk Contest Showcase (June 2023 and 2024)

Central Florida Public Media brought the magic of NPR's Tiny Desk to Orlando by hosting a showcase for local contenders in NPR's annual Tiny Desk Contest. The event celebrated the incredible talent within our region's music scene, offering emerging artists a professional platform to perform and connect with a wider audience. By creating a vibrant, community-focused space dedicated to local music, we amplified Orlando's creative voice and strengthened the bond between artists and music lovers, underscoring our commitment to being a catalyst for local culture. The Social was packed with over 400 attendees each year cheering on the bands.

Spotlight

"Spotlight" highlights arts, culture, and entertainment from a Central Florida perspective. It showcases people and events that enrich and engage the community—whether through exploring how art fosters empathy, reporting on local theaters or museums, or providing much-needed comic relief. The podcast and radio show aims to amplify diverse voices and share performances from creators of all backgrounds, offering listeners an engaging and thought-provoking experience that broadens perspectives and celebrates the region's vibrant cultural landscape.

Are We There Yet?

Each week, Central Florida Public Media's Assistant News Director & Space Reporter Brendan Byrne explores space exploration in this popular podcast and radio show. From efforts to launch humans into deep space, to the probes exploring our solar system, "Are We There Yet?" brings you the latest news and perspectives about space, planetary science, and more. The show has hosted notable guests such as Astrophysicist and Writer Neil deGrasse Tyson, Veteran NASA Astronaut Winston Scott, and Space Food Scientist Vickie Kloeris.

One Small Step

In 2024, Central Florida Public Media was one of only seven public media outlets nationwide selected by StoryCorps for its One Small Step initiative. This program facilitates 50-minute one-to-one conversations between residents with differing political beliefs to build empathy and find common ground. Partnering with local community groups, we matched participants for these dialogues, some of which were shared with our broadcast and digital audiences and most of which were archived in the Library of Congress.

Impact Report



Central Florida
Public MediaSM

Trustworthy. Independent. Journalism.

90.7 WMFE
89.5 WMFV



“ Central Florida Public Media is an important part of my continuing education. ~ Jim, Ormond Beach ”





Coverage of Local and Regional News

Central Florida Seen & Heard

Our ongoing, in-depth, annual series harnesses the full power of our local newsroom to examine issues vital to communities across our region, focusing on a specific topic of interest each year.

“Immigration Divide” (FY23)

This series explored the wide-ranging impacts of a 2023 state law that tightened immigration enforcement. Through personal stories, it detailed the effects on Orlando's immigrant community and the regional economy.

“Rising Waters” (FY24)

Released just days before an expected record hurricane season, this series on climate change and flood risks raised public awareness of intensifying storms and outdated flood maps. It explored data gaps that underestimate flood risks, challenges for non-English speakers, and local efforts to improve flood resilience. Our reporting provided critical, fact-based information to empower residents and leaders to address these pressing threats.

2024 Election Coverage

America Amplified

In 2024, Central Florida Public Media was selected to participate in America Amplified, a national project designed to empower public media journalists with the skills and resources needed to put listening to their communities at the center of the reporting process. Our team was specially trained in engagement reporting and helped lead those efforts across the state during the last election year. Through this initiative, we worked with other Florida public media organizations to create a statewide voter guide to inform citizens as they went to the polls. We also partnered with Tampa's public radio station WUSF to produce informative election-related social media content.

Voter guide

We reaffirmed our commitment to nonpartisan civic engagement during the 2024 election season by launching a comprehensive 2024 Voter Guide that received a total of over 32,000 views. Guides were created for both the general and primary elections, including Congressional and state legislative races. This essential digital resource provided residents with unbiased, easy-to-understand information on candidates and issues, empowering our community to make informed decisions at the ballot box. By curating candidate profiles, policy explanations, and vital election details, our guide served as a trusted hub for voters seeking to navigate the electoral process, directly fulfilling our mission to educate and inform the public.



Real World Impact of Our Journalism

Dementia Friendly Dining

Our reporting on restaurants creating dementia-friendly dining environments prompted two additional restaurants to join the initiative, expanding the community's accessible dining options.

Medically Unnecessary Series

This series examined how children with complex medical needs were affected by post-COVID Medicaid disenrollment. After the reporting, the state reached out to at least two featured families to provide the assistance they needed.

One Small Step Conversation: Judaism and Different Politics

A conversation between UCF student Bekah and local attorney Elaine grew into a meaningful connection. Through sharing personal stories, the two unlikely friends bonded. While in our parking lot, they decided to have dinner together soon. The friendship expanded when Elaine gave Bekah homemade macaroons, as well as print copies of The New York Times and The Orlando Sentinel. One small conversation had profound impacts in both of their lives.

Central Florida Seen & Heard: Rising Water

Ahead of the 2024 Atlantic Hurricane season, part of our award-winning reporting on flooding highlighted gaps in emergency messaging for non-English speaking households. The following hurricane season, authorities made a concerted effort to expand multilingual alerts.

SALT Operation Suspension

When SALT, an Orlando-based organization that helps people experiencing homelessness, was temporarily suspending some operations, our coverage gained significant social media traction and was picked up by other news outlets. The story prompted the Big Nova Foundation to donate \$300,000, enabling SALT to continue its shower, laundry, mail, and service programs without interruption.

“

"As soon as I saw the story on Central Florida Public Media about SALT having to close down its Orlando operations, I forwarded it to my family. We were about to have one of our first meetings for our new family charitable foundation. It was an immediate yes from my parents and brother. We were brand new to being part of the nonprofit community and still looking for organizations that fit our mission. We may never have known about SALT if it wasn't for that story. This year we'll be funding two additional trailers for part of their expansion into Seminole County. The story was a catalyst to one of our projects that is most meaningful to us."

~ Sarah Asma, Executive Director, Big Nova Foundation

”

Hurricane & Emergency Coverage

During emergencies and severe weather, Central Florida Public Media provides life-saving information. We cover continuous updates on the nature and severity of hurricanes from our meteorologist partners at Florida Public Radio Emergency Network, a collaboration among Florida Public Media organizations, that provides around-the-clock coverage of hurricanes.

We provided a total of 55 hours of live storm coverage between Hurricane Ian (2022), Hurricane Nicole (2022) and Hurricane Milton (2024), including live special coverage on-air and several days of regular digital storm updates.

“

"They [public radio] are extremely important as they are usually the only source of information as power is lost. As the storm rolls in cable television can be lost due to tree debris knocking the cables down and such for days. The radio is the most reliable that I have seen in my responses."

~ Sanford Fire Chief Ronnie McNeil, who also serves as the city's Emergency Management Officer

”



Next Generation Initiatives

Emerging Journalists Fellowship

This initiative reflects Central Florida Public Media's commitment to investing in journalism's future—equipping emerging professionals with the skills and resources to serve their communities with integrity and impactful storytelling. During the summer of 2024, Central Florida Public Media launched its inaugural Emerging Journalists Fellowship, a one-year program dedicated to developing the next generation of community-focused journalists. Selected from nearly 70 nationwide applicants, Luis-Alfredo Garcia, a University of Florida journalism graduate, engaged in immersive training in multimedia storytelling, enabling Garcia to produce audio, text, and video reports, as well as gain experience hosting local editions of “Morning Edition” and “All Things Considered.” As a result, he secured a permanent position in journalism as a Reporter with South Carolina Public Radio.

Internship Programs

Central Florida Public Media's internship program provides students with the opportunity to observe and participate in the daily activities of a public media newsroom, with the goal of acquiring the skills needed for employment. There are two internship tracks with the news department:

- **Reporting Internships:** Interns are assigned stories and are responsible for managing each step—from research and sourcing to conducting interviews, writing scripts, editing sound bites, and preparing reports for both on-air broadcasts and online publication. Interns are encouraged to pitch and produce a comprehensive long-form audio feature by the conclusion of their internship.
- **Show Production Internship:** Interns work closely with our “Are We There Yet?” podcast and radio show team. Responsibilities include researching show topics, booking and coordinating guests, generating show ideas, translating interviews into digital news stories, managing social media engagement, and supporting overall show production activities.





More Next Generation Initiatives

NextGen Radio

In 2023 and 2024 Central Florida Public Media partnered with WUSF in Tampa to bring the Next Generation Radio Program to Florida. In January 2024, we hosted the Florida edition of NPR's Next Generation Radio, serving as the lead financial sponsor and opening up our station to the group. This five-day intensive training program pairs five emerging journalists from across the state with professional mentors to pitch and produce a non-narrated feature story. 2024's theme was centered around the question of "What is the meaning of home?"

Sounds of Central Florida

The "Sounds of Central Florida" project is a partnership between Central Florida Public Media and University of Central Florida's (UCF) Nicholson School of Communication and Media. Each semester, UCF journalism students pitch story ideas to our editors, exploring the idea of what it sounds like to live in Central Florida. Students produce audio-rich, non-narrated feature stories highlighting the people and places unique to the region. Some of these stories were featured on Central Florida Public Media broadcast and digital platforms.

Youth Outreach

- During Summer 2024, we brought on our **first high school intern**, a junior at Boone High School in Orlando.
- Orange County Public Schools invited our news team to **Career Day**. In the hopes that young learners are inspired to pursue a career in journalism, the team described the life of a journalist and the educational training required to be part of the field.
- Local "Morning Edition" Host and Reporter, Talia Blake, volunteered with Rollins College's Upward Bound Program during the summers of 2023 and 2024. For six weeks, she **worked with college students**, helping them voice radio scripts and explore journalism concepts.
- Our news team was invited to **New Image Youth Center's Career Day and Youth Empowerment Day**. We shared what it's like to be a journalist, answered the children's meaningful questions, brought recording equipment, and shared career awards. The children and staff loved the experience so much that they invited our team back for additional programming, where we focused on teaching them to collect and edit audio. Approximately 50 youth were reached through these efforts.



Leadership Staff, 2023-2024



Judith Smelser
President & General
Manager



Nicole Abbondandolo
Development
Director



Mac Dula
Chief
Engineer



LaToya Dennis
News Director &
Managing Editor



Ryan Ellison
Digital
Director



Rebecca Fernandez
Community
Collaboration Director



Amy Griffith
Director, Corporate
Sponsorships



Robert Muszynski
Director of Finance and
Administration



Brad Waldo
Audio Content
Director



2024 Board of Trustees

Central Florida Public Media is an independent local nonprofit, governed by a local Board of Trustees. The Board of Trustees holds the ultimate legal and fiduciary responsibility for the organization. Its specific duties include hiring and evaluating the President and General Manager, approving the annual budget and major expenditures, setting high-level strategic direction, and overseeing the stewardship of the station's assets. In essence, the Board of Trustees is vested with the formal authority to guide and protect the institution, making binding decisions on its governance and long-term viability.

President

Judith Smelser*

President &
General Manager,
Central Florida Public Media

Chair

Chris Brockman*

Partner,
Holland & Knight

Vice Chair

Markita D. Cooper*

Professor of Law,
Florida A & M University
College of Law

Secretary

Rich Reiner*

Owner,
Reiner Consulting

Immediate Past Chair

Donna Mackenzie*

Partner,
The Florida CFO Group

Norton N. Bonaparte

City Manager
City of Sanford, FL

Geraldine Gallagher, Ph.D.,

CFRE, VP of Institutional
Advancement & Foundation
Executive Director, Florida
SouthWestern State College

Lisa Rain

Energy + Environmental
Sciences Cluster Manager,
Confluence Program
Florida High Tech Corridor

Thomas Simon*

Community
Leader

Larry Henrichs*

Community
Leader

Ana "Ani" Rodriguez- Newbern

Shareholder-Partner
Tangel-Rodriguez & Assoc.

Joshua Snyder

VP of Strategic Partnerships
and Business Development
PowerDMS

Terrance Hunter

Community
Leader

Meredith Sand

Owner
Meredith Sand Designs

***Executive Committee**



2024 Community Advisory Board

The Community Advisory Board (CAB) provides vital feedback and perspective on Central Florida Public Media's programming, services, and community engagement efforts. This advisory role is crucial for ensuring we remain responsive to our community.

Chair

Jacqueline Centeno
KOA Elementary
School

Vice Chair

Tracy L. Olaez
Edyth Bush Institute
for Philanthropy &
Nonprofit Leadership

Secretary

Claire Brady, Ed.D.
Glass Half Full
Consulting, LLC

I. Cori Baill

University of Central Florida
College of Medicine

Souraya F. Ghalayini

College Park
Middle School

Julia Lozada

FinSuite
Consulting

Chris Brown

RE/MAX Town and
Country Realty

Zayna Gibson

Community
Volunteer

Chris R. Modello

GxP Systems
Compliance LLC

Toni Crabtree

New Image Youth
Center, Inc.

Michael R. Herrera

Valencia College
Foundation

Sasha Nickels

Purdue University
Global

Jonathan Earles

Orange County
Public Schools

James Hobart

Macbeth Studio /
Legacy Life Project

Fatima Saied

Muslim Women's
Organization

Rex Elbert

Community
Volunteer

Ed Hula

Hula Sport
Communications

Jean St Pierre

Ameriprise
Financial

John Elliott

AisWEST
Humanitarian Missions

Lindsay Johnson

Sabre
Communication



Award Winning Journalism & Leadership

Community Honors (2024)

Judith Smelser, President & General Manager

- Orlando Business Journal's "Most Influential Leaders"
- Orlando Magazine's "Women of the Year"

Lillian Hernández Caraballo, Housing & Homelessness Reporter

- Shining Light Award from the Florida Coalition to End Homelessness

Talia Blake, local Morning Edition host

- ONYX Magazine "Women on the Move" honoree

Central Florida Public Media

- Orlando Business Journal's "Best Places to Work"

Society for Professional Journalists – Sunshine State Awards

2023 First Place Awards

Serious Feature Reporting

- "A woman's story reflects the rise of homelessness in Central Florida" (Lillian Hernández Caraballo)

2023 Finalists

Health Reporting

- Fighting for care in Florida (Joe Mario Pederson)

Continuing Coverage or Series

- "Central Florida Seen & Heard: Immigration Divide" (Central Florida Public Media Staff)

Education Reporting

- "Private schools in Florida take up fight against African American history standards" (Danielle Prieur)
- "Black Churches in Orlando use toolkit to teach African American history" (Danielle Prieur)

2024 First Place Awards

Government, Politics & Election Coverage

- Collection of work (Joe Byrnes, Lillian Hernandez Caraballo, and Joe Mario Pederson)

Health Reporting

- "In 10 years of 'arming' kids, bionic

prosthetics have come a long way" (Joe Mario Pederson)

2024 Finalists

- **Series** - "The Race Against Time to Protect Florida's Wildlife Corridor" (Oviedo Community News, Central Florida Public Media, The Florida Trident & WGCU Public Media)

Public Affairs

- "Florida Classic's Legacy, History, and Role in Central Florida Culture" (Engage)

Environment, Science & Technology Reporting

- "As pollution plagues Florida lakes, state spends millions to manage invasive plants" (Molly Duerig)

Continuing Coverage or Series

- "Central Florida Seen & Heard: Rising Water" (Central Florida Public Media Staff)

Florida Association of Broadcast Journalists Awards

2023 First Place Awards

Series/Franchise:

- "Central Florida Seen & Heard: Immigration Divide" (Central Florida Public Media News Staff)

Feature: Cultural/Historical:

- "Eatonville residents speak out against sale of land where oldest Black school used to stand" (Danielle Prieur)

Education Reporting:

- "Private schools in Florida take up fight against African American history standards" and "Black Churches in Orlando use toolkit to teach African American history" (Danielle Prieur)

2023 Finalists

Health Reporting

- "'Evil in this world.' Florida's transgender health bill lies in limbo." (Joe Mario Pedersen)
- "'It's frustrating' A Florida mom's search for an infant COVID shot" (Joe Mario Pederson)

2024 First Place Awards

Digital Reporting

- Central Florida Public Media Digital Reporting Collection (Central Florida Public Media Content Team)

Political Reporting

- "Florida voters to decide if Amendment 5 will change homestead exemptions" (Lillian Hernandez Caraballo)
- "Volusia residents to hear from two council candidates Thursday night" (Molly Duerig)

Environmental Reporting

- "Preserve or develop? The race against time to protect Florida's Wildlife Corridor" (Central Florida Public Media, Oviedo Community News, Florida Trident, WGCU Public Media)

2024 Finalists

Series Franchise Reporting/Hard

- "Central Florida Seen & Heard: Rising Water" (Central Florida Public Media Staff)

Education Reporting

- "Amidst statewide book bans, Rollins club introduces kids to diverse works" (Danielle Prieur)

Digital Reporting

- "Central Florida Seen & Heard: Rising Water Part Two" (Central Florida Public Media Staff)

Health Reporting

- "In 10 years of 'Arming' kids, bionic prosthetics have come a long way" (Joe Mario Pederson)

Environmental Reporting

- Central Florida Public Media Environment Compilation, "In Central Florida, scientists battle citrus disease with genetic engineering"
- "As pollution plagues Florida lakes, state spends millions to manage invasive plants" (Molly Duerig)



Grants Awarded

Anonymous - General Operating Support: \$12,500

This longstanding partnership provides flexible funding to support where it's needed most. The Foundation generously awarded an annual General Operating Support grant to Central Florida Public Media in both FY 23 and FY24.

Corporation for Public Broadcasting (CPB) - Community Service Grants

The CPB distributes Community Service Grants to noncommercial public TV and radio stations that provide significant public service programming to their communities. The funds help to cover programming and production costs, educational programming and educational outreach activities.

Report for America – Advancing Coverage of Housing and Homelessness in Central Florida

In 2023, we expanded our focus on Housing and Homelessness through a partnership with Report for America. This grant covered a portion of the position's salary. Recognized as one of only two Florida newsrooms selected, we hosted a dedicated journalist whose reporting sheds light on the root causes of the region's housing crisis and potential solutions. This grant-supported initiative allows our newsroom to broaden investigative coverage and engage the community on critical issues. The partnership demonstrates the power of local journalism to inform and inspire action on complex social challenges. This effort reflected our unwavering commitment to impactful, community-focused storytelling that drives awareness and fosters change.

Story Corps – One Small Step: \$25,000

Central Florida Public Media was proud to be one of only seven stations nationwide selected to host "One Small Step" in 2024, an initiative created by StoryCorps. The goal is to move beyond divisive politics, humanize differing perspectives, and strengthen community connections through the simple power of respectful listening and shared storytelling.

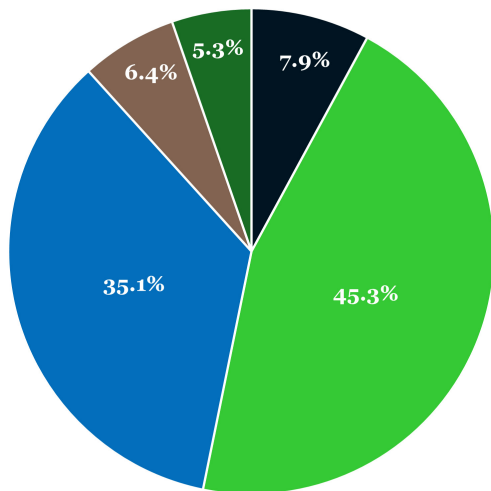
United Arts of Central Florida

General Operating Support: \$10,000 & Project Grant: \$5,000

Through a generous 2023 Project Grant, we partnered with the Orlando Science Center to bring veteran NASA astronaut-turned-artist, Nicole Stott, to Orlando's Grand Avenue Neighborhood Center for a hands-on STEAM workshop with area students. We also hosted a live taping, Q&A, and meet and greet. Stott discussed the art she created some 250 miles above the Earth while aboard the International Spaces Station and how it inspired her outreach work since she returned to Earth. Our conversation tapped into how Stott utilizes art as a way to inspire young people to reach for the stars and pursue a career in the STEAM fields, while also working to become better stewards of their planet.

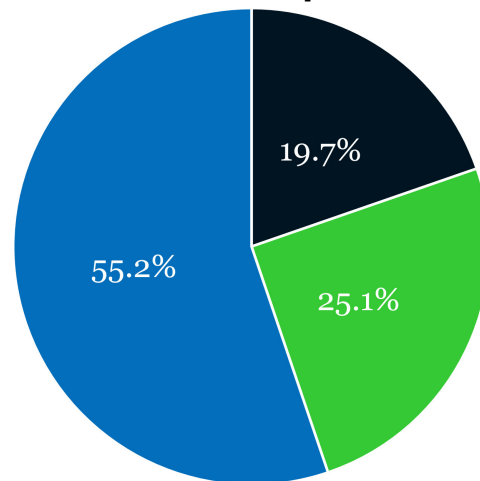
Financial Stewardship & Sustainability

FY 2023 Revenue



■ Government Funding ■ Membership ■ Sponsorship ■ Investment ■ Grants & Other

FY 2023 Expenses

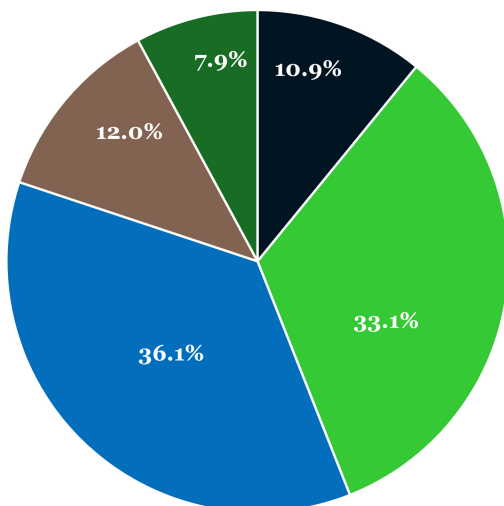


■ Admin ■ Development ■ Journalism & Content

Revenue	FY 2023	FY 2024
Government Funding	7.9%	10.9%
Membership	45.3%	33.1%
Sponsorship	35.1%	36.1%
Investment	6.4%	12.0%
Grants & Other	5.3%	7.9%

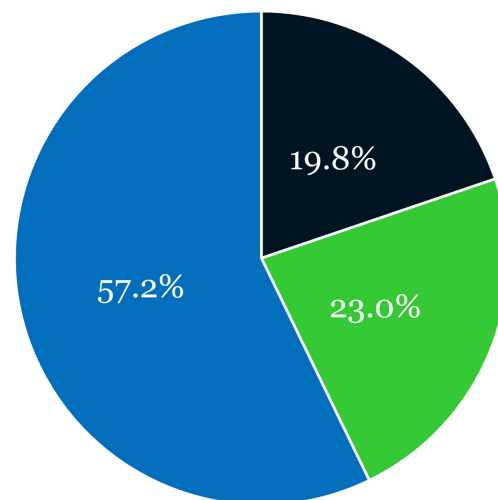
Expenses	FY 2023	FY2024
Admin	19.7%	19.8%
Development	25.1%	23.0%
Journalism & Content	55.2%	57.2%

FY 2024 Revenue



■ Government Funding ■ Membership ■ Sponsorship ■ Investment ■ Grants & Other

FY 2024 Expenses



■ Admin ■ Development ■ Journalism & Content

Donation Opportunities

Thank you to each and every donor who supports our mission.

Together, our members have created a powerful force for good, making everything you see in this report possible.

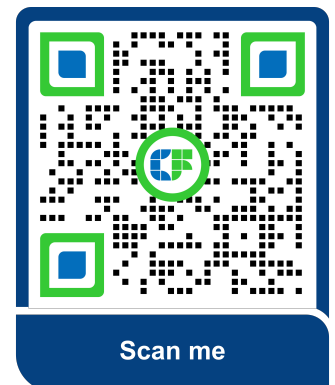
Join us as we continue this vital work—your support is the key to writing our next chapter of success. We gratefully accept donations in whatever method is best for you and your situation!

- **Monthly Donations**
- **One-Time Donations**
- **Planned Gifts**
- **Real Estate & Vehicle Donations**
- **Corporate Sponsorship**
- **Major Gifts**



Our major donors are a visionary group of supporters who place a high value on independent, trustworthy journalism.

- **Cornerstone** (\$1,800 - \$4,999)
- **Cornerstone Gold** (\$5,000 - \$9,999)
- **Benefactor** (\$10,000 - \$24,999)
- **Luminary** (\$25,000 - \$49,999)
- **Visionary** (\$50,000 and up)
- **President's Circle** (\$100,000+)



Why the Community Supports Us

“

“My first choice for unbiased, comprehensive coverage of state, national and international news. The only on-air and online radio I listen to.”

~ Marjory, Daytona Beach

”



“

“I appreciate the research and thought behind each news story - real journalism! It makes the ride to and from work enjoyable and educational.”

~Diana, Orlando

”

91K
daily
listeners*

“

“This is a source of information that allows the public to make informed decisions regarding ‘everything’!”

~ Tony, Winter Springs

”



Get Involved With Us!

Connect with our news, events, & programming

All listening platforms, podcasts, social media, & newsletter



cfpublic.org



cfpublicmedia



cfpublicmedia



cfpublicmedia



@cfpublicmedia



@cfpublicmedia



Subscribe to our newsletter by signing up on our website: cfpublic.org

How to submit a news story or idea for consideration

Organizations and individuals can submit news releases and story ideas to Central Florida Public Media's News Desk by emailing our newsroom: newsrelease@cfpublic.org



**Central Florida
Public Media**



Central Florida Public Media

11510 East Colonial Drive, Orlando, Florida 32817

(407) 273-2300 - contact@cfpublic.org