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(October 1, 2006 - September 30, 2007)

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THE WAR

YOUR SOURCE

NON-PROFIT, MEMBER-SUPPORTED, COMMUNITY-BASED PUBLIC BROADCASTING



ANNUAL REPORT 2007

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CSAC Indicates a member of the Cornerstone Society Advisory Council

THIS WEEK



ALL THINGS CONSIDERED



A MESSAGE FROM OUR LEADERS



Bill Sublette

Dear Friends of WMFE,

WMFE had another successful year in 2007! It was a year marked with many accomplishments, including the successful launch of new local programs related to WMFE's *Vision for Our Future*, the activation of WMFE-FM's HD Radio transmitter, the launch of a new digital TV channel in Spanish, the production of three *Antiques Roadshow* episodes in Orlando, and the dedication of the WMFE building!

For the past few years we have been telling you of WMFE's *Vision for Our Future*. WMFE's Vision, which came about from many conversations with listeners, viewers, members, and community leaders, resulted in three new local programs on WMFE. On WMFE-TV, we launched *The Arts Connection* for TV and *This Week*, and on 90.7 WMFE-FM, *Intersection* was launched.

In the fall, 90.7 FM activated its digital HD Radio transmitter. This transmitter will operate as 90.7 FM's main analog transmitter and as the station's HD Radio transmitter, which will provide for CD-like quality sound for 90.7 FM and two additional streams of radio programming. 90.7 FM plans on launching these two additional streams of programming in the spring of 2008.

In March, to meet the demands of quality programming for Central Florida's growing Hispanic population, WMFE launched V-me, an all Spanish version of public television. This channel joins WMFE-TV's multicast channel line-up, and is available over-the-air and via cable.

During the summer, one of WMFE's most popular programs came to town, *Antiques Roadshow*. Central Florida viewers had so many "treasures" to show, that instead of just one program, the producers were compelled to produce three programs from Orlando!

We ended the year by honoring WMFE's first Chairman, Hugh F. McKean, by naming the public broadcasting center in his honor. We look forward to seeing you at the Hugh F. McKean Public Broadcasting Center next time you are in the neighborhood!

We look forward to another exciting year for WMFE in 2008! Thank you for your part in our success.

Bill Sublette
Chairman, WMFE Board of Trustees

José A. Fajardo
WMFE President & CEO



José A. Fajardo

THANK YOU, ALDO!

WMFE's most tenured staff member, Aldo Vivona, Senior Vice President for Administration & Executive Development and Secretary-Treasurer, retired at the end of 2007.

Aldo began his broadcasting career in 1964 as a radio personality and then became a broadcasting engineer. Aldo joined WMFE in 1967 as Transmitter Supervisor, then was promoted to Assistant Chief Engineer. In 1975 he made the transition to Administrative Services Coordinator, responsible for administration, personnel, finance, legal affairs and office administration. In 1978 he was promoted to Vice President for Administration & Finance - Secretary/Treasurer. In 1983 he added the responsibility of MIS and in 1997 he added the responsibility of broadcast technology and was promoted to Senior Vice President for Administration & Technology.

Aldo attended Valencia Community College and is a graduate of the Capital Radio Engineering Institute and the Wharton School Management Development Program. He served on the boards of the American Red Cross, Residents Opposed to Airport Roar, The Dover Manor Homeowners Association and The Calliope Toastmasters Club.

The WMFE Board of Trustees and staff congratulate Aldo on his 40 years of service, and wish him only the best during the next phase of his life.



BEING YOUR SOURCE IS OUR MISSION

The stations of WMFE will continue to be the dominant public broadcasting entities on air and online in Central Florida providing a program service free and accessible to all which reflects strong community interest and support while engaging, educating, entertaining and enriching a significant audience.

WMFE will seek always to earn our donors' and community's respect by performing and leading in a manner which secures and broadens our base of utilization and support.

WMFE will continue to be a uniquely local source of information and education about our community, our state and

our world, exploring new methods of content distribution, including multi-channel programming streams, audio and video streaming and program archival on wmfe.org.

WMFE will support a staff and volunteer corps who share a robust and on-going commitment to this mission and values and the goals necessary to advance it.

The results of these commitments will aid those who use the programming and services of WMFE to intelligently address substantive issues that affect their lives, their leisure, their education and their understanding of the community around them.



YOUR SOURCE ... THE STATIONS OF WMFE

90.7 WMFE-FM 90.7 WMFE-FM is your source for national and local news, information, entertaining variety programs and classical music, 24 hours a day. A weekly average of 188,900 listeners tuned-in to 90.7 FM.

NEW! 90.7 WMFE-FM is now broadcasting in HD. The installation of a HD radio transmitter allows for a migration to radio digital multicasting. In 2008, listen for information on new WMFE radio services available to all who own a HD radio set or who listen live on wmfe.org.

WMFE-TV WMFE-TV is your source for compelling television offering a selection of children's, drama, science, cultural, comedy, history, news and informational programs, 24 hours a day. A weekly average of 468,500 households tuned in to WMFE-TV.

WMFE-DT WMFE-DT allows WMFE to offer five more channels of engaging programs, both national and local. The channels are:

**WMFE-ED
education**

Whether for an adult or a child, the programming on WMFE satisfies the thirst for knowledge inherent in all of us.

Scientific discoveries are revealed in *Nova* and the new *Wired Science*; wildlife is explored through *Nature*; how to build, cook or garden is demonstrated through a variety of "how to" programs; and a look into our past reminds us all of the sacrifices made throughout American history.

The War, A Ken Burns Film was the viewing highlight of the year for WMFE and PBS, with one night giving WMFE the honor of being the 10th most watched PBS channel in the country. The seven-part documentary honors the bravery, endurance and sacrifice of Americans who lived through what will always be known simply as *The War*.

Vme un servicio de **WMFE** **NEW!**
V-me un servicio de WMFE is your source for quality PBS programs in Spanish. Watch *Masterpiece*, *Franny's Feet* and original programs such as *Viva Voz* all in Español.

WMFE-HD WMFE-HD is a simulcast of WMFE-TV, but in wide screen or high definition when available.

WMFE Encore! WMFE Encore! features prime time programming during the day including *Nova* and *American Masters*.

WMFE CFAN Central Florida Alliance Network
WMFE CFAN – The Central Florida Alliance Network – is a comprehensive local public affairs channel airing local WMFE programs as well as programs from Orange TV, Seminole Government TV, UCF TV, Access Osceola and more. *The Florida Trail: Florida's Own National Scenic Trail*, which tells the story of a threatened national treasure, premiered on WMFE CFAN.

WMFE-ED is for Education. The Florida Knowledge Network airs weekdays followed by children's programs. On weekends the channel is dedicated to PBS Kids programs. WMFE-ED is only available over-the-air.

YOUR SOURCE FOR LEARNING

In conjunction with *The War*, WMFE produced *The War: Central Florida Stories*. WMFE told the story of seven of Central Florida's brave heroes, capturing their experiences and preserving their accounts for generations to come. In 2008, WMFE will produce a long-form program showcasing many more of Central Florida's World War II veterans.

The Borinqueneers also told a story of the past. WMFE President & CEO José A. Fajardo and Univision Orlando News Anchor Paul Gamache hosted the national pledge version of this documentary that chronicles the never-before-told story of the Puerto Rican 65th Infantry Regiment, the only all-Hispanic unit in the history of the U.S. Army.

For children, WMFE is a source for education and for giggles. In fiscal year 2007, three new PBS children's programs were added to the weekday schedule – *Super Why!*, *WordWorld* and *WordGirl* – and *Mama Mirabelle's Home Movies* joined the Sunday morning kids line-up.

YOUR SOURCE FOR JOURNALISTIC INTEGRITY

In addition to national programs for television such as *Frontline*, *The NewsHour with Jim Lehrer* and the new *Bill Moyer's Journal*, as well as for radio with *The Story with Dick Gordon*, *Marketplace Money* and the *BBC World Service*, WMFE offers local programs that embody journalistic integrity.

A new WMFE-TV local production, *This Week* is a 30-minute weekly news program that covers topics affecting our Central Florida community and does so in-depth, using a combination of feature reports and studio discussions. The program has examined issues ranging from immigration to economic development, crime and education.

UCF Metro, produced in partnership with the UCF Metropolitan Center for Regional Studies and hosted by former County Mayor Linda Chapin, marked its fifth anniversary with *Meet the Millennials*, which looked at the leadership styles of the generation now entering the workplace. *UCF Metro* also examined *UCF's Path from Promise to Prominence*. *In-Depth: How Shall We Grow?* was a five-part exploration of the growth issues facing Central Florida. In a unique partnership with the Orlando Regional Chamber of Commerce,

MyRegion.org, the Metropolitan Center for Regional Studies at UCF and Local 6 WKMG, WMFE produced this impactful program. The television series was complemented by a week of related interviews, commentaries and news reports on 90.7 WMFE-FM.

90.7 WMFE-FM also added a new local series. *Intersection* is where Central Florida's politics, science, business, economics and social issues meet. Host Mark Simpson and guests examine in-depth one issue of the day and then invite listeners to join the conversation by calling in to share their views and related stories. Topics have included state finances, changing demographics in the area and Florida's green trend.



YOUR SOURCE FOR ARTS AND CULTURE

Great Performances, *Live from Lincoln Center* and *Mystery!* on television and *This American Life*, *Sunday Baroque*, *A Prairie Home Companion* and classical music on radio, highlight just a few of the inspiring arts and culture programs broadcast on WMFE.

These national offerings are enhanced by WMFE-TV's first all-HD regular production, *The Arts Connection*. Whether it's pop culture, high culture, folk culture or something new, the energetic *The Arts Connection* team finds all things creative in Central Florida and brings them to viewers each week in a dazzling, fun broadcast. Stories have included an interview with a rising star of the Orlando Ballet, the story behind Florida's legendary Highwaymen artists and profiles of numerous local museums and venues.

WMFE also premiered a new, reinvigorated version of *The Arts Connection* on 90.7 FM. The weekly radio program connects listeners to Central Florida's vibrant culture scene with in-depth feature reports on arts events and artist profiles.

Airing weekdays, the new *Arts Connection Minute* highlights opportunities for 90.7 FM listeners to experience the arts in Central Florida.



YOUR SOURCE ONLINE

WMFE's Web site, wmfe.org, continues to become more robust and an important online source for news and information.

The site offers downloads and podcasts of *This Week*, *The Arts Connection* on television and on radio, *Intersection* and the *Fishkind Commentaries*. Listen live to 90.7 FM as well as to past local and national news audio reports.

Special sections enhance the programming offered on

WMFE, including Web components for *The War* and *In-Depth: How Shall We Grow?*

Pat's Launch Pad, a new blog updated weekly by Senior News Analyst and space expert, Pat Duggins, provides current news on the space program. Also new, *Conversations with Dave Glerum* provides the latest on recitals and concerts taking place in the area and information for a richer concert experience.

YOUR SOURCE FOR ENRICHING EVENTS

Fiscal year 2007 was certainly a busy one. WMFE conducted more than eight special fundraising events, hosted two large major donor events and several more intimate dinners and hosted a major television program.

WMFE's mission and program oriented events raised more than \$350,000 in net revenue for the stations and also had a remarkable impact on WMFE's community connection.

WMFE's CEO Stephen McKenney Steck's retirement.

At the Orange County Convention Center, WMFE hosted its seventh annual *Speaking of Women's Health* conference, netting more than \$107,000 in revenue. The conference was a sold out success, hosting more than 1,100 women.

WMFE also hosted 700 women at the fourth annual *Hablano de la Salud de la Mujer*, a health conference for Hispanic women. This conference had net revenue of \$104,000.

In addition, WMFE hosted *Antiques Roadshow*. The popular program taped three episodes to air in 2008. Hundreds of Central Floridians had items appraised, some of which turned out to be valuable treasures.

WMFE hosted the 14th Annual *Cornerstone Society* Dinner at the Peabody Hotel. Many *Society* donors and other special guests attended this special celebration of

YOUR SOURCE FOR COMMUNITY INVOLVEMENT

Fiscal year 2007 marked the most ever gross revenue received by Membership and Major Giving.

Members giving in amounts between \$25 and \$999 generated \$3,113,408, an increase of 4 percent over the previous year.

Major gifts raised \$378,075, \$42,795 over goal and an increase of 14.43 percent over fiscal year 2006.

WMFE's Vehicle Donation Program increased revenue by 22 percent over the previous year.

Member satisfaction increased from fiscal year '06 to '07 from 89 percent to 96 percent and a positive experience when contacting WMFE increased from 85 percent to 91 percent.

WMFE participated in benchmarking projects with PBS, CPB, Target Analysis and DEI that allow WMFE to judge results based on standard data provided by stations of like size and audience. The projects were DEI Benchmarking Study, Target DonorCentrics, PBS Pledge Programming Focus Study and CPB Mid Level Giving Initiative.

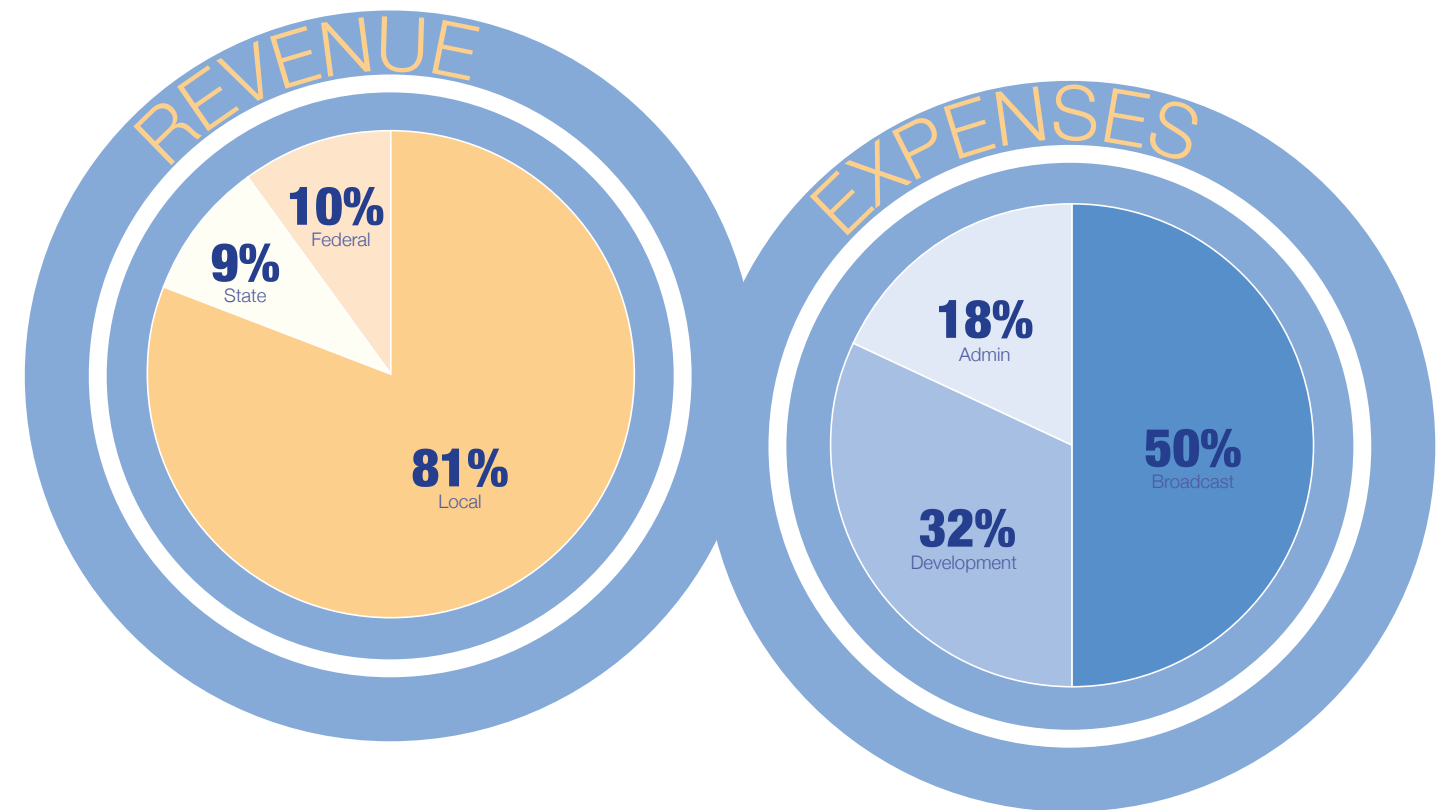
The Central Florida business community supported WMFE's on-air programs and mission-related community events in 2007 helping raise more than \$2 million in cash and in-kind support. More than 150 sponsors are proud to assist WMFE in being an indispensable community resource.

In fiscal year '08, several initiatives to secure additional support from companies operating in Central Florida will be implemented. Event sponsorships, including *StoryCorps*, the WMFE Open House and the annual *Speaking of Women's Health* and *Hablano de la Salud de la Mujer* events will increase interest from local and regional marketing executives.

WMFE also relies on and is thankful for the support of volunteers who assist in bringing quality events and services to the Central Florida community. WMFE's Audio Reading Service, which provides news and information from local newspapers and magazines to the visually impaired and print disabled of Central Florida, would not be possible without the more than 60 volunteers who give so generously of their time.

2007 REVENUE & EXPENSES

WMFE TV/FM operated on a cash budget of approximately \$8.14 million. For the fiscal year ending September 30, 2007, total operating revenues were \$8,533,128 against total expenses of \$8,134,466. In addition, the stations received \$472,558 in contributions for capital equipment and expended \$450,173 for capital equipment. Most of the capital revenue and expenditures were related to the conversion to digital television and digital radio broadcasting.



Federal	821,030	Admin	1,504,141
State	728,707	Development	2,608,676
Local	6,983,391	Broadcast	4,021,649
Total	8,533,128	Total	8,134,466

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