UF | UNIVERSITY of FLORIDA

College of Journalism and Communications
Division of Multimedia Properties
WUFT-TV/DT; WRUF-TV
WUFT-FM; WJUF-FM
WRUF-FM; WRUF-AM

Weimer Hall
PO Box 118405
Gainesville, Florida 32611-8405
352-392-5551
352-392-5741 Fax

To: **Governor Ron DeSantis' Office and the Florida Department of Education**
From: **Randy Wright, Executive Director, UF Florida Division of Media Properties**
Re: **WUFT-TV and WUFT-FM/WJUF-FM and Florida Public Radio Emergency Network First Quarter FY 2024-2025**
Date: October 10, 2024

WUFT-TV, WUFT/WJUF-FM and the Florida Public Radio Emergency Network (FPREN) continue to operate in the public interest with a focus on local news, information, educational, weather and entertainment programming.

FY24-25 First Quarter Activity Report – WUFT-TV:
WUFT-TV is a million-watt full-service broadcast television station, serving the north Florida region over the air, on cable and satellite, online and via the WUFT Media App. The WUFT-TV channel lineup also provides the following HD and standard subchannels which are included on cable in the Gainesville-Ocala area: WUFT-DT1: PBS HD, WUFT-DT2: PBS Create and WUFT-DT3: The Florida Channel. WUFT-TV's programming in the First Quarter included PBS Kids shows, information and entertainment programming from PBS, APT and NETA as well as local productions and local news produced by the WUFT Innovation News Center (INC).

WUFT-TV Local Productions:
"WUFT's Greater Good" is a local half-hour program that is broadcast 10 times per week showcasing non-profit organizations in North Central Florida. The program is promoted on television, radio and across all WUFT media social platforms. "Greater Good" episodes featured Florida Defenders of the Environment, Grace Healthcare Services Corp., Florida Museum of Natural History, Parents as Teachers, Alachua County Arts Council, Acrosstown Repertory Theatre, Episcopal Children's Services and Santa Fe College Fine Arts. The program was broadcast 42 times during the First Quarter. All episodes are archived and viewable at https://www.wuft.org/greatergood



"Artistry in Motion" celebrates the local arts community in modules showcasing an individual artist's story in engaging audio and video vignettes. https://www.wuft.org/artistryinmotion

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"WUFT News First at Five" is produced and anchored by student journalists in the UF College of Journalism and Communications and features news, weather, sports, and entertainment Monday through Friday at 5 p.m.

"Knight Talks" features UF students interviewing media industry leaders and college alumni. Past guests have included Leigh Radford, Charles Harris, Craig Fugate, Wendy Edwards, Bryan Ruiz, Nicci Brown and Jamal Sowell. The program is broadcast weekly on television. https://www.wuft.org/knighttalks

"WUFT Amplified" features performances by local musical groups recorded in the WUFT Studio. Nine episodes were broadcast during this period and featured performances from previous episodes as well as Chaunces, The Front Porch Steppers, Morningbell, Jernie, The Savants of Soul, Trustfall, The Housing Crisis, Josh Gluck and the Family Tree and The Late Night Losers. https://www.wuft.org/shows/wuft-amplified

"Communicators at the Capitol" This special offered the opportunity to get to know communications professionals working for representatives on Capitol Hill.

"March of the Mangroves" is a University of Florida student-produced documentary about the demise of the mangroves. The iconic coastal trees across the Florida peninsula have been impacted by coastal development and climate change which has caused the seas to rise and temperatures to fluctuate. https://www.wuft.org/mangroves

"Alachua County Candidate Forum" A review of all candidates running in the Florida August primary election.

"Hurricane Idalia Recovery: One Year Later" A look back at the recovery process after Hurricane Idalia hit the Florida Gulf Coast.

"WUFT's FANFARES & FIREWORKS" This was a two-hour special featuring highlights from the July 3 community celebration at the University of Florida Bandshell on Flavet Field on the UF campus in Gainesville.

WUFT-TV Educational Outreach:
Education Outreach posts were shared on the WUFT Facebook page. These posts are sourced through PBS Kids and station initiatives targeting families and educators. Began preparation for Read for the Record 2024 and coordination with The Cade Museum for partnership for the annual reading event. An Education Outreach event called PBS Kids Zone was at WUFT's FANFARES & FIREWORKS on July 3, 2024.

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WUFT provided Daniel Tiger activities for children and families. Activities for children included a coloring activity, making a Daniel Tiger Mask, getting Tiger Ears and photo opportunities with a cut out of Daniel Tiger and in the Trolley. Several hundred children with their families participated in the activities.









FY24-25 First Quarter Activity – WUFT-/WJUF-FM:

WUFT-FM is a 100,000-watt station and WJUF-FM simulcasts WUFT-FM via a 21,000-watt signal. The non-commercial stations broadcast a news/talk format from studios in the UF College of Journalism and Communications. WUFT/WJUF features live, local news/talk content as well as news and information programming from statewide public media partners and national programming services. Locally produced programs and modules include “Tell Me About It,” “Animal Airwaves Live,” “Tiny Tech” and “Health in a Heartbeat.” WUFT-FM currently provides three different programming streams: a news/talk format on 89.1-HD1/90.1-HD1; “WUFT Classic” on 89.1- HD2/90.1-HD2 featuring a 24-hour-a-day classical music radio signal also broadcast on 102.7 FM in the Gainesville and 88.5 FM in Archer; and “GHQ,” on 89.1-HD3/90.1-HD3 featuring the student-run, millennial-focused contemporary music station that is also rebroadcast on 95.3 FM in Gainesville. “GHQ” is an innovative project that provides the ideal platform to test broadcast radio’s mobile app technology as it relates to engaging young listeners.

Gainesville-Ocala Market:

WUFT-FM (HD1): News/Talk-Community Information
WUFT-FM (HD2): WUFT Classic (Music/Arts)
WUFT-FM (HD3): “GHQ”-Millennial-Targeted Contemporary Music

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Nature Coast/The Villages Markets:
FY24-25 First Quarter Activity – WUFT Digital, Radio and Television News Highlights
Digital/WUFT.org:

- WUFT.org collaborated with other Florida Public Media stations to compile a statewide voter guide
- Compilation of Q&A's with local candidates in Alachua County and outlying areas.
- Live results featured on WUFT.org during the Florida Primary election on Aug. 20
- Special report on a controversial new development plan in a sensitive area
- Coverage of an inspector general's report about the local veteran's affairs hospital in Alachua County
- A look at the unclear future of a nearby riverside town, Welaka, Florida

WUFT-TV Television Highlights:

- Coverage of the U.S. Presidential Race
- Former UF President Ben Sasse resignation and controversy over his spending while in office
- Rash of online threats to schools in several Florida counties
- Gainesville Regional Utilities Authority fight to prevent the City of Gainesville from holding a city-only referendum to disband the city-county utility authority
- Hurricane Debby's impact
- Hurricane Helene's threat and damage to Florida

WUFT-FM Radio Highlights:

- 10 hours of live coverage of Hurricane Debby
- A continued look at issues related to Proposition 3 and 4 before the Nov. 5 election
- A look at a fleet of new laws (that took effect on July 1) and explanation of their implication
- How and Why the City of Gainesville will help fund the Hippodrome Theater
- An explanation of the tension between the city of Gainesville and the Gainesville Regional Utility Board
- Why the Florida Governor vetoed arts funding
- A deep dive into why and how some of Florida's parks might be amended to include lodges and recreational facilities
- A look at how North Florida Springs might be better protected
- 12 hours of live radio coverage for Hurricane Helene

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WUFT-FM Local Radio Programs

"Tell Me About It" is a weekly audio storytelling series focusing on events, organizations and research projects by those that helped create them and those that have benefitted. Episodes featured Keep Alachua County Beautiful Great American Cleanup, Friends of the Library Book Sale, Peaceful Paths 50 Years of Hope, "The Mango Chronicle," Ronald McDonald House Charities of North Central Florida, UF Artificial Intelligence Academic Initiative Center, Florida Public Radio Emergency Network, Hippodrome Theatre, LifeSouth Community Blood Center 50th Anniversary and Children's Trust of Alachua County. https://www.wuft.org/podcast/tell-me-about-it

"Animal Airwaves Live" is a live weekly one-hour, call-in program in collaboration with veterinarians from the UF College of Veterinary Medicine. Episodes included managing care for elderly pets, helping Florida's marine animals, leprosy and armadillos, what to consider before bringing a pet home, glaucoma in dogs, vehicular trauma in dogs, open heart surgery for dogs, safe animal exercise, canine and feline pregnancies and what to do before applying to veterinary school.
https://podcasts.ufhealth.org/category/animal-airwaves/live/

"Tiny Tech" is a series of radio modules focusing on the science and engineering of the very small. Each module presents an aspect of nanoscale objects, ranging from the effects of size on chemical and physical properties to new technological applications in fields as diverse as electronic devices and medicine. https://cnem.chem.ufl.edu/index.html

"Health in a Heartbeat" is a credible source of health information that inspires and informs listeners and satisfies their growing appetite for news they can use. For more than 20 years, "Health in a Heartbeat" has offered a daily dose of medical wisdom. The program is produced in partnership with UF Health. The two-minute modules air weekdays locally and on public radio stations across the country.
https://www.wuft.org/health-in-a-heartbeat





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FY24-25 First Quarter Activity – Florida Public Radio Emergency Network (FPREN)
Tim Miller is the new Chief Meteorologist and FPREN director with Meteorologists Megan Borowski and William Maxham. Along with weather forecasts and predictions they train UF students on forecasting and on-air presentation. The following list represents content that was produced for radio and social media audiences of partner stations throughout Florida and South Carolina.

- July 2-6: Monitoring Beryl and rip current risk along Gulf Beaches
- Aug. 1: Dangerous heat and humidity in advance of Hurricane Debby
- Aug. 2-5: Hurricane Debby - tornado, flood and wind impacts to the Florida
- Aug. 12-16 Hurricane Ernesto risk for rip currents and flooding along Atlantic Coast
- Aug. 24: Disaster Preparedness Sales Tax Holiday
- Aug. 30: Hurricane Idalia- One year anniversary
- Sept. 7-11: Hurricane Francine- Impacts over the Panhandle
- Sept. 23-30 Hurricane Helene and post storm response

