Grantee Information

ID	1735
Grantee Name	WUFT-TV
City	Gainesville
State	FL
Licensee Type	University

1.1 Employment of Full-Time Television and Joint Employees

Jump to question: 1.1

Please enter the number of FULL-TIME TELEVISION and JOINT employees in the grids below. The first grid includes all female employees, the second grid includes all male employees, and the last grid includes all persons with disabilities.

1.1 Employment of Full-Time Television and Joint Employees

Jump to question: 1.1

Major Job Category / Job Code / Joint Employee	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	More Than One Race Females	Total
Officials - 1000 - TV Only					0		0
Officials - 1000 - Joint	0				0		0
Managers - 2000 - TV Only					0		0
Managers - 2000 - Joint	1	1			1		3
Professionals - 3000 - TV Only	0	0			1		1
Professionals - 3000 - Joint	3	1			3		7
Technicians - 4000 - TV Only							0
Technicians - 4000 - Joint					1		1
Sales Workers - 4500 - TV Only							0
Sales Workers - 4500 - Joint					2		2
Office and Clerical - 5100 - TV Only							0
Office and Clerical - 5100 - Joint	1				1		2
Craftspersons (Skilled) - 5200 - TV Only							0
Craftspersons (Skilled) - 5200 - Joint							0
Operatives (Semi-Skilled) - 5300 - TV Only							0
Operatives (Semi-Skilled) - 5300 - Joint							0
Laborers (Unskilled) - 5400 - TV Only							0
Laborers (Unskilled) - 5400 - Joint							0
Service Workers - 5500 - TV Only							0
Service Workers - 5500 - Joint							0
Total	5	2	0	0	9	0	16

1.1 Employment of Full-Time Television and Joint Employees

Jump to question: 1.1

Major Job Category / Job Code / Joint Employee	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	More Than One Race Males	Total
Officials - 1000 - TV Only					0		0
Officials - 1000 - Joint					1		1
Managers - 2000 - TV Only					1		1
Managers - 2000 - Joint					6		6
Professionals - 3000 - TV Only		1					1
Professionals - 3000 - Joint	1				3		4
Technicians - 4000 - TV Only							0
Technicians - 4000 - Joint					3		3
Sales Workers - 4500 - TV Only							0
Sales Workers - 4500 - Joint							0
Office and Clerical - 5100 - TV Only							0
Office and Clerical - 5100 - Joint							0

Craftspersons (Skilled) - 5200 - TV Only							0
Craftspersons (Skilled) - 5200 - Joint							0
Operatives (Semi-Skilled) - 5300 - TV Only							0
Operatives (Semi-Skilled) - 5300 - Joint							0
Laborers (Unskilled) - 5400 - TV Only							0
Laborers (Unskilled) - 5400 - Joint							0
Service Workers - 5500 - TV Only							0
Service Workers - 5500 - Joint							0
Total	1	1	0	0	14	0	16

1.1 Employment of Full-Time Television and Joint Employees — Jump to question: 1.1

Major Job Category / Job Code	Persons with Disabilities
Officials - 1000 - TV Only	
Officials - 1000 - Joint	
Managers - 2000 - TV Only	
Managers - 2000 - Joint	
Professionals - 3000 - TV Only	
Professionals - 3000 - Joint	
Technicians - 4000 - TV Only	
Technicians - 4000 - Joint	
Sales Workers - 4500 - TV Only	
Sales Workers - 4500 - Joint	
Office and Clerical - 5100 - TV Only	
Office and Clerical - 5100 - Joint	
Craftspersons (Skilled) - 5200 - TV Only	
Craftspersons (Skilled) - 5200 - Joint	
Operatives (Semi-Skilled) - 5300 - TV Only	
Operatives (Semi-Skilled) - 5300 - Joint	
Laborers (Unskilled) - 5400 - TV Only	
Laborers (Unskilled) - 5400 - Joint	
Service Workers - 5500 - TV Only	
Service Workers - 5500 - Joint	
Total	0

1.1 Employment of Full-Time Television and Joint Employees — Jump to question: 1.1

Please enter the gender and ethnicity of each person with disabilities listed above (e.g. 1 African American female).

1.2 Major Programming Decision Makers — Jump to question: 1.2

Of the full-time employees reported in Question 1.1, how many, including the station general manager, have responsibility for making major programming decisions?

1.2 Major Programming Decision Makers — Jump to question: 1.2

	African American	Hispanic	Native American	Asian/Pacific	White, Non-Hispanic	More Than One Race	Total
Female Major Programming Decision Makers					1		1
Male Major Programming Decision Makers					3		3
Total	0	0	0	0	4	0	4

1.2 Major Programming Decision Makers — Jump to question: 1.2

Please report by gender and ethnic or racial group the headcount of full-time employees having responsibility for making major programming decisions. Include the station general manager if appropriate. Major programming decisions include decisions about program acquisition and production, program development, on-air program scheduling, etc. This item should result in a double-counting of some full-time employees; employees having the responsibility for making major programming decisions should be included in the counts for this item and again, by job category above, in the full-time employee Question 1.1.

1.3 Employment of Part-Time Television and Joint Employees — Jump to question: 1.3

Please enter the number of PART-TIME employees, both TV-only and Joint, in the grids below. The first grid includes all female employees, the second grid includes all male employees, and the last grid includes all persons with disabilities.

1.3 Employment of Part-Time Television and Joint Employees — Jump to question: 1.3

Major Job Category / Job Code	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	More Than One Race Females	Total
Officials - 1000							0
Managers - 2000							0
Professionals - 3000							0
Technicians - 4000							0
Sales Workers - 4500							0
Office and Clerical - 5100							0
Craftspersons (Skilled) - 5200							0
Operatives (Semi-skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	0	0	0	0	0	0	0

1.3 Employment of Part-Time Television and Joint Employees — Jump to question: 1.3

Major Job Category / Job Code	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	More Than One Race Males	Total
Officials - 1000							0
Managers - 2000							0
Professionals - 3000							0
Technicians - 4000							0
Sales Workers - 4500							0
Office and Clerical - 5100							0
Craftspersons (Skilled) - 5200							0
Operatives (Semi-skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	0	0	0	0	0	0	0

1.3 Employment of Part-Time Television and Joint Employees — Jump to question: 1.3

Major Job Category / Job Code	Persons with Disabilities
Officials - 1000	
Managers - 2000	
Professionals - 3000	
Technicians - 4000	
Sales Workers - 4500	
Office and Clerical - 5100	
Craftspersons (Skilled) - 5200	
Operatives (Semi-skilled) - 5300	
Laborers (Unskilled) - 5400	
Service Workers - 5500	
Total	0

1.4 Part-Time Employment — Jump to question: 1.4

Of all the part-time employees listed in Question 1.3, how many worked less than 15 hours per week and how many worked 15 or more hours per week, but not full time?

1.4 Part-Time Employment — Jump to question: 1.4

Number working less than 15 hours per week

1.4 Part-Time Employment — Jump to question: 1.4

Number working 15 or more hours per week

1.5 Full-Time Hiring — Jump to question: 1.5

Enter the number of full-time employees in each category hired during the fiscal year.
(Do not include internal promotions, but do include employees who changed from part-time to full-time status during the fiscal year.)

1.5 Full-Time Hiring — Jump to question: 1.5

No full-time employees were hired (check here if applicable)

1.5 Full-Time Hiring — Jump to question: 1.5

Major Job Category / Job Code	Minority Female	Non-Minority Female	Minority Male	Non-Minority Male	Total
Officials - 1000					0
Managers - 2000				2	2
Professionals - 3000				2	2
Technicians - 4000				1	1
Sales Workers - 4500					0
Office / Service Workers - 5100-5500					0
Total	0	0	0	5	5

1.6 Full-Time and Part-Time Job Openings

Jump to question: 1.6

Enter the total number of full-time and part-time openings that occurred during the fiscal year. Include both vacancies in previously filled positions and newly created positions. Include all positions that became available during the fiscal year, regardless of whether they were filled during the year. If a job opening was filled during the year, include it regardless of whether it was filled by an internal or an external candidate. Do not include as job openings any positions created through the promotion of an employee who stays in essentially the same job but has a different title (i.e. where there was no vacancy or newly created position to be filled). If no full-time or part-time job openings occured, please enter zero.

1.6 Full-Time and Part-Time Job Openings

Jump to question: 1.6

Number of full-time and part-time job openings	6

1.7 Hiring Contractors

Jump to question: 1.7

During the fiscal year, did you hire independent contractors to provide any of the following services?

1.7 Hiring Contractors

Jump to question: 1.7

Check all that apply

- None
- Development Activities
- Legal Services
- Human Resources Services
- Accounting/Payroll Services
- Computer Operations
- Engineering

Comments

Question	Comment
No Comments for this section	

2.1 Corporate Management

Jump to question: 2.1

	# of Employees	Avg. Annual Salary	Average Tenure
Chief Executive Officer - TV Only		$	
Chief Executive Officer - Joint	1.00	$ 251,136	15
Chief Operations Officer - TV Only		$	
Chief Operations Officer - Joint	1.00	$ 129,688	1
Chief Financial Officer - TV Only		$ 0	
Chief Financial Officer - Joint	1.00	$ 160,000	3
Chief Digital Media Operations - TV Only		$	
Chief Digital Media Operations - Joint		$	

2.1 Corporate Management

Jump to question: 2.1

Please list the Other Job titles in this sub-category not listed above

2.2 Communication and Promotions

Jump to question: 2.2

Publicity, Program Promotion Chief - TV Only		$	
Publicity, Program Promotion Chief - Joint		$	
Communication and Public Relations, Chief - TV Only		$	
Communication and Public Relations, Chief - Joint	1.00	$ 65,200	9
Head of Audience - TV Only		$	
Head of Audience - Joint		$	
Social Media Specialist / Manager - TV Only		$	
Social Media Specialist / Manager - Joint		$	

2.2 Communication and Promotions

Jump to question: 2.2

Please list the Other Job titles in this sub-category not listed above

2.3 Programming and Productions

Jump to question: 2.3

Programming Director - TV Only		$	

Programming Director - Joint		$	
Production, Chief - TV Only	1.00	$ 83,124	9
Production, Chief - Joint		$ 0	0
Executive Producer - TV Only		$	
Executive Producer - Joint	1.00	$ 117,588	10
Producer - TV Only	1.00	$ 50,882	3
Producer - Joint	6.00	$ 85,171	3
Director - (Television Production ONLY)		$	
Digital Content Director - TV Only		$	
Digital Content Director - Joint		$	
Digital Project Manager - TV Only		$	
Digital Project Manager - Joint		$	
Managing Director, Audience Engagement - TV Only		$	
Managing Director, Audience Engagement - Joint		$	

2.3 Programming and Productions

Jump to question: 2.3

Please list the Other Job titles in this sub-category not listed above

2.4 Development and Fundraising

Jump to question: 2.4

Development, Chief - TV Only		$	
Development, Chief - Joint	1.00	$ 146,325	9
Member Services, Chief - TV Only		$	
Member Services, Chief - Joint		$	
Membership Fundraising, Chief - TV Only		$	
Membership Fundraising, Chief - Joint		$	
Major Giving Fundraising Chief - TV Only		$	
Major Giving Fundraising Chief - Joint		$ 0	
On-Air Fundraising, Chief - TV Only		$	
On-Air Fundraising, Chief - Joint		$	
Auction Fundraising, Chief - TV Only		$	
Auction Fundraising, Chief - Joint		$	

2.4 Development and Fundraising

Jump to question: 2.4

Please list the Other Job titles in this sub-category not listed above

2.5 Underwritting and Grant Sollicitation

Jump to question: 2.5

Underwriting, Chief - TV Only		$	
Underwriting, Chief - Joint	1.00	$ 123,313	25
Corporate Underwriting, Chief - TV Only		$	
Corporate Underwriting, Chief - Joint		$	
Foundation Underwriting, Chief - TV Only		$	
Foundation Underwriting, Chief - Joint		$	
Government Grants Solicitation, Chief - TV Only		$	
Government Grants Solicitation, Chief - Joint		$	

2.5 Underwritting and Grant Sollicitation

Jump to question: 2.5

Please list the Other Job titles in this sub-category not listed above

2.6 Broadcast Engineering and Information Technology

Jump to question: 2.6

Operations and Engineering, Chief - TV Only		$	
Operations and Engineering, Chief - Joint	1.00	$ 117,596	9
Engineering Chief - TV Only		$	
Engineering Chief - Joint	1.00	$ 78,000	1
Broadcast Engineer 1 - TV Only		$	
Broadcast Engineer 1 - Joint	1.00	$ 62,550	2
Production Engineer - TV Only		$	
Production Engineer - Joint		$	0
Facilities, Satellite and Tower Maintenance, Chief - TV Only		$	
Facilities, Satellite and Tower Maintenance, Chief - Joint		$	

Technical Operations, Chief - TV Only		$	
Technical Operations, Chief - Joint		$	
Information Technology, Director - TV Only		$	
Information Technology, Director - Joint	1.00	$ 86,869	3
Web Administrator/Web Master - TV Only		$	
Web Administrator/Web Master - Joint		$	

2.6 Broadcast Engineering and Information Technology — Jump to question: 2.6

Please list the Other Job titles in this sub-category not listed above

2.7 Journalists, Announcers, Broadcast and Traffic — Jump to question: 2.7

News / Current Affairs Director - TV Only		$	
News / Current Affairs Director - Joint	1.00	$ 172,000	2
Announcer / On-Air Talent - TV Only		$	
Announcer / On-Air Talent - Joint	3.00	$ 285,221	3
Reporter - TV Only		$	
Reporter - Joint		$	
Cinema / Videographer - TV Only		$	
Video Film Editor - TV Only	1.00	$ 41,993	2
Unit / Studio Supervisor - TV Only		$	
Public Information Assistant - TV Only		$	
Public Information Assistant - Joint		$	
Broadcast Supervisor - TV Only		$	
Broadcast Supervisor - Joint		$	
Director of Continuity / Traffic - TV Only		$	
Director of Continuity / Traffic - Joint		$	

2.7 Journalists, Announcers, Broadcast and Traffic — Jump to question: 2.7

Please list the Other Job titles in this sub-category not listed above

2.8 Education and Community Engagement — Jump to question: 2.8

Education, Chief - TV Only		$	
Education, Chief - Joint		$	
Instructional Services Director - TV Only		$	
Parent / Pre-School Coordinator - TV Only		$	
Volunteer Coordinator - TV Only		$	
Volunteer Coordinator - Joint		$	
Events Coordinator - TV Only		$	
Events Coordinator - Joint		$ 0	0
Section 2. Average Salary Totals	24.00	2,056,656	109

2.8 Education and Community Engagement — Jump to question: 2.8

Please list the Other Job titles in this sub-category not listed above

Comments

Question	Comment
No Comments for this section	

3.1 Governing Board Method of Selection — Jump to question: 3.1

Enter the number of governing board members (including the chairperson and both voting and non-voting ex-officio members) who are selected by the following methods:

3.1 Governing Board Method of Selection — Jump to question: 3.1

Ex-Officio (Automatic membership because of another office held) 2

3.1 Governing Board Method of Selection — Jump to question: 3.1

Appointed by government legislative body (including school board) or other government official (e.g. governor) 11

3.1 Governing Board Method of Selection — Jump to question: 3.1

Elected by community/membership

3.1 Governing Board Method of Selection — Jump to question: 3.1

Elected by board of directors itself (self-perpetuating body)

3.1 Governing Board Method of Selection — Jump to question: 3.1

Other (please specify below)

3.1 Governing Board Method of Selection — Jump to question: 3.1

3.1 Governing Board Method of Selection — Jump to question: 3.1

Total number of board members (Automatic total of the above): 13

3.2 Governing Board Members — Jump to question: 3.2

Please report the racial or ethnic group of the members of your governing board by gender. Please also report the number of governing board members with a disability.

3.2 Governing Board Members — Jump to question: 3.2

For minority group identification, please refer to "Instructions and Definitions" in the Employment subsection.

3.2 Governing Board Members — Jump to question: 3.2

	African American	Hispanic	Native American	Asian / Pacific	White, Non-Hispanic	More Than One Race	Total
Female Board Members		0			2		2
Male Board Members		1	1		9		11
Total	0	1	1	0	11	0	13

3.2 Governing Board Members — Jump to question: 3.2

Number of Vacant Positions: 0

3.2 Governing Board Members — Jump to question: 3.2

Total Number of Board Members (Total should equal the total reported in Question 3.1.): 13

3.2 Governing Board Members — Jump to question: 3.2

Number of Board Members with disabilities: 0

Comments

Question	Comment
No Comments for this section	

4.1 Local Community Outreach — Jump to question: 4.1

In what local community outreach or educational activities has your station been involved this year that supports unserved or underserved audiences? Please describe in detail: outcomes, audience served, community response.

As a full-power public television station licensed to the University of Florida, WUFT-TV has, for decades, served as a trusted and valuable source of early childhood educational programming and the television station remains as a foundational service for the citizens of north Florida. As one of the first and only free over the air television stations in the region for many years, WUFT-TV developed the reputation for service to families of the area and it remains a critical source of educational programming during the daytime hours of 7 am to 5 pm. WUFT-TV continues as the region's most powerful over the air TV station, which translates into the ability to reach rural and underserved areas of north Florida with this important programming. WUFT-TV also continues to serve as a uniquely important public safety source for the entire area through the station's FPREN or Florida Public Radio Emergency Network service, a nationally-recognized and award-winning initiative. WUFT-TV continues to be involved in some core foundational initiatives that benefit the educational needs of the community such as the Best Friends program with UF Health/Shands Children's Hospital and the statewide partnership with other public media entities around the Learning Media initiative, which is a project designed to provide educational resources to underserved audiences. WUFT routinely receives positive feedback from educators across north Florida about how important they feel the educational programming is to the families of the region.

4.2 Production Activity — Jump to question: 4.2

In what production activity has you station been involved that supports unserved or underserved audiences?

As Florida's land-grant university, the University of Florida's WUFT-TV and WUFT-FM are focused on creating programming and production-related content that provides both educational and public safety value to every Floridian, including those well outside the Gainesville-Ocala, Florida market area where WUFT's FPREN public safety service provides storm and other safety-related content to public media partners in Florida and South Carolina. Additionally, with a complete group of public broadcasting stations and signals, WUFT is able to provide unique and powerful programming to reach audiences that are in rural and underserved areas. WUFT Classic is the region's only cultural/arts media outlet and it continues to produce live and taped performances of artists and musicians to serve an audience that rarely receives attention in mainstream media. Additionally, WUFT-TV produces a number of targeted programs including "Amplified", a local music program, "Greater Good", a program and series highlighting not for profit agencies and their community work throughout the region and "Artistry in Motion", a program focusing on artists in the community, regardless of their focus or platform. WUFT continues to be very proud of the work we do to support unserved or underserved audiences throughout the region.

4.3 Program Content in Other Languages — Jump to question: 4.3

Do you provide program content in languages other than English? If so, please list your services in this area

WUFT's FPREN provides public safety information in Spanish as well as English. Additionally, WUFT Noticias produces and serves the Spanish-language audience through the regular news programming as provided through WUFT's news operation.

4.4 Governance Structure — Jump to question: 4.4

Please describe your station's governance structure. Please include information about your station's Board of Directors, Advisory Boards or Panels, Community Boards or Panels, and the Committee Structure under each of these entities.
Your response should include but is not limited to:
What are the direct and indirect reporting relationships?
What committees are active and what is their function?
Does your Board have an Audit and Finance Committee?
What are the roles and responsibilities of these Boards, Panels and/or Committees? Etc.

WUFT-TV/FM is governed as a University-licensee and the Executive Director and leadership team of the public television and radio stations report to the Dean of the College of Journalism and Communication at the University of Florida. The stations are led through a dual mission of service to community and to the students of the UF College of Journalism and Communications, who are involved in the operation of WUFT-TV and WUFT-FM in various departments including news, weather, programming and media services/production. WUFT's Director of Finance is a key contributor to the oversight of the financial resources of the public television and radio stations.

4.5 Community Outreach — Jump to question: 4.5

CPB is interested in learning more about stations' significant activities planned for the upcoming year - both broadcast and beyond broadcast. What types of on-air programs and off-air activities are you planning in the upcoming year that will connect your station more closely with your community? What goals are you setting in conjunction with these initiatives, and how will you measure your success?

WUFT-TV and WUFT-FM continue to be a leader in the critical areas of news, information and public safety initiatives that impact not only the Gainesville-Ocala market but all of Florida and South Carolina. Additionally, while WUFT continues to engage early childhood educational programming and community engagement, WUFT's position as a community leader in the area of news, information and public safety

communication will serve as a critical piece of the station's mission going forward. In late 2024 WUFT announced the invention of Beacon, or the Broadcast Emergency Alerts and Communications Operations Network, a new AI-driven innovation that provides public agencies with the ability to immediately share safety alerts and advisories with the public through WUFT's broadcast infrastructure. The development and deployment of Beacon is entirely funded through a partnership with the Florida Division of Emergency Management and it helps drive the station's commitment to ensuring the safety of all Floridians (and Americans) through the development of this innovative technology. WUFT's FPREN remains at the core of the station's commitment to service as well and will be into the forseeable future.

Comments

Question	Comment
No Comments for this section	

5.1 Journalists

Jump to question: 5.1

This section builds on the Census of Journalists conducted by CPB in the summer of 2010. These positions are the primary professional full-time, part-time or contract contributors to local journalism at your organization. The individuals in these positions will have had training in the standards and practices of fact-based news origination, verification, production and presentation. These are generally accepted titles for these positions but may not match position descriptions at your organization exactly. Please do your best to account for each professional journalist in your organization. Please do not count student or volunteer journalists.

5.1 Journalists

Job Title	Full Time	Part Time	Contract	Male	Female	African-American	Hispanic	Native-American	Asian/Pacific	
News Director										
Assistant News Director	1			1						
Managing Editor										
Senior Editor										
Editor										
Executive Producer	1			1						
Senior Producer	3			1	2	1	1			
Producer	4			2	2	2	1			
Associate Producer										
Reporter/Producer										
Host/Reporter										
Reporter										
Beat Reporter										
Anchor/Reporter										
Anchor/Host										
Videographer										
Video Editor	1				1					
Other positions not already accounted for										
Total	10	0	0	5	5	3	2	0	0	

Comments

Question	Comment
No Comments for this section	

6.1 Which Content Management System (CMS) is your station using?

Jump to question: 6.1

CMS is a platform that facilitates creating, editing, organizing, publishing web and mobile content.

6.1 Which Content Management System (CMS) is your station using?

Jump to question: 6.1

Check all that apply

- Grove
- Bento
- WordPress
- Drupal
- None

6.1 Which Content Management System (CMS) is your station using?

Jump to question: 6.1

Other

6.2 Which Customer Relationship Management (CRM) System is your station using?

Jump to question: 6.2

CRM is a platform for planning and tracking direct marketing and fundraising programs and lead campaigns; managing and tracking communications with prospective and current donors/members; and serves as a database for storing user, donor and/or member data to build profiles.

6.2 Which Customer Relationship Management (CRM) System is your station using?

Jump to question: 6.2

Check all that apply

- CDP
- Salesforce
- Blackbaud
- Carl Bloom

Roi Solutions

Adobe

Allegiance

None

6.2 Which Customer Relationship Management (CRM) System is your station using? Jump to question: 6.2

Other

6.3 Which Email Service Provider (ESP) is your station using? Jump to question: 6.3

ESP is a platform that provides services and templates for developing, launching, tracking email campaigns and email marketing activities.

6.3 Which Email Service Provider (ESP) is your station using? Jump to question: 6.3

Check all that apply

Mailchimp

Constant Contact

GoDaddy

SendGrid

None

6.3 Which Email Service Provider (ESP) is your station using? Jump to question: 6.3

Other

6.4 Which Marketing Automation Platform is your station using? Jump to question: 6.4

Marketing Automation Platform is a platform to automate marketing actions or tasks, streamline marketing workflows, and measure the outcomes of marketing campaigns. These tools provide a central marketing database for all marketing information and interactions, create segmented, personalized, and timely marketing experiences for donors and members. They also provide automation features across multiple aspects of marketing including email, social media, lead generation, direct mail, digital advertising, and more.

6.4 Which Marketing Automation Platform is your station using? Jump to question: 6.4

Check all that apply

Mailchimp Marketing Platform

Hubspot Marketing Hub

Adobe

None

6.4 Which Marketing Automation Platform is your station using? Jump to question: 6.4

Other

Comments

Question	Comment
No Comments for this section	

7.1 Did your station have the capability to relay CAP-compliant EAS alerts during your station's FY{{FY}}? Jump to question: 7.1

Yes

No

7.1 Did your station have the capability to relay CAP-compliant EAS alerts during your station's FY{{FY}}? Jump to question: 7.1

If no, why not?

7.2 Please consult your EAS equipment log and enter the number of alerts during your station's FY{{FY}}. Include all required tests. Jump to question: 7.2

Number of alerts received from the Emergency Alert System (EAS):	609
Number of EAS alerts relayed over the air:	92

7.3 Please select your internal procedure for relaying the following categories of EAS events that occurred during your station's FY{{FY}} (examples in parentheses). If your policy varies by Event Code, please select "Varies/No policy" and provide further explanation. Jump to question: 7.3

National alerts and tests (EAN, NPT, RMT, RWT)	Automatic relay
Non-Weather civil alerts (CAE, CDW, CEM, LAE, LEW, TOE)	Operator discretion
Non-Weather environment alerts (AVW, EQW, FRW, HMW, NUW, RHW)	Operator discretion
Non-Weather imminent danger alerts (EVI, SPW)	Operator discretion
Weather alerts (BZW, DSW, FFW, FLW, SVR, TOA, TOR, WSW)	Automatic relay

7.3 Please select your internal procedure for relaying the following categories of EAS events that occurred during your station's FY{{FY}} (examples in parentheses). If your policy varies by Event Code, please select "Varies/No policy" and provide further explanation. Jump to question: 7.3

Further explanation (Optional)

We pass all required EAS messages through unless we have a Meteorologist live on the air providing lifesaving information. We verify

messages received to messages sent via Encoder log based on criteria determined by the station General Manager.

7.4 Please describe the relationship between your station and local emergency management agency that occurred during your station's FY{{FY}}. Jump to question: 7.4

We work with our local emergency management agency to ensure the community has the emergency information they need.

7.5 For your primary transmitter only, please list the make and model of your EAS equipment as of the end of the {{FY}} calendar year. Jump to question: 7.5
- Stations may have to list this info for separate transmitters
- Below is what your station entered last year, please review and make necessary edits

	Call letters	Model	Make
1	WUFT-TV	Digital ENDEC	Sage
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7.6 (For State Networks, Duopolies, multiple transmitters) Does your station have separate EAS equipment located at each additional transmitter site allowing for geo-targeted, locally-relevant alerts as of the end of {{FY}} calendar year?

Jump to question: 7.6

Yes

No

N/A

Comments

Question	Comment
No Comments for this section	