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 Fourth Quarter FY 2022-2023 Activity Report**
Date: **July 10, 2023**

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.

FY22-23 Fourth 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 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 Fourth 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. 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.

"WUFT News First at Five" is produced and anchored by student journalists in the UF College of Journalism 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.

WUFT-TV Educational Outreach:
Shared Education Outreach posts on WUFT Facebook page - These posts are sourced through PBS Kids station initiatives targeting families and educators. Communication with the Cade Museum and the Florida Museum of Natural History to discuss participation in potential partnerships; initial planning for 2023 Read for the Record's book, "With Lots of Love;" and outreach literacy activity with Newberry Elementary second grade class which consisted of daily postings of completed Big Dreams on WUFT Facebook page. To date, 11,754 people reached on WUFT Facebook page with 35 shares to other Facebook pages.

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887	140	–	
People reached	Engagements	Distribution score	Boost post

FY22-23 Fourth 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 mhz in the Gainesville; 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 mhz 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.

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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

Nature Coast/The Villages Markets:
WJUF-FM (HD1): News/Talk-Community Information
WJUF-FM (HD2): WUFT Classic (Music/Arts)

FY22-23 Fourth Quarter Activity – WUFT, Digital, Radio and Television Highlights
Digital/WUFT.org News Stories:
WUFT.org covered the new Florida abortion law, a city park reopening, upcoming changes to a dangerous intersection, dog training in a Florida prison, a lawmaker's plans for Gainesville's city utility and the end of a fight over a Dollar General development.

WUFT/WJUF-FM Radio News Highlights:
April: Newberry Meat Processing Plant developments; Peaceful Sundays conflict
University of Florida's TikTok Ban in compliance with the state; GRU Takeover bill in the legislature
May: Permit-less Concealed Carry bill's impact in Florida; UF's Oldest Tree Removed; GRU budget cuts
June: Santa Fe Habitat for Humanity Build; Container Homes; Mosquito Fish

WUFT-TV Television Highlights:
- April 3, 4, 7, 10: Case of three teen murder victims and three teen murder suspects in Marion County
- April 11, 12, 14, 18, 20: Death Penalty: Florida resumes executions after pandemic break, new law proposes no longer requiring unanimous jury death penalty recommendations (just 8-4 and higher votes), and another bill would allow possible death penalty for rape of young children
- April 10, 13, 14, 19, 21: Gainesville Regional Utilities debt crisis and governance controversy
- May 23, 27: UF & FAMU student journalists tour the civil rights trail
- June 10, 12, 19: UF & FAMU student journalists tour the civil rights trail

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FY22-23 Fourth Quarter Activity – Florida Public Radio Emergency Network (FPREN)
The following list represents content that was produced for radio and social media audiences of partners stations throughout all of Florida:

- April 3: Above average temperatures return to North Central Florida.
- April 13: A severe thunderstorm watch is in effect for northeast and central Florida. Jacksonville, Orlando and Daytona Beach could see damaging winds, large hail, and an isolated tornado through this evening. Stay “weather aware” especially along the I-95 and I-4 corridors.
- April 17: Temperatures will be slightly below average following a cold front.
- April 18: Temperatures will dip into the mid to lower 40s across parts of North Florida and the Panhandle. It's been about a month since that region has gotten this chilly. The cooler air hasn't penetrated the entire Florida peninsula it’s still warm in South Florida.
- April 24: Isolated showers and storms are possible throughout the afternoon with highs today reaching to near 80°. More widespread rain is likely by midweek.
- May 11: Strong thunderstorms are possible again, especially along and west of I-75. In addition to frequent lightning and heavy rain rates, gusty winds and large hail will be possible from the strongest storms.
- June 1: Beginning of 2023 Atlantic hurricane season
- June 2: Tropical Storm Arlene forms in the Gulf of Mexico
- June 16: New Tornado Warning for Gilchrist and Alachua Counties until 7:45 a.m. Strong circulation near Newberry capable of producing a tornado. Head to your safe spot immediately. The storm may also produce very large hail.
- June 16: Tornado Warning for Alachua County has expired but this dangerous storm has a history of strong rotation & funnel clouds. Large hail & damaging winds are still possible as the supercell tracks thru Gainesville & areas to the south. Storm is still spinning so stay alert.
- June 23: Tracking Tropical Storms Cindy and Bret

