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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
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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: January 10, 2025

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 Second 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 Second 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, Gainesville Garden Club, Arts in Health Ocala Metro, Friends of the Panama Canal Museum Collection, Christina Phipps Foundation, Hunger Fight, Xavier House, Three Rivers Legal Services, Inc. Norman Fixel Institute for Neurological Diseases, North Central Florida Blues Society, Estella Bryd Whitman Community Health Center, Suwannee Bicycle Association and Sira. The program was broadcast 107 times during the Second Quarter. All episodes are archived and viewable at https://www.wuft.org/greatergood



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"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

"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 The Wire Birds, PRIZILLA, Now Leaving Space, Buko Boys, Sour Replay and Whiskey & Co. https://www.wuft.org/shows/wuft- amplified

"GNV on the Move" is a monthly, half-hour program featuring segments about current Gainesville initiatives, events and staff. https://www.gainesvillefl.gov/News-articles/New-Gainesville-TV-program-%E2%80%9CGNV-On-The-Move%E2%80%9D-debuts-this-month

"Alachua County Candidate Forum" A review of all candidates running in the Florida August primary election. Co-sponsored by the Bob Graham Center for Public Service, the Alachua County League of Women Voters and WUFT.

"WUFT Antique and Fine Art Appraisal Day" Hightlights from the appraisal event held in Gainesville last winter. https://www.youtube.com/watch?v=bqnRwdxsXqk

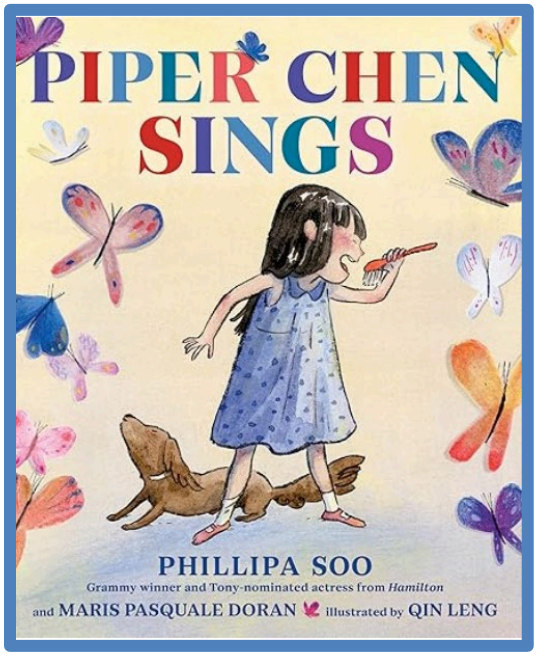
"Sounds of the Season 2024: Songs of Hope & Joy" Featuring over 300 performers, this year's program included the UF Symphony Orchestra, UF Concert Choir and Chamber Singers, Gainesville Master Chorale, and the Latin Grammy award-winning band, Maharajah Flamenco Trio. UF President Fuchs narrated Longfellow's Christmas.

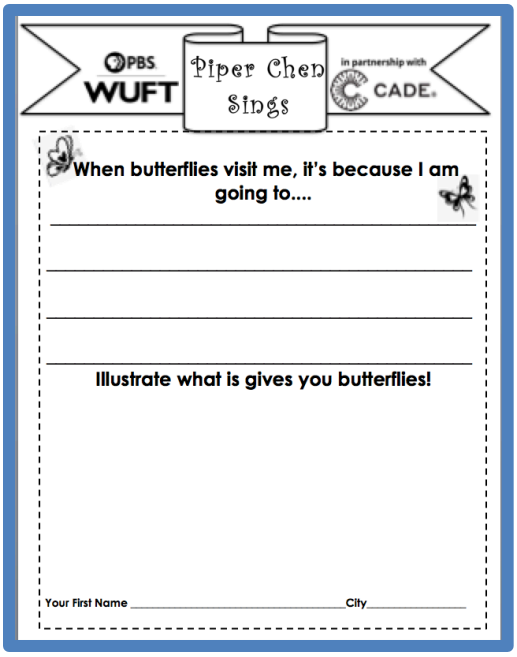
WUFT-TV Educational Outreach:
Education Outreach posts were shared on the WUFT Facebook page. These posts are sourced through PBS Kids and station initiatives targeting families and educators. WUFT partnered with the Cade Museum for Creativity and Invention for Jumpstart's 19th annual Read for the Record on Oct. 24. WUFT Executive Director Randy Wright and UF College of Journalism and Communications Dean Hub Brown were recorded reading Phillipa Soo's "Piper Chen Sings." A follow-up activity was created for use after the event.

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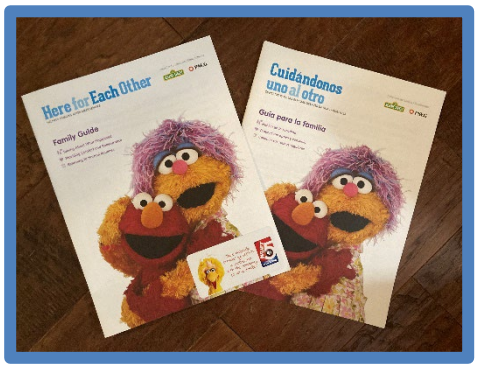




Materials in English and Spanish were distributed throughout the community to support ongoing educational programs. Divorce and Incarceration kits, printed in English and Spanish, were provided to Trinity United Methodist Church-Little Children BIG Challenges for use in their Children's Ministry Programs. Williams Thomas Funeral Homes in Gainesville, Jonesville, and Hawthorne received "When Families Grieve" kits for use in family homes where children are experiencing a loss through death. Grace Methodist Church received "Here for Each Other" materials for families with children undergoing a traumatic situation. They were primarily used following Hurricane Helene and Milton.







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FY24-25 Second 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

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

FY24-25 Second Quarter Activity – WUFT Digital, Radio and Television News Highlights
Digital/WUFT.org: WUFT.org covered Hurricane Milton's impact on Florida, as well as the local, state and national elections. The newsroom also reported on a small-town environmental controversy in Archer, Florida, the strange decline of an the lovebug population and efforts to memorialize local victims of lynching crimes in Alachua County.

WUFT-TV Television Highlights:
- Campaign 2024 and election results including national, state, and local (including local recount)
- Hurricane Season (including preparation, impact and aftermath for both Hurricane Helene and Hurricane Milton)
- Alachua County school superintendent (scrutiny, firing, search)
- North Central Florida food drives and free food distribution
- Gainesville cold shelter program for the homeless
- Coverage of the U.S. Presidential Race

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WUFT-FM Radio Highlights:

- Hazardous weather alerts because of Hurricane Milton including numerous live addresses from Gov. DeSantis, FPREN and the WUFT Newsroom with scores of interviews before, during and after the storm on Oct. 9.
- Coverage of the firing of the School Board of Alachua County Superintendent. The eight one in nearly as many years.
- Search for the new University of Florida president.
- Coverage of tension between the City of Gainesville and the Gainesville Regional Utilities Authority Board.
- Coverage of issues related to rent. A new report shows that some Florida residents need to work a lot more than the standard 40-hour workweek to afford rent in the state.
- Live coverage of local elections on the evening of Nov. 5 with a dozen stories about the number of Florida officials who may be appointed to posts in the new Trump administration.
- Infrastructure reporting, including how Alachua County officials are trying to make a Gainesville bridge safer for pedestrians.
- Stories about cautions and tips around holiday travel for both Thanksgiving and the December holidays.
- Reporting on the University of Florida's accolades, including the new AI supercomputer – HiPerGator.

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/

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"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

HEALTH *in a heartbeat*

ANIMAL AIRWAVES

FY24-25 Second Quarter Activity – Florida Public Radio Emergency Network (FPREN)
The staff of the Florida Public Radio Emergency Network (FPREN) includes Chief Meteorologist Tim Miller, Senior Meteorologist Megan Borowski and Meteorologist 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.

- Oct. 6 Hurricane Milton is expected to impact western central Florida by mid-week. Floridians need to prepare for this storm. Indirect impacts will start being felt as soon as tomorrow.
- Oct. 8 Hurricane Milton is expected to make landfall very early on Thursday morning, at least as a category 3 hurricane. The track has shifted a bit south, and with it, the highest storm also shifts south.
- Oct. 9 Hurricane Milton makes landfall near Siesta Key with maximum sustained winds at 120 mph. Heavy rains will continue across Central Florida overnight. An additional 10 inches of rain are possible. Flash floods are probable as Hurricane Milton's heavy rains will be focused north of the I-4 corridor.

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- Oct. 19 Hurricane Oscar develops north of the Dominican Republic
- Dec. 1 2024 Hurricane season is one of the costliest on record



BEACON Launch: On Dec. 18, the UF College of Journalism and Communications hosted a press conference announcing BEACON, the first-ever public safety messaging system that uses AI and the reliability of radio to deliver real-time emergency messaging. BEACON (Broadcast Emergency Alerts and Communications Operations Network) was developed through a collaboration between WUFT-FM/TV, the Florida Division of Emergency Management (FDEM), the Florida Public Radio Emergency Network (FPREN) and Futuri to inform residents with location specific messages from emergency managers. The BEACON system leverages artificial intelligence to analyze the latest text-based information during emergencies, from hurricanes to mass shootings. It then generates up-to-the-minute broadcast content for TV and radio in both languages and sends automated alerts directly to residents via the BEACON app. Currently operational in Alachua County on WUFT-HD4, BEACON is slated to expand statewide, with training planned for emergency managers and local broadcasters.