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
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352-392-5551
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To: **Governor Ron DeSantis' Office and the Florida Department of Education**
From: **Randy Wright, Executive Director, UFCJC Division of Media Properties**
Re: **WUFT-TV and WUFT-FM/WJUF-FM and Florida Public Radio Emergency Network Second Quarter FY 22-223 Activity Report**
Date: **January 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 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 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. All episodes are archived and viewable at https://www.wuft.org/greatergood

"Gainesville Mayoral Debate" produced by WUFT News and the Gainesville Sun featured a forum for the two Gainesville Mayoral candidates to debate topics of interest to City residents.

"Vote 2022: Election Night Special" provided and overview of all local, state and national contests including coverage from NPR News and PBS NewsHour.

"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.

University of Florida 2022 Homecoming Parade Special featured live coverage of the annual parade featuring bands, floats and local dignitaries. The broadcast was also streamed on wuft.org.

"Knight Talks" featuring UF students interviewing media industry leaders and college alumni.

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WUFT-TV Educational Outreach:
Participation in all FPBS conference calls. Shared Education Outreach posts on WUFT Media Facebook page. These posts are sourced through PBS Kids and station initiatives targeting families and educators. Representation at an Education Outreach planning meeting to review WUFT's participation in the 2022 edition of Read for the Record. Established partnership with The Cade Museum of Creativity and Invention's Little Sparks Program for Read for the Record Day and created a Big Dreams Activity to add to the event. The event was also promoted during the 2022 UF Homecoming Parade. In addition, a collaboration has been established with the Caring and Sharing Charter School in Gainesville for a literacy project for K-2nd grade students.

FY22-23 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," "Encore," "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.

Gainesville-Ocala Market:
WUFT-FM (HD1): News/Talk-Community Information Format
WUFT-FM (HD2): WUFT Classic (Classical/Arts Format)
WUFT-FM (HD3): "GHQ"-Millennial-Targeted Contemporary Format

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

FY22-23 Second Quarter Activity – WUFT, Digital, Radio and Television Highlights Digital/WUFT.org
WUFT.org covered the midterm election, protests against the selection of UF's new president and the plight of a Black farmer seeking a state medical marijuana growing license, among several hundred other stories.

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WUFT/WJUF-FM Radio News Highlights:

- General Election coverage
- Tropical Storm Nicole coverage
- A documentary special on Hurricane Ian aftermath that aired in December
- Special reports from Report for America reporter Katie Hyson on Black Farms and Gainesville being the first city in Florida to apply fair chance hiring to private employers.

WUFT-TV Television Highlights:

- Oct. 12: Tropical Storm Nicole caused damage to the Atlantic side of the state including knocking out a section of the iconic pier in Flagler County.
- Oct. 14: Ongoing impact of Hurricane Ian which created intense damage to Southwest Florida and more than 100 deaths, stories throughout the quarter and a half-hour news special on the immediate aftermath in Lee County.
- Nov. 8: Midterm election stories focused on local and state races. There were four cut-ins during PBS NewsHour coverage as well as for WUFT NEWS Facebook Live including live coverage of Ron DeSantis victory speech. Stories were also featured on NOTICIAS WUFT Facebook Live.
- Nov. 8: Gainesville Mayor runoff stories and results. WUFT-TV 5.1. broadcast the debate co-hosted by WUFT and the Gainesville Sun three times.
- Oct. and Nov.: Ben Sasse named the sole finalist to become the next UF President. Stories focused on the protests and the Board of Trustees defending the sole finalist.
- Oct. 26,27,28: FPREN and Creative Services produced a series on the Hurricane Hunters.
- Oct. 29, Nov. 4 and Nov. 14: Antisemitism stories featuring Kanye West and Kyrie Irving controversies and the messaging at the Florida vs. Georgia football game. Coverage of UF events to rally in support of the campus Jewish community.
- Nov. 30, Dec. 1, Dec. 2, Dec. 5: Coverage of backup UF Quarterback Jalen Kitna arrested on child porn charges.

FY22-23 Second 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:

Early October: Aftermath of Hurricane Ian, conditions remained quiet for several weeks but FPREN meteorologists closely monitored as Tropical Storms Julia and Karl formed in the Atlantic Basin but tracked toward Central America and Mexico.

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Oct. 19: Frost and Freeze alerts issued for portions of the Panhandle

Oct. 24: Feature piece: FPREN Chief Meteorologist talks with Hurricane Hunters

Oct. 31: Tropical Storm Lisa forms

Nov. 2: Lisa becomes a hurricane, Hurricane Martin also forms in the Atlantic

Nov. 3-6: Monitoring an area of low pressure in the Atlantic

Nov. 7: Subtropical Storm Nicole forms

Nov. 8: Nicole becomes a tropical storm and threatens the east coast of Florida



Nov. 9-11: Nicole becomes a hurricane and makes landfall with Florida

Nov. 26-27: Cold front and potential for severe storms across the Panhandle

Nov. 29-30: Another frontal boundary and batch of severe storms impacted the Panhandle and North Florida

Dec. 5: Hurricane season ends, but there's potential for development in the Atlantic Basin

Dec. 12-15: Monitoring potential for and tracking severe storms along a frontal boundary cold front. Impacted areas include the Panhandle, North Florida, and Central Florida.

Dec. 21-26: Monitoring the potential for and tracking the outbreak of Arctic air across North Florida. Hard freeze in the Panhandle leading up to the Christmas holiday.

December 30, 2022: Weak squall line with a few strong/severe storms impact the Panhandle ahead of the New Year's holiday.