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
Officials - 1000 - Joint							0
Managers - 2000 - TV Only							0
Managers - 2000 - Joint	1	1			1		3
Professionals - 3000 - TV Only							0
Professionals - 3000 - Joint	2	1	0		8		11
Technicians - 4000 - TV Only	1	0					1
Technicians - 4000 - Joint							0
Sales Workers - 4500 - TV Only	0						0
Sales Workers - 4500 - Joint							0
Office and Clerical - 5100 - TV Only							0
Office and Clerical - 5100 - Joint	1				2		3
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	11	0	18

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
Officials - 1000 - Joint					1		1
Managers - 2000 - TV Only					2		2
Managers - 2000 - Joint					2		2
Professionals - 3000 - TV Only	1				3		4
Professionals - 3000 - Joint					2		2
Technicians - 4000 - TV Only					0		0
Technicians - 4000 - Joint					4		4
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	0	0	0	14	0	15

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		1			1		2
Technicians - 4000							0
Sales Workers - 4500							0
Office and Clerical - 5100					1		1
Craftspersons (Skilled) - 5200							0
Operatives (Semi-skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	0	1	0	0	2	0	3

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	1	1		1	1		4
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	1	1	0	1	1	0	4

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: 2

1.4 Part-Time Employment

Jump to question: 1.4

Number working 15 or more hours per week: 5

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		0		1	1
Professionals - 3000	1	1	1	1	4
Technicians - 4000					0
Sales Workers - 4500					0
Office / Service Workers - 5100-5500					0
Total	1	1	1	2	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: 4

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		$ 0	0
Chief Executive Officer - Joint	1.00	$ 242,643	14
Chief Operations Officer - TV Only		$	
Chief Operations Officer - Joint		$	
Chief Financial Officer - TV Only		$	
Chief Financial Officer - Joint	1.00	$ 137,887	2
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	$ 62,996	8
Head of Audience - TV Only		$	
Head of Audience - Joint		$	
Social Media Specialist / Manager - TV Only		$	
Social Media Specialist / Manager - Joint		$ 0	0

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	1.00	$ 79,936	5

Programming Director - Joint		$	
Production, Chief - TV Only		$	
Production, Chief - Joint		$	
Executive Producer - TV Only		$ 0	0
Executive Producer - Joint	1.00	$ 111,822	3
Producer - TV Only	4.00	$ 70,552	2
Producer - Joint	1.00	$ 45,100	1
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		$	
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	1.00	$ 140,697	8
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	$ 118,855	8
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	$ 98,800	4
Engineering Chief - TV Only		$	
Engineering Chief - Joint		$	
Broadcast Engineer 1 - TV Only		$	
Broadcast Engineer 1 - Joint	1.00	$ 57,516	1
Production Engineer - TV Only		$ 0	0
Production Engineer - Joint		$	
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	$ 90,473	6
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	1.00	$ 165,285	1
News / Current Affairs Director - Joint		$	
Announcer / On-Air Talent - TV Only		$	
Announcer / On-Air Talent - Joint	1.00	$ 78,000	4
Reporter - TV Only	1.00	$ 58,967	8
Reporter - Joint	2.00	$ 76,142	6
Cinema / Videographer - TV Only		$	
Video Film Editor - TV Only	2.00	$ 43,175	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	22.00	1,678,846	83

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) 0

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	1				3		4
Male Board Members		0		2	7		9
Total	1	0	0	2	10	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

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.

WUFT-TV, as a licensee of the University of Florida, has for many years served as a local source for early childhood educational programming and it remains a foundation for such programming today, as it has been for decades. WUFT-TV was one of the first television stations on the air in north Florida and it remains as a constant for families and others looking for access to this critically important educational programming during the daytime hours of 7 am-5 pm. This award-winning programming appeals to a wide variety of underserved and rural audiences that may only have access to free over the air broadcast television signals. As north Florida's most powerful broadcast station, WUFT-TV takes the role of community servant seriously, constantly striving to be a good steward of the public airwaves through airing this type of programming. 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 Florida Public Media stations through the "Learning Media" initiative, which is a project designed to provide educational resources to underserved audiences and those who might not have access to more costly educational assets and tools. While true total impact in the marketplace is difficult to gauge, WUFT routinely hears from educators and others in the community about how important they feel these services are in an environment where resources are challenged and people need help. WUFT also continues to dedicate itself to public safety-related initiatives and the Florida Public Radio Emergency Network, an initiative that provides public safety and emergency-related messaging to public media across Florida and South Carolina, continues to be a core success story for WUFT. 2019's CPB "Community Lifeline" award, which WUFT was given, remains a pride point of our staff and audience.

4.2 Production Activity Jump to question: 4.2

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

WUFT-TV and FM continue to represent the core mission of the University of Florida as a land grant institution quite well with programming and production-related outreach to the entire market that provides people with educational and enriching entertainment-related programs that they can't receive anyplace else. With a suite of public media outlets, each designed to serve underserved audiences, WUFT-TV/FM fill a number of voids in programming that truly make a difference in the north Florida landscape. WUFT Classic, which provides the only arts and classical music product in the community, continues to evolve now producing live and taped performances of artists and musicians who fill a void in the arts entertainment area. In 2023 WUFT began production of a television (and radio) program that highlights local music artists from singers to musicians and more, that previously may have never been exposed to the broad audience that WUFT's platforms provide. "WUFT Amplified" is an initiative that's found great success and is unique to WUFT. Additionally other locally-originated television programs such as "Greater Good" and "Artistry in Motion" are a core foundation of WUFT and designed to engage elements of the community that may be overlooked and underserved. WUFT is very proud of the local programming iniaitives that truly make a difference in north Florida.

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 TV/FM produces and serves as a program and news supplier to Hispanic audiences of north central Florida the station's "Noticias WUFT" content service. This regular Spanish-language news service includes a regular produced news product and local content presented on an unique Spanish-language website and accompanying radio programs. The two-fold mission is to providing service to the Spanish-language audiences in the area and train bilingual students in the University of Florida College of Journalism and Communications.

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 is licensed to the University of Florida's Board of Trustees and operates through the Division of Media Properties in the UF College of Journalism and Communications under the direction of the Dean of the College. The UF Board of Trustees consists of six members appointed by the Governor and five members appointed by the Board of Governors charged with directing the activities of the University. It sets policy for the institution and serves as the school's legal owner and final authority and holds the institution's resources in trust and is responsible for their efficient and effective use. The chair of the Faculty Senate and the president of the Student Body serve as ex-officio members and are voting members. The UF Board of Trustees meets quarterly to discuss UF issues and has several committees. Audit and Operations Review is responsible for reviewing and recommending to the Board policies affecting operational review accountability and audit. Educational Policy and Strategy is responsible for reviewing and making recommendations on educational policy, recruitment and retention of faculty and student educational experiences. Facilities is responsible for reviewing and recommending to the Board policies affecting physical plant and real property. Finance is responsible for reviewing the financial affairs of the University. Governance is responsible for reviewing and

making recommendations on Board development functions. Governmental Relations is responsible for reviewing and recommending policies on local, state and federal legislation. Public Relations reviews media communications with the public including alumni. WUFT-TV has a community fundraising and ambassador group that assists the station in its fundraising efforts and advises the station with regard to fundraising, programming, community involvement and more.

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 serve as a community steward of service to the north central Florida region on a number of critically important fronts; primarily local news, information and early childhood education and public safety. Woven into these themes are two programs developed by WUFT in recent years that are focused on the community groups working for positive in our communities and that works to make a difference in the area of arts. WUFT's Greater Good is an aggressive program that highlights the efforts of not-for-profit agencies in the area and they impact they make in our area. WUFT's Artistry in Motion is a similar effort that focuses on various artists and organizations that promote the arts in north Florida. Combined with WUFT's award-winning local news and information programming in addition to the work FPREN (Florida Public Radio Emergency Network) ensures our public media properties are at the forefront of community service and making a significant difference when and where people need it most.

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	1			1						
Assistant News Director	1			1						
Managing Editor										
Senior Editor										
Editor	4			1	3	3				
Executive Producer	1			1						
Senior Producer										
Producer	2			1	1					
Associate Producer										
Reporter/Producer	1			1						
Host/Reporter	1				1		1			
Reporter										
Beat Reporter										
Anchor/Reporter										
Anchor/Host	1			1						
Videographer										
Video Editor	2			1	1					
Other positions not already accounted for										
Total	14	0	0	8	6	3	1	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 messages from IPAWS in FY{{FY}}? Jump to question: 7.1

Yes

No

7.1 Did your station have the capability to relay CAP messages from IPAWS in FY{{FY}}? Jump to question: 7.1

If no, why not?

7.2 How many CAP messages did your station release in FY{{FY}}? (Available from CAP log from your encoder(s)) Jump to question: 7.2

73

7.3 Is your station compliant with the new FCC rules for EAS encoder systems that went into effect December 12, {{FY}}? https://www.fcc.gov/fcc-sets-dates-improved-emergency-alert-system-messages Jump to question: 7.3

Yes

No

7.3 Is your station compliant with the new FCC rules for EAS encoder systems that went into effect December 12, {{FY}}? https://www.fcc.gov/fcc-sets-dates-improved-emergency-alert-system-messages Jump to question: 7.3

If no, why not?

7.4 Please describe your internal policy and threshold for pass-through of EAS messages, including how your system checks for CAP-compliant alerts. Jump to question: 7.4

WUFT and the University of Florida's Division of Media Properties are unique in that we founded and host the Florida Public Radio Emergency Network. As such, we provide not only WUFT-TV/FM with public safety and emergency messaging but we also support other public media throughout Florida (and South Carolina) with live and pretaped emergency weather updates, as dictated by the severity of the circumstances. Under normal operations, WUFT passes along all required EAS messages unless we have a WUFT/FPREN staff meteorologist live on the air providing warning and alert information. During those circumstances the meteorologist or host provides the core foundational alert information but then shares much more detail and information than is typically received through an EAS alert itself. We verify messages received to messages sent via the encoder log based on critera determined by WUFT leadership and protocol.

7.5 Please describe the relationship between your station and local emergency management agency. Jump to question: 7.5

Since 2013 WUFT-TV/FM and the WUFT-founded Florida Public Radio Emergency Network or "FPREN" has served as an incredible outreach in building stronger relationships with local and state emergency management and public safety officials. Designed as a "direct conduit" for public safety agencies to speak with the citizinery via public broadcasting's free over the air signals, FPREN has proven to be an invalable tool in building positive and engaging relationships with government agencies who have a mission focused on public safety and emergency messaging. Each spring WUFT/FPREN hosts the "FPREN Pre-Hurricane Season Partnership Summit" at the studios of WUFT on the campus of the University of Florida. Attendees for this two-day event and seminar are focused in two primary areas; public safety-emergency management leaders and public broadcasting managers and leadership from throughout Florida. This annual summit allows for a free-flow of communication between public safety and emergency management and has proven to be invaluable in developing positive relationships and more seamless communication, especially during critically important events such as hurricanes, tropical storms, etc.

7.6 Are you currently able to measure the number of individuals with Access and Functional Needs" (AFN) in your broadcast coverage area? Jump to question: 7.6

Yes

No

7.6 Are you currently able to measure the number of individuals with Access and Functional Needs" (AFN) in your broadcast coverage area? Jump to question: 7.6

If Yes Please list the source(s) from which you obtain data on the AFN individuals in your coverage area:

7.7 Are you currently able to reach the AFN community in your coverage area with your emergency alerting broadcast technology(ies)? (Yes -- we can reach most AFN individuals; Somewhat -- we can reach some AFN individuals but not all; No -- we are unable to reach AFN individuals; Unsure -- we do not have enough data to know) Jump to question: 7.7

Yes

No

Somewhat

Unsure

7.7 Are you currently able to reach the AFN community in your coverage area with your emergency alerting broadcast technology(ies)? (Yes -- we can reach most AFN individuals; Somewhat -- we can reach some AFN individuals but not all; No -- we are unable to reach AFN individuals; Unsure -- we do not have enough data to know) Jump to question: 7.7

(Optional) What barriers are preventing you from better reaching your AFN communities with emergency alerts?

7.8 For each transmitter, please list the make, model, current firmware version, location (specify studio, transmitter site, or other location), and internet connectivity of your EAS equipment. If you have more transmitters to add, please press the TAB button while on the last row. Jump to question: 7.8

	Call letters	Location	Model	Firmware Version	Make	Connected
1	WUFT-TV	Studio	Digital ENDEC	95	Sage	University of
2						
3						
4						
5						
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Comments

Question	Comment
No Comments for this section	