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 2023-2024 Activity Report**
Date: **Oct. 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.

FY23-24 First 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 First 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 Girls Place, City of Gainesville Nature Parks, TEAM Dad (WellFlorida Council), Barbergators Chorus, Alachua Habitat for Humanity, Greater Gainesville International Center, Putting Families First, Smathers Libraries, Xtreme SOULutions, Archer Family Health Care, HealthStreet at UF and UF Thompson Earth Systems Institute. 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. September guests included Steve Spurrier, Mike Holloway, Julie Donaldson and J.C. Deacon.

"WUFT Amplified" features performances by local musical groups. Eleven episodes were broadcast during this period and featured Matcha, Casey Jones II, Clay Dixon & The Piccadillies, MADWOMAN, Sooza Brass Band, The Forum, Xarissa, Jupiter Troupe, Staircase Spirit, Jamie Davis and Dionysus.

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WUFT-TV Educational Outreach:

During the First Quarter, Education Outreach posts were shared on WUFT Media Facebook page. These posts are sourced through PBS Kids station initiatives targeting families and educators. Preparations and planning is underway to film station and college staff reading the 2023 Read for the Record book "With Lots of Love." Follow up activities for families who participate in the event are being created. Various meetings were held with Stop Children's Cancer and UF Children's Hospital staff regarding funding for WUFT's Best Friends for Life Reading Buddies Program in the Infusion Clinic and in the Immune Compromised Unit.

FY23-24 First 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.

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)

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FY23-24 First Quarter Activity – WUFT, Digital, Radio and Television Highlights

Digital/WUFT.org News Stories:

July had the highest click rate for "The Point" newsletter so far this year, with an average click rate of 11.66% (industry average is 10.2%). August was the highest newsletter open rate for the year with 47.24% (industry average is 34.6%). The newsletter consistently performs above industry averages month over month. Hurricane coverage during the week of Aug. 27 boosted web analytics significantly, with a total of 114,750 pageviews that week compared to 43,486 the previous week. The top story from that week (not including the landing pages) was "Photos capture aftermath of Hurricane Idalia in Perry and Cedar Key" by Ashleigh Lucas, Augustus Hoff, Caleb Ross and Sydney Johnson. It received 22,874 pageviews and an average per-view engagement time of 0:55.

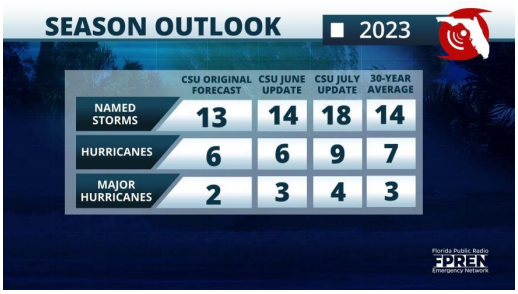
WUFT/WJUF-FM Radio News and WUFT-TV Television Highlights:

- Aug. 28: Hurricane Idalia impact: 8/28 (Two special reports)
- Aug. 29: Hurricane Idalia (Four special reports)
- Sept. 5,6,7,8,11,12,13,14: Hurricane Idalia newscast stories
- Sept. 13,15,21,22,27,28: Controversy and lawsuits about HB1645 that created an independent authority over Gainesville Regional Utilities
- Sept. 12,22,25,27: Housing issues in the Gainesville area (late openings of new apartment buildings and higher costs of rent)
- Sept. 5,21,26,27: Farm stories (from hurricane impact to special programs)
- Sept. 6,18,20.29: Concerns about human-bear interactions

FY23-24 First Quarter Activity – Florida Public Radio Emergency Network (FPREN)

The following list represents content that was produced for radio and social media audiences of partner stations throughout Florida:

- July 3,4,6: Potentially dangerous heat with an index of up to 110 degrees.
- July 6: Hurricane season forecast updated and now expecting above average activity.

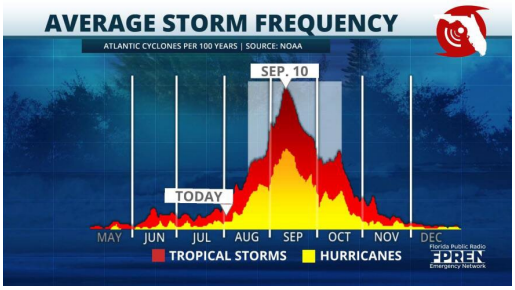


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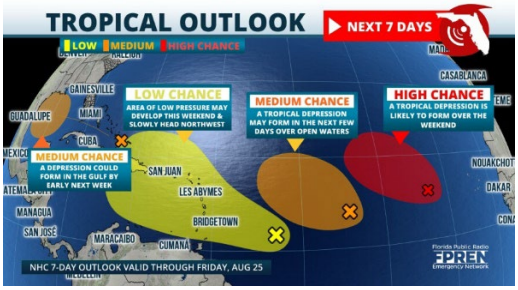
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- July 21: Excessive heat indices expected across Florida.
- July 22: Hurricane Don becomes the first hurricane of the 2023 season. It is nearly 2,000 miles from northeast Florida and moving away from the state. No impacts expected.
- Aug. 3: Historically 90% of all hurricanes happen after Aug. 1. We are rapidly climbing to that climatological peak of hurricane season in September.



- Aug. 16: Rain and temperature relief is on the way. No heat alerts for the first time in a while.
- Aug. 18 Four areas of interest in the tropical Atlantic and Gulf of Mexico.

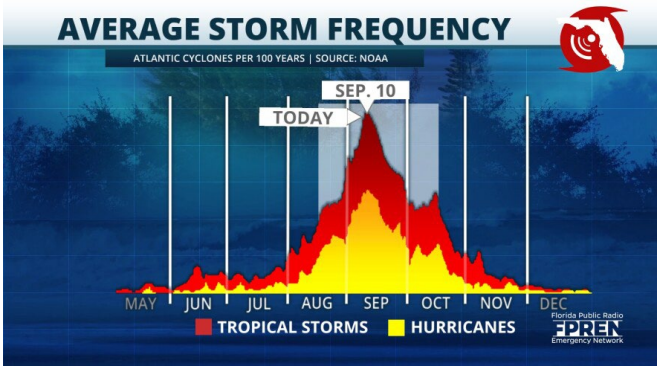


- Aug. 20: Franklin is the second tropical storm to form and the seventh storm of the Atlantic hurricane season.
- Aug. 21: Three tropical storms and two other disturbances. Gert became the eighth named storm of the season earlier today. Only seven other years on record have had eight or more named storms by Aug 21.
- Aug. 29: Stay safe, Florida! As Hurricane Idalia approaches, evacuations have been issued for several counties. Follow evacuation orders and take necessary precautions.
- Aug. 30: Idalia is now a category 4 hurricane with winds up to 130 mph. Landfall is expected over the Big Bend within the next few hours. Storm surge inundation 12- 16 feet expected along the Nature Coast.
- Aug. 30: Hurricane Idalia's eye is now in northeast Taylor County near Perry which is about 46 miles from the Georgia border. With the storm tracking northeast at 15-20 mph, that would push the center of circulation out of Florida between 11 a.m. and noon. Heavy rain and strong winds will not let up until the afternoon.
- Sept. 7: Lee is expected to be a major hurricane overnight. Most models turn Lee northward, but that doesn't happen until mid-next week. This means at least small changes to the ultimate track are likely. The U.S. east coast should prep for potential impacts.

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- Sept. 8: The 2023 Atlantic hurricane season remains active, and Mother Nature isn't holding back. Stay vigilant, stay safe and keep an eye on the skies.



- Sept. 13: While Margot is expected to remain offshore, don't underestimate its impact. Fish storms like Margot can affect shipping routes, marine life and even coastal communities.
- Sept. 22: Tropical Storm Ophelia has formed off the Mid-Atlantic coast.



- Sept. 26: Tropical Storm Philippe is expected to fizzle before entering the Caribbean.
- Sept. 27: A wet winter may be on the horizon. El Niño conditions are projected to bring above-average rainfall levels to the Southeast.
- Sept. 28: One year anniversary of Hurricane Ian striking southwest Florida.