Grantee Information

ID	1346
Grantee Name	WUFT-FM
City	Gainesville
State	FL
Licensee Type	University

6.1 Telling Public Radio's Story

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The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occured in Fiscal Year 2013. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. This section had previously been optional. Response to this section of the SAS is now mandatory.

Joint licensee Grantees that have filed a 2013 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.

1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

WUFT-FM's goal is to serve as a top resource for the community when it comes to news, information and content that truly impacts the lives of our listeners. As WUFT-FM's on air and online news commitment has continued to increase over the past two years, the opening of the state of the art Innovation News Center has enabled the radio station (and associated WUFT-TV and online WUFT.org) to continually expand our programming to reach this goal, both from a newscast perspective and from a long-form content and program-length outlook. All content developed for WUFT-FM is also provided to the community on other media platforms as well including television and online and initiatives in the coming year include a focus on mobile and further digital development. In addition to locally-originated and produced hour-long program-length content, WUFT-FM continues to engage the community through shorter, 60 and 90 second public service announcements that routinely highlight organizations and groups identifying needs and issues in the community. As has been the case WUFT-FM also provides Spanish-language content on a weekly basis through "Noticias WUFT", a half-hour local newscast produced in Spanish by students working in the Innovation News Center. WUFT-FM's approach to identifying and producing programming includes utilization of our Community Advisory Group, the UF College of Journalism & Communications faculty, staff and students and other traditional methods of community engagement by our staff and leadership.

2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.

As WUFT-FM is licensed to the University of Florida Board of Trustees, the radio station is extremely engaged in the various communities of north Florida and leading organizations that make a real impact in the lives of our listeners. Additionally as WUFT-FM operates as a member of FPBS (Florida Public Broadcasting Service), the radio station works in partnership with the other public radio stations throughout Florida on various projects, one of which, FPREN (Florida Public Radio Emergency Network) will launch this spring in an effort to ensure timely emergency and severe weather information can instantly reach a statewide audience via all of the FPBS public radio members. This service, which originates at WUFT-FM will allow each individual Florida public radio station to receive and broadcast emergency information or will allow the stations to serve as a network, giving emergency management personnel access to the entire state of Florida via the public radio stations. Beyond FPREN WUFT-FM continues to utilize community contacts and partnerships to support everything from music programs in local schools to community meetings related to issues of importance. One example of this is WUFT-FM's partnership with a high profile high school band program to produce a free Veterans Day concert in an easily assessible venue on the campus of the University of Florida. The "Salute to Veterans" concert was attended by nearly 1000 and listened to live over WUFT-FM by thousands more. As all WUFT-FM content is

streamed online and provided on multiple platforms the Veterans Day concert generated feedback from states across the country and several international locations. WUFT-FM is proud of the record of service and engagement the station has built and remains committed to building the most impactful radio station in the region.

3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.

WUFT-FM and satellite radio station WJUF-FM continue to serve a broad area of central and northern Florida as a leader in locally produced programming and community service. Some focus areas to highlight include local news, of which WUFT-FM produces more than 2 hours daily consisting of a half-hour newscast during afternoon drive and hourly news updates from 6 am-12 midnight. During a time when no other radio station in the Gainesville-Ocala market operates a newsroom, this ongoing commitment to localized news content, generated from local sources and entities, is more impactful than ever. Additionally, WUFT-FM focuses programming on issues such as human and animal health, family and agriculture. Examples of this impactful programming include the new "Public Health Minute", a partnership between WUFT-FM and the University of Florida College of Public Health and Health Professions. The Public Health Minute targets the WUFT-FM listenership with messages related to issues of importance such as childhood obesity, immunization protocol and study results and the value/importance of health education to our youth. Anchored by Dr. William Latimer, the Elizabeth Faulk Professor and Chair of the Department of Clinical and Health Psychology at the University of Florida, Dr. Latimer has communicated that the Public Health Minute is one of the most powerful tools he's witnessed in the dissemination of critical health-related information and data to the community. Other award-winning WUFT-FM initiatives include "Animal Airwaves" the 60-second public service module produced in partnership with the University of Florida College of Veterinary Medicine. Having been recognized in 2013 with a national award for excellence in health-related public relations and communications, "Animal Airwaves" also features a weekly hour-long program that allows veterinary specialists to engage with listeners across north Florida. WUFT-FM's "Family Album Radio" was also recently recognized with a national award from the Council on Contemporary Families for outstanding media coverage of America's families. WUFT-FM also produces "Health in a Heartbeat", a module that focuses on health-related issues and that WUFT-FM distributes to multiple other public radio stations across the United States. WUFT-FM focuses the development of local programming and content to serve broad audiences while impacting specific areas of need such as health, family well-being, etc. The radio station intends to further develop programming and content of this nature in the future and is proud of its association with so many influential and impactful partners.

4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2013, and any plans you have made to meet the needs of these audiences during Fiscal Year 2014. If you regularly broadcast in a language other than English, please note the language broadcast.

WUFT-FM's commitment to serving the ever-growing diverse audiences in north Florida continues to bear fruit for our radio station and the level of engagement we're committed to achieve. As the spanish-speaking audience continues to grow in north Florida WUFT-FM's "Noticias WUFT" program remains a cornerstone of the radio station's Saturday morning programming. Produced entirely by bilingual students at the University of Florida's College of Journalism & Communications, "Noticas" not only serves the spanish-speaking listeners in the region with critical local news and information content, the program also serves as an extraordinary teaching tool for UF journalism and communications students. Additionally WUFT-HD3 features "Ritmo Latino" a 24-hour radio station, programmed entirely by University of Florida students (supported by WUFT-FM staff), that highlights contemporary Latin music and public service announcements regarding issues of importance to the spanish-speaking population in the area. WUFT-FM will continue to work to enhance our bilingual programming through our Innovation News Center and other station-related assets.

5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?

WUFT-FM is proud of the association with the Corporation for Public Broadcasting and our staff understands that without the annual community service grant (CSG) our radio station would not be able to have the positive impact we do on north Florida nor would be able to provide our students in the University of Florida College of Journalism & Communications with the tools necessary to produce the hours of local news and content that are so important to our mission and to the thousands of listeners the station serves each day. Operating a news facility with full staff support that impacts more than 200 students each semester and coordinating locally produced programming to meet the needs of the community are expensive investments but as the mission of WUFT-FM focuses on serving the community and educating future generations of journalists and media professionals, the CPB CSG makes a significant difference in WUFT-FM's ability to perform to that mission.

Comments

Question	Comment

No Comments for this section