2016 Florida's 5, WUFT-TV Local Content and Service Report



"In an era of 'alternative facts' I depend on WUFT to bring me real news, news that is researched and verified. In addition, WUFT provides excellent coverage of weather events and is an entertainment resource for the entire community."

- Eve Ackerman, author

The mission of WUFT-TV is to educate, enrich, enlighten and inspire diverse audiences and individuals through high quality educational television programming and related services that enhance the quality of life for people in the communities we serve.

LOCAL VALUE

WUFT-TV is an integral part of the North Central Florida community.

WUFT-TV is committed to providing value through educational programming for preschool, elementary, secondary and higher education students; a daily, multi-platform news operation that includes local and state news and expanded severe weather operations; hosting of community activities such as the area's Fourth of July celebration; and a facilitator of community dialogues on various topics.

2016 KEY SERVICES

In 2016, WUFT supported the "Martha Speaks" Reading Buddy program; provided collateral materials for the Best Friends program for immune-compromised children at UF Health Shands Hospital; and promoted cancer awareness by producing the annual Holiday Traditions Concert. WUFT offered expanded weather and emergency information for Hurricanes Hermine and Mathew through the Florida Public Radio Emergency Network.

LOCAL IMPACT

WUFT has partnered with local businesses, the University of Florida and non-profit organizations to provide education materials to schools in Gainesville and Alachua and Marion Counties. WUFT is a training facility for budding news journalists and aspiring meteorologists. WUFT is the source for critical news and weather information in the 21 county service area.

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IN THE COMMUNITY

In 1958, WUFT-TV signed on the air as the area's first television station and began providing educational programming to individuals and families in North Central Florida. Today, the station reaches 21 counties via the station's over-the-air transmission, cable and satellite distribution, and provides educational programming, PBS programming, news, weather and public affairs 24 hours a day. Licensed to the University of Florida and operated through the UF College of Journalism and Communications' Division of Media Properties, WUFT-TV is a valuable resource for lifelong learning and entertainment.

Education Outreach

Preschool and Elementary

"Martha Speaks" Reading Buddy Program: This program serves 400 kindergarten and fourth and fifth grade students in nine Alachua County schools and two in Marion County. The program is particularly beneficial at Waldo Community and Duval Elementary whose student populations are overwhelmingly economically disadvantaged. More than 89 percent of Duval Elementary students and 74 percent of Waldo Community students are considered economically disadvantaged by the No Child Left Behind School Public Accountability Reports. The program is also available to Head Start children at Duval Academy. WUFT also participates in the "Martha Speaks" Summer Read Aloud Book Club and sponsored the Dog Days at Duval Reading Event.

Best Friends for Life Book Buddy Program: Best Friends, a partnership between WUFT-TV and STOP Children's Cancer, Inc., enables children in the 18 bed Pediatric Immune Compromised Unit to experience the children's programming on WUFT-TV. The program includes books, tablets, and ancillary materials for the children.

PBS Learning Media Alachua County Teacher Training: WUFT facilitated training on the PBS Learning Media website available for use free of charge in classrooms.

Safer, Smarter Schools Digital Conference: This event was a partnership with Lauren's Kids Foundation and WUFT. The conference was a live webinar for all K-12 educators.

Higher Education

WUFT-TV also serves as the training ground for future generations of journalists and multimedia professionals at the UF College of Journalism and Communications. Student reporters, producers and editors under the direction of WUFT staff produce daily local newscasts for North Central and mid-Florida. Students work in all area: news, sports and weather, and learn to report on multiple platforms.

The Innovation News Center provides nearly 100 seats for reporters, producers and editors working together to report the news for the College's many distribution channels, including WUFT-TV and wuft.org. The College's students learn to report from multiple platforms, using the ROPE model – report once, publish anywhere.

These WUFT newscasts provide professional-level training and real life experiences for hundreds of students on an annual basis. In 2016, the television station produced more than 300 live newscasts and more than 100 short-form news briefs and content products.

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IN THE COMMUNITY

Community Engagement and Impact

Expanded Weather and Emergency Information

WUFT-TV, in conjunction with its sister station WUFT-FM, led the effort to develop the statewide Florida Public Radio Emergency Network that provides severe weather content to public broadcasting stations across the state. The content is provided by WUFT-TV/FM's meteorologists and weather team, and includes weather reports and alerts on WUFT-TV. This innovative partnership, funded in part by the state of Florida, is the first of its kind in the U.S. where a statewide network of public media entities is partnering with the state's Department of Emergency Management. The enhanced emergency weather notification efforts proved to be especially important for communicating severe weather events.

FANFARES & FIREWORKS

WUFT-TV and its sister station WUFT-FM, along with the UF College of Journalism and Communications, present Gainesville's only Fourth of July community event. More than 10,000 individuals and families from throughout North Florida traditionally attend the free event to celebrate the holiday with food, fun, music and fireworks.

University of Florida Homecoming Parade

In a Southern college town, few things are as important as football in the fall. At UF, tens of thousands of people turn out for the annual Homecoming Parade, but for those that cannot attend, WUFT-TV and its student reporters, producers and videographers provide live coverage of the parade.

Holiday Traditions Concert for STOP Children's Cancer

WUFT-TV produced and aired the annual Christmas concert featuring the Alachua County Youth Orchestra and chorus groups from area schools. The concert benefits STOP Children's Cancer, a non-profit organization that raises funds for research at the UF College of Medicine.

Downton Abbey Season 6 Events

More than 100 viewers attended a brunch and screening of the season premiere at the Hippodrome Cinema in downtown Gainesville. A similar public event was held for the series finale.

Morse Museum Day Trip

WUFT sponsored a bus trip to the Charles Hosmer Morse Museum of American Art in Winter Park, Fla. The event included a docent led tour of the museum and lunch. A representative from the UF College of the Arts provided addition information to the 14 attendees.

Ethan Bortnick Concert and School Visit

Young musical prodigy Ethan Bortnick, of PBS fame, visited West Port High School in Ocala, Fla. and spoke to 105 students about the music industry, his music and his college aspirations. Ethan also performed to an audience of more than 700 in the Reilly Arts Center.

Rotary Club of Gainesville Fundraiser

Rotary club members and College of Journalism and Communications students collaborated on a television production to raise funds for WUFT-TV. The goal was to bring awareness of Rotary's education and health outreach initiatives and WUFT literacy initiatives.

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STORIES OF IMPACT

Hurricane Hermine and Matthew Coverage

For more than ten years, Florida has escaped the wrath of hurricanes. In 2016, Florida was impacted by two severe storms: Hurricane Hermine (Aug. 31-Sept. 2) and Hurricane Matthew (Oct. 5-8). WUFT, in conjunction with the Florida Public Radio Emergency Network, provided updates to all 11 Florida stations via television, radio, online, and on social media via Facebook Live.



Pulse Night Club Massacre Coverage

WUFT student reporters and professional staff covered the tragic shooting event in Orlando in June. Student reporters traveled to Central Florida to collect personal accounts. A live one-hour program provided a summary of this event.



2016 Election Coverage

WUFT provided coverage of the Gainesville City Commission race, the Senate race between Marco Rubio and Patrick Murphy, the Democratic and Republican primaries and conventions, and the race for president. On Election Day, WUFT provided live local, regional and national content in both English and Spanish.



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STORIES OF IMPACT

"WUFT News First at Five"

The Innovation News Center located in the UF College of Journalism and Communications provides content for a half-hour weekday newscast at 5 p.m. WUFT-TV is one of only a few public television stations in the country to produce a local newscast.

A team of student reporters and anchors are under the supervision of professional news managers. The students follow the ROPE model – report once, publish everywhere – creating content for video, audio, and online at wuft.org.

Reach in the Community:

"WUFT News First at 5" provides news, sports, weather and state emergency management information to more than 1.76 million people in 21 North Florida counties.

Partnerships:

UF College of Journalism and Communications
Florida Public Radio Emergency Network

Impact and Community Feedback:

The award-winning WUFT News program has garnered honors from the Florida Associated Press College Broadcasting Competition, the Society of Professional Journalists Mark of Excellence Competition, RTNDA Edward R. Murrow Regional Awards competition and Heart Journalism Awards.



The Innovation News Center's mission is to provide a comprehensive information source for viewers in North Central Florida and to offer educational opportunities for Telecommunication and Journalism students in the College.

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SUMMARY



Living in Florida with its ever-changing weather patterns can certainly make life interesting. When you add the potential for hurricanes, weather news is vitally important and in some cases, a matter of life or death. WUFT is my go-to station for the latest up to the minute weather information." – Kinnon Thomas, Chair, Gainesville Alachua County Regional Airport Authority

WUFT-TV is dedicated to providing quality educational, informational and entertainment programming and services to viewers in the 21 county coverage area. Through strategic partnerships with businesses, non-profit organizations and educational entities, WUFT has fulfilled its mission of service and continues to be a resource for life-long learning.



WUFT is the source for up-to-the-minute weather and emergency information in the station service area and throughout Florida.

WUFT-TV is proud to provide programming and services to viewers in North Central Florida. We strive to be the standard-bearer in the region and are dedicated to serving and enhancing the quality of life for our diverse audience. WUFT-TV offers access to free high quality programming and services.