2013 Florida's 5, WUFT-TV Local Content and Service Report



"With its local programming, news and community outreach, WUFT-TV is a key partner in the North Florida area. We are fortunate to have its presence in our community."

- Lee Pinkoson, chair, Alachua County Board of County Commissioners

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.

WUFT's Local Value

WUFT-TV is an integral part of the North Florida area's advancement.

WUFT-TV is committed to providing value to the local North Florida community through educational programming for preschool, elementary, secondary and higher education students; a daily, multiplatform 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 facilitator of community dialogues on such issues as human trafficking and end-of-life issues.

WUFT's Key Services 2013

In 2013, WUFT provided these vital local services:

Supported "Martha Speaks," in three Alachua County elementary schools.

Produced daily local newscasts that also provided professional-level training for hundreds of UF students.

Held a community forum on human trafficking and a post-documentary conversation on end-of life issues.

Featured locally originated programming including the Holiday Traditions Concert that benefits STOP Children's Cancer and a Veterans Day concert that featured a local high school symphonic band.

WUFT's Local Impact

WUFT-TV's local services had a deep impact in the North Florida area.

In 2013, WUFT-TV worked with local partners to begin conversations on several important community issues. "Consider the Conversation: A Documentary on a Taboo Subject" aired in the fall and WUFT-TV partnered with Haven Hospice for a local discussion following the show. WUFT-TV also served as host for a community conversation on human sex trafficking in North Florida in partnership with the Sarasota Herald-Tribune, advocates, local law enforcement officials and the State Attorney's Office.

IN THE COMMUNITY

In 1958, WUFT-TV signed on the air as the area's first television station and began providing educational programming to North Florida citizens. Today, the station reaches citizens in 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 & Communications' Division of Multimedia Properties, WUFT-TV is a leader in promoting, sustaining and growing public broadcasting in the state.

Educational Outreach

Preschool and Elementary

In addition to providing the area's children and families with a variety of educational programs such as Sesame Street, Curious George, Dinosaur Train and Clifford, WUFT-TV also supports "Martha Speaks" Reading Buddy program in three Alachua County elementary schools: Waldo Community School, Duval Elementary School and Finley Elementary School. WUFT's Education Outreach Coordinator Mary Brandenburg works with school administrators and teachers to help increase the oral vocabulary of more than 120 students through this innovative program.

"Martha Speaks" Reading Buddy 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.

WUFT-TV is the only local media outlet committed to providing children's education programs.

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 College faculty members and staff produce daily local newscasts for the citizens of North Florida. Students work in all areas: news, sports and weather, and learn to report on multiple platforms.

A new Innovation News Center opened in 2013 that 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 everywhere.

These WUFT newscasts provide professional-level training and real-life experiences for hundreds of students on an annual basis and provide citizens with thorough coverage of important area events and issues. In 2013, the television station produced more than 300 live newscasts and more than 100 short-form news briefs and content products.

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 meteorologist 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 in June when Tropical Storm Andrea hit the Cedar Key/Big Bend area of North Florida. These communities along the Gulf coast are a part of WUFT-TV's service area.

Fanfares and Fireworks

WUFT-TV and its sister station WUFT-FM, along with the UF College of Journalism and Communications, presented "Fanfares and Fireworks," Gainesville's only Fourth of July community event. More than 10,000 citizens from throughout North Florida celebrated 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 the University of Florida, tens of thousands of people turn out for the annual Homecoming Parade, but for those who can't attend, WUFT-TV and its student reporters, producers and videographers provide wall-to-wall coverage of the parade.

Human Trafficking Conversation

WUFT-TV, in conjunction with its sister station WUFT-FM and the UF College of Journalism and Communications, convened a group of journalists; local, state and federal law enforcement officials; and community advocates for "A Conversation on Modern-Day Slavery." The panel discussed the issue and took questions from audience of more than 200 people. The event helped bring to light the issue in North Florida and as a result, conversations in the community have continued including a recent symposium that attracted several hundred people.

Holiday's Tradition Concert for STOP Children's Cancer

WUFT-TV featured "Holiday Traditions: A Musical Celebration" concert in December. The event, which features the Alachua County Youth Orchestra and choruses from area schools, benefits STOP Children's Cancer, a non-profit organization that raises funds for research at the UF College of Medicine. The show was broadcast several times during the holiday season.

STORIES OF IMPACT

Insight Florida highlights local issues

WUFT-TV's "Insight Florida" featured three key issues in the North Florida area: UF's preeminence effort to gain Top 10 status among public universities, the ongoing saga of the 30+ year Koppers Superfund site, and the controversy over the Rodman Reservoir, an artificial reservoir built in 1968 by the U.S. Army Corps of Engineers as part of the now defunct Cross Florida Barge Canal.



Human trafficking conversation held

"A Conversation on Modern-Day Slavery" began a local conversation about human trafficking in the North Florida area. Long thought to be an issue in rural Florida or South Florida, local law enforcement officials, victims, advocates and journalists brought to light the realities of domestic and international trafficking in the local community.



Community celebrates Fourth of July

WUFT-TV and its sister stations WUFT-FM, WRUF-AM and WRUF-FM, host the only Fourth of July event in Gainesville each year. More than 10,000 people bring their picnics, listen to local musicians including the Gainesville Community Band and view the fireworks.



Stormless for 28 Years, Cedar Key Prepared for Andrea's Landfall

WUFT's news and emergency weather teams provided complete coverage of the impending Gulf coast landfall of Tropical Storm Andrea last June. It had been 28 years since the low-lying area of North Florida had been directly impacted by a tropical storm. The station and wuft.org helped provide early notification and emergency flooding information to Florida residents all along the coast.







Reach in the Community:

WUFT-TV provided news, weather information and state emergency management announcements to more than 1.76 million people in 21 counties.

Partnerships:

The WUFT-TV news and weather staff and students partnered with Alachua and Levy counties Emergency Management teams and other local officials, the Florida Public Radio Emergency Network and FEMA to provide complete coverage of the storm to those impacted.

Impact and Community Feedback:

State emergency management and Cedar Key/Big Bend officials praised the efforts of the new WUFT-led state emergency weather team, WUFT-TV and other local media on helping prepare citizens for the storm.

2013 LOCAL CONTENT AND SERVICE REPORT

SUMMARY







Top: FEMA Director Craig Fugate visited with WUFT-TV Meteorologist Jeff Huffman in the station's studios prior to Tropical Storm Isaac.

Left: WUFT-TV news students cover local and state issues throughout the region on the station's nightly newscast.

WUFT-TV is proud to provide programming and services to the citizens of North Florida. We strive to be the standard-bearer in the region and are dedicated to serving and enhancing the quality of life of our diverse audiences. By providing free, over-the-air access to the highest quality programming and community service, WUFT-TV believes its mission is being fulfilled. We will continue to strive for excellence.