WUFT-TV
Gainesville, Florida
Local Content and Service Report

WUFT-TV is a full service, full power not for profit educational public television station licensed to the University of Florida and operated through the College of Journalism & Communications' Division of Multimedia Properties. WUFT-TV serves northern Florida including the Gainesville, Florida DMA.

The Corporation for Public Broadcasting's Community Service Grant helps to support the University of Florida's educational public television station, WUFT-TV, and its ongoing effort to continually provide programming and services which support the University's educational and service mission to the citizens of the state of Florida and beyond. The Community Service Grant supports educational programming and professional staff including those that directly instruct students. No other media entity in north central Florida provides this level of quality of educational programming and CPB's CSG supports this effort ensure the children of WUFT-TV's service area are prepared for a proper academic experience.

As an ongoing commitment to this mission of educational programming and service to the community, WUFT-TV's mission statement reflects the television station's place in the community:

The mission of WUFT 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.

The Community Service Grant allows various WUFT staff to implement this mission and to ensure that our free educational services reach a diverse citizenry. Community service grant-supported staff have played a significant role in the educational services; both over the air and otherwise. The following highlights many of the services that have been made possible through CPB funding of WUFT-TV.

Services to Pre-School, Elementary and Secondary Education

Education Services

Throughout the history of WUFT-TV the television station has maintained a strong level of Ready to Learn educational outreach in the broadcast service area of the station. WUFT engages our communities in many different ways and through many events. Offered in the Ready to Learn format, a majority of these presentations were geared toward children, their families and teachers. Additionally, WUFT has engaged in numerous literacy events, preschool educator conferences and has worked with social agencies throughout the history of the television station. WUFT is the only local media outlet truly committed to education and engaging outreach in the community to support this unique mission.

WUFT's commitment to educational programming is clearly noted through being an active participant in the Martha Speaks Reading Buddies project. Through a successful collaboration with other public broadcasters in the state of Florida, this project targets children age four to seven through an extensive educational research program that shows the effectiveness and impact of public television's educational programming. Through the Martha Speaks Reading Buddies project WUFT has partnered with several schools in Alachua and Marion counties to focus on maximizing

reading acceleration programs. Martha Speaks, the PBS series around which the project is focused, facilitates improvement in reading ability in young children and WUFT has been a proud participant in this critical project.

WUFT's outreach has provided services and content to various age groups ranging from children through senior citizens and WUFT has leveraged CPB funding to further support this outreach effort. Examples of these efforts have included but are not limited to the following: 1) The Misunderstood Epidemic: Depression, 2) This Emotional Life: Childhood Attachment and Veterans Reentry, 3) Music Instinct: Music/Science with Middle School Students and, 4) Making Stuff: Material Science Engineering for Middle School Through Adults.

Numerous other events have been held including a pre-K day at the Florida Museum of Natural History and a series of workshops on depression with local African-American communities of faith. Dinosaur Train included science workshops with preschool educators, science experiences planned at the museum and presentations designed to support the experience. WUFT has also provided other events in support of issues in the community including those dedicated to depression and various and other challenges our viewers deal with routinely.

The list of agencies and community, governmental agencies that WUFT has worked with on various civic projects include but are not limited to the following organizations:

-Alachua County Library District
-Putnam County Library District
-Three Rivers Library District
-Alachua County Afterschool Programs
-Head Start & Early Head Start
-Partnership for Strong Families
-United Way
-Tobacco Free Alachua County
-Harn Museum of Art
-Florida Museum of Natural History
-Early Learning Coalition of Alachua County
-CDS Services
-Arbor House
-Healthy Families
-Child Abuse Prevention Project
-National Alliance of Mental Illness, North Central Florida
-Gainesville Police Department
-Meridian Behavioral Health
-Sarkis Clinic
-Lofton High School
-Idylwild Elementary School
-University Kiwanis
-University Athletic Association
-Haven Hospice
-Alachua County Sheriff's Department
-Children's Home Society
-North Central Florida Association for the Education of Young Children
-University of Florida Material Science Engineers
-4-H, North Central Florida

-Boy Scouts of America, North Florida
-Veteran's Administration-HONOR Center

Service to Higher Education

WUFT-TV remains very unique in America in that it's committed to not only serving childhood education but also in the work the television station does to train future generations of journalists and multimedia professionals. WUFT produces daily local newscasts that not only provides an over the air platform for students at the University of Florida's College of Journalism & Communications but this provides yet more community service to north Florida through coverage of important events and issues. WUFT's news programs provide professional-level training and real-life experiences for hundreds of students on an annual basis. 2012 and 2013 have brought even more opportunities for students as the television station has produced more than 300 live newscasts and more than 100 more short-form preproduced news briefs and content products. WUFT also takes its responsibility as a broadcaster serving the best interests of the region very seriously and has invested in a state of the art weather center which provides the most comprehensive coverage in the area tracking normal daily weather events in addition to periodic tropical storm and hurricane events. This service is provided to north Florida while training future meteorologists and broadcasters with a commitment to true service to the community.

The primary WUFT television newscast is routinely recognized with state, regional and national awards for excellence by organizations such as the Society of Professional Journalists and the National Broadcasting Society. Individual student news reporting is also recognized annually in not only the college contests but in professional ones as well where their work competes alongside journalists who have worked professionally for years, even decades. In recent years, WUFT's news students have won first-place awards in categories competing against small market television professionals in the FAPB pro competition in addition to winning regional Murrow awards competing against small market journalists from throughout RTDNA Region 13, which includes Florida, Georgia, Puerto Rico and the Virgin Islands.

In addition to our efforts with broadcast news students, the station continues to provide work experience in the operational areas of master control operations, production and management. Professional staff and faculty members teach for-credit college courses and direct graduate, undergraduate and student interns in their daily classroom and laboratory experiences. At last count the Division of Multimedia Properties, including WUFT-TV, provide between 370 and 400 student experiences each semester at the College of Journalism & Communications. CPB funding has made a real difference in the ability for WUFT to provide this unique and incredible training opportunity for these students and thousands before them.

Other Educational Opportunities

WUFT-TV provides production and multimedia services for the University of Florida and others in the community and region on a regular basis. Regardless of the level or intensity of these media projects students in the College of Journalism & Communications benefit directly from these additional learning experiences. Experiences continually range from creating long-form multimedia presentations including videos for other Colleges and entities on campus and in the community to posting University-related features and news stories for distribution on UFL.edu. Students are also routinely involved in the production of cutting edge distance education modules, providing yet another opportunity to participate in unique and important projects at WUFT.

Service to General and Community Education

The most important educational service WUFT provides to north Florida is the station's over the air programming. As part of the mission of the television station, WUFT is committed to providing lifelong learning opportunities for our viewers and we do this most prominently by broadcasting the highest quality educational programming, most of which is obtained from PBS and other national distributors of educational content, such as NETA. CPB support allows WUFT to provide the following: children's programs such as Sesame Street, Martha Speaks, Dinosaur Train and Clifford, general adult educational programs like Nova and Nature and "how-to" programs like This Old House. WUFT utilizes PBS's National Program Service and other national program distributors to continually provide our audience with the absolute best in educational programming. As the station has for years, WUFT continues to program informative and exclusive locally-focused programming such as Capitol Report, Florida Crossroads and Florida Face to Face.

Throughout the years, WUFT has produced and presented locally-originated programming including, but not limited, to the following:

-Our Town: An hour-long program focusing on the life and times in the communities of Micanopy and Alachua. UF students worked alongside WUFT staff to produce a high quality look at these communities.

-University of Florida Homecoming: Live coverage of this community event culminated with the first entirely student produced, hosted and directed broadcast of the UF homecoming parade, featuring numerous community groups and entities dedicated to enhancing life in north Florida.

-Veteran's Day Concert: Working in conjunction with a local high school, WUFT produced an hour-long program dedicated to our nation's veterans and their service to America.

-Holiday Traditions Concert: Benefitting STOP Children's Cancer, a local charity committed to assisting families dealing with cancer, this hour-long special produced for broadcast exclusively on WUFT throughout the holiday season.

-WUFT News Programming: As previously noted, WUFT produces a weekday local newscast dedicated to coverage of the issues in the community and training opportunities for students in the College of Journalism & Communications. These newscasts are also available on wuft.org.

Mission Accomplished

As the Corporation for Public Broadcasting continues to make it possible for WUFT to provide the programming and services it commits itself to the television station will continue to strive to be a standard-bearer in the north Florida region. WUFT's staff dedicates itself to serving and enhancing the quality of life for the diverse audiences of north Florida. By providing free, over the air access to the highest quality programming and community service, WUFT believes its mission is being fulfilled and the television station will continue to strive for excellence in the future.