2014 Florida's 5, WUFT-TV Local Content and Service Report



"WUFT-TV is a community resource like no other. Its breadth of programming, community engagement and news coverage is key to this cosmopolitan, inclusive, college town. Simply put, WUFT-TV is a critical piece in the cultural puzzle that is North Central Florida."
- Michael Blachly, Director, University of Florida Performing Arts

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, multi-platform news operation that includes local, state, national and world 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 cybersecurity and University of Florida relations.

WUFT'S KEY SERVICES 2014

In 2014, WUFT provided these vital local services:

- Supported "Martha Speaks" in Alachua and Marion county elementary schools.
-Created a "Best Friends" program in partnership with STOP Children's Cancer, Inc., for UF Health Hospital.
-Produced two daily newscasts that also provided professional-level training for hundreds of UF students.
-Broadcast a community forum on cybersecurity.
-Broadcast a new series, "The Innovators," featuring cutting-edge experts from the communication and digital media industries.
-Featured locally-originated programming including the

WUFT'S LOCAL IMPACT

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

In 2014, WUFT-TV worked with local partners to create useful tools for children to view and learn from PBSKids programs.

WUFT-TV informed viewers on cybersecurity and the new University of Florida's President's role on the University's path to preeminence.

WUFT-TV was first on the scene to report significant news and weather stories affecting residents in the 21 counties in the North Central Florida viewing area.

2014 LOCAL CONTENT AND SERVICE REPORT

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 Board of Trustees and operated through the University of Florida College of Journalism and Communications' Division of Media Properties, WUFT-TV is a leader in promoting, sustaining and growing public broadcasting in the state.

Educational Outreach

Preschool and Elementary

"Martha Speaks" Reading Buddy Program

In addition to providing the area's children and families with a variety of educational program such as "Sesame Street," "Curious George," "Dinosaur Train" and "Word Girl," WUFT-TV also supports the "Martha Speaks" Reading Buddy Program serving over 400 kindergarten and fourth and fifth grade students in nine Alachua County schools: J.J. Finley Elementary, Waldo Community School, Lawton Chiles Elementary, Shell Elementary, Meadowbrook Elementary, Lake Forest Elementary, M.K. Rawlings Elementary and Duval Elementary; and Eighth Street Elementary in Marion County. WUFT-TV and The Education Foundation of Alachua County became partners to sponsor three of the schools with the greatest need and WUFT-TV member Dr. Joseph Rush sponsored one of the schools. WUFT'S Education Outreach Coordinator Mary Brandenburg works with school administrators and teachers to help increase the spoken vocabulary of students through this innovative program. In October 2014, Big Buddy and Little Buddy teachers received implementation training with a guide created by WUFT-TV. Teachers also registered with PBS Leaning Media to bookmark television episodes that would correspond to lessons. Ms. Brandenburg stays in communication with each school and tracks progress throughout the academic year.

"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.

"Best Friends"

"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 quality children's programming on WUFT-TV. The program includes books, tablets and ancillary materials for the children.

Seriously ill children undergoing long-term treatment are isolated from friends and many family members for extended periods of time. This isolation combined with their treatments causes children to experience considerable stress and anxiety. The goal of "Best Friends" is to provide children with activities that will not only educate them, but brighten their world and help alleviate their anxiety....much like a best friend would do. Among these best friends are the characters featured in the programs on WUFT... "Martha Speaks," "Curious George," "The Cat in the Hat," "Clifford," "Arthur" and many on "Sesame Street."

Tablets donated by STOP Children's Cancer, were programmed by WUFT-TV staff so the children could access the TV program of their choice. Each child also receives a book corresponding to the TV show. The books are about friendship and best friends.
WUFT-TV also developed posters showcasing the "Best Friends" program for play rooms, pediatric common areas and children's hospital rooms. "Best Friends" is coordinated through the office of Amy Wegner, child life specialist for the unit, and includes participation by medical students and pediatric residents. Medical teams are part of the "Best Friends" program and they receive background information on the shows the children are watching so that they will have something fun to talk about with each child.

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 two daily, local newscasts. 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 everywhere.
These WUFT newscasts provide professional-level training and real life experiences for hundreds of students on an annual basis and provide citizen with thorough coverage of important area events and issues. In 2014, 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 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 United States 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 notification of severe weather events. As a result of these efforts, WUFT-TV and WUFT-FM and the UF College of Journalism and Communications received the Distinguished Service Media Award from the Florida Emergency Preparedness Association for helping to keep Florida's residents and visitors informed of potential weather hazards through the new Florida Public Radio Emergency Network Storm Center.

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IN THE COMMUNITY

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

University of Florida Homecoming Parade
In a SEC 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 that cannot attend, WUFT-TV and its student producers and videographers provide wall-to-wall coverage of the parade.

Cybersecurity - "Ask SENSEI"
Cybersecurity is a critical concern for citizens, industry and government. Intrusions and attacks compromise everything from our personal identities to our national security, from our ATMs to our financial markets. UF is committed to anticipating cyber threats, and to reducing vulnerabilities. WUFT-TV in partnership with the UF College of Engineering SouthEasterN Security for Enterprise and Infrastructure (SENSEI) recorded a live online stream and "Ask SENSEI" was broadcast on WUFT-TV. The experts gathered with WUFT to explain how to stay safe online and how their research protects the public.

Dr. Fuch's Fireside Chat
Dr. Kent Fuchs is the new University of Florida president. UF Division of Media Properties Executive Director Randy Wright joined Dr. Fuchs for a discussion on the President's vision and plan to help UF become one of the preeminent universities in the state of Florida. The broadcast offered viewers the opportunity to meet the new president and learn more about UF programs and services.

The Innovators Series
The University of Florida College of Journalism and Communications sponsored two leaders in the information industry whose inventive outlooks have propelled them to the leading edge of data, mobile and community engagement. Presentations by Mark Little, founder of Storyful, and Melissa Bell, co-founder of Vox.com, were recorded and each was edited into two one-hour programs broadcast on WUFT-TV.

Holiday Traditions Concert for STOP Children's Cancer
WUFT-TV recorded and broadcast the "Holiday Traditions: A Musical Celebration" concert in December. The event, which features the Alachua County Youth Orchestra and chorus groups from area schools, benefits STOP Children's Cancer Inc., 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.

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STORIES OF IMPACT

Pedro Bravo Trial Coverage



WUFT News provided multi-platform coverage on a local murder trial that held great significance in the community and garnered national attention at some points during the trial. Pedro Bravo was accused and found guilty of killing University of Florida student Christian Aguilar, whose body was not found for a number of weeks. We provided daily updates and live-streams from the courtroom, as well as larger pieces

UF Student Serial Sexual Assaults

WUFT News also provided breaking news updates and live transmissions of press conferences on events that also have effect on our communities, including the new University of Florida president and the University response to a series of

Community celebrates July 4th



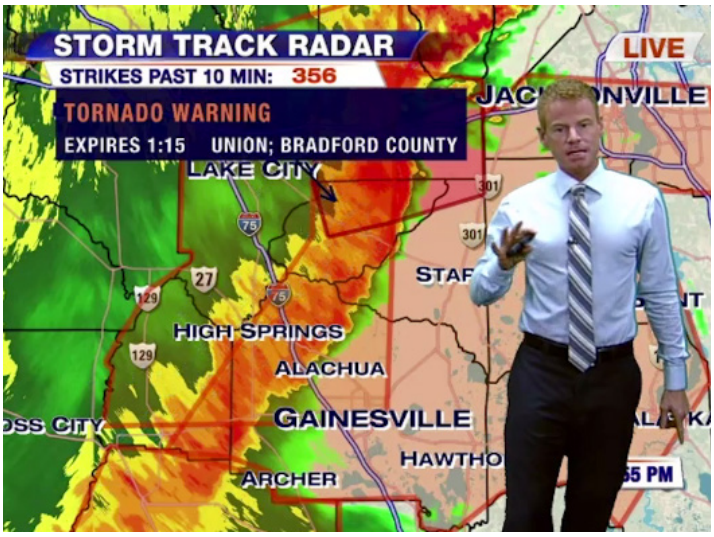
WUFT-TV and its sister stations WUFT-FM, WRUF-AM and WRUF-FM, host the only Fourth of July event in Gainesville each year. Traditionally more than 10,000 people bring their picnics, listen to local musicians including the Gainesville

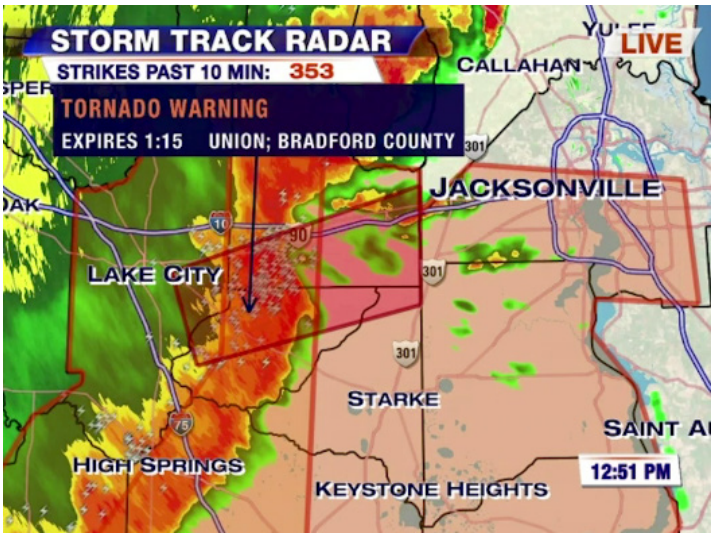
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STORIES OF IMPACT

Severe weather coverage in Bradford, Columbia, Union, and Baker counties

The UF Weather Team provided live coverage on WUFT-TV and WUFT-FM during a late autumn severe weather outbreak that resulted in wind damage and even a brief tornado to residents of Bradford, Columbia, Union, and Baker counties. Meteorologist Jeff Huffman and team were tracking the storm live for the entire duration of the tornado warning (approximately 20 minutes), alerting residents multiple times to seek shelter if they were in the storm's path. The live coverage was simulcast on television and radio, with multiple updates prior to and after this event keeping our listeners and viewers informed of the developing weather hazard.





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 county Emergency Management teams and other local officials and FEMA to provide complete coverage of the storm to those impacted.

Impact and Community Feedback:

WUFT-TV and WUFT-FM received the 2015 Distinguished Service Media Award from the Florida Emergency Preparedness Association for its efforts to keep Florida's residents and visitors informed of potential weather hazards from the new Florida Public Radio Emergency Network Storm Center.



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SUMMARY







Top Left: WUFT-TV news managers work with students on the "WUFT News First at Five" and "WUFT News at Six" broadcasts. WUFT-TV was the recipient a several news awards including 'Best TV Newscast," from the Florida Associated Press College Broadcasting Competition; "Best Public Affairs" program from the Florida Associated Press Professional Competition; and "Best Website (wuft.org)" from the RTNDA Edward R. Murrow Regional Awards competition.

Top Right: WUFT-TV provides live coverage of the annual UF Homecoming parade.

Bottom Left: Mark Little discusses his company for the Innovators Series.

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.