2017 Florida's 5, WUFT-TV
Local Content and Service Report



"Now more than ever, I rely on WUFT to deliver reliable, insightful and challenging stories on the most relevant topics. Very simply, WUFT is a treasured resource and one of the things that makes this an incredible place to live."

- Jessica Hurrov, Hippodrome Theater

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.

2017 KEY SERVICES

In 2017, WUFT supported the "Martha Speaks" Reading Buddy program; provided collateral materials about immune-compromised children at UF Health Shands Hospital; and promoted cancer awareness by producing the annual Holiday Traditions Concert. WUFT expanded news coverage in Spanish and told the stories of Vietnam veterans. WUFT offered also expanded weather and emergency information for Hurricanes Irma and Maria 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 and throughout the state via the Florida Public Radio Emergency Network.

2017 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 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 also available to Head Start children at Duval Academy. WUFT also participates in the "Martha Speaks" Summer Read Aloud Book Club.

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 UF Health Shands 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.

Institute for Learning in Retirement at Oak Hammock: Resident at this retirement village learned about WUFT Education Outreach programs and participated in an interactive question and answer session with station staff.

Florida Museum of Natural History Starry Night Event: WUFT Education Outreach disseminated materials and hosted children's activities at a special event featuring Dr. Amy Mainzer from the PBS Kids series "Ready, Jet, Go!"

Stop, Paws and Learn: WUFT partnered with local organizations and businesses to present a pet education and awareness event at the Santa Fe College Teaching Zoo in Gainesville.

Higher Education

WUFT-TV serves as the training ground for future generations of journalists and multimedia professionals at the UF College of Journalism and Communications Innovation News Center. Student reporters, producers and editors, under the direction of WUFT staff, produce news on multiple media platforms for North Central Florida.

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.

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 providing 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 and hurricane preparedness.

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 on air and online.

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.

Chef Showcase

An evening of culinary delights and a taping of a special edition of "The Chef's Table with Randall Wright." The event is the first of series of community engagement opportunities in local dining establishments.

An Evening with Brian Norcross

Brian Norcross, meteorologist and hurricane specialist for The Weather Channel, spoke on the 25th anniversary of Hurricane Andrew. He chronicled his non-stop coverage of the destructive storm, provided tips on hurricane preparedness and outlined technological advancements that provide better communication during emergencies.

Florida Voices: Vietnam Veterans

Millions of Americans served in Vietnam from 1961 to 1975 during the United States' military involvement in that country. Today, thousands of them call Florida home. In conjunction with the broadcast of Ken Burns "The Vietnam War," WUFT News set out across our coverage area to share as many local veterans' experiences as possible.

Noticias WUFT Live News Cut-Ins in Spanish

Noticias WUFT, WUFT's Spanish-language platform, expanded its programming from a weekly radio show to daily TV news briefs. Reporters provided 90-second updates of the day's biggest stories on WUFT-TV. Also, in partnership with Telemundo, WUFT launch a skills-based training academy for bilingual students, who are interested in pursuing broadcast careers.

2017 LOCAL CONTENT AND SERVICE REPORT

STORIES OF IMPACT

Hurricane Irma Coverage

Hurricane Irma, a Category 4/5 storm, devastated sections of Florida and directly impacted the WUFT coverage area. Unprecedented steps were taken to provide continuous coverage of the storm. Sequestered news students and staff in the WUFT newsroom worked on updates and provided weather and emergency management information on-air, online and via Facebook Live. WUFT covered the storm aftermath and provided information on public safety and recovery efforts.



Sabal Trail Pipeline

The Sabal Trail pipeline, a natural gas pipeline, has sliced through previously undeveloped parts of Georgia and Florida. Even into 2018, questions remain about the safety of this pipeline. Its construction led to numerous protests, arrests, and even a death. WUFT followed the story and provided commentary from those affected by this structure.



Richard Spencer Visit to UF

In the wake of the violence in Charlottesville, Va., Gainesville residents were concerned about the reaction to white supremacist Richard Spencer's speech. WUFT was on the scene to report live from various venues, informing people about police presence, road closings and the latest information that was available. WUFT also broadcasted live updates, featuring University of Florida President Kent Fuchs, and share its reporting on NPR.



2017 LOCAL CONTENT AND SERVICE REPORT

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 create cross-platform content, including video, audio, text, photos, graphics for on-air 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 national Hearst Journalism Awards.



The Innovation News Center's mission is to be a reliable and trusted information source for viewers in North Central Florida and to offer educational opportunities for telecommunication and journalism students in the College.

2017 LOCAL CONTENT AND SERVICE REPORT

SUMMARY



"During 2017's Hurricane Irma, WUFT was an essential partner with Alachua County Emergency Management. We were in constant communication with WUFT reporters. Citizens quickly understood that they could rely on WUFT for up-to-the-minute reports on the storm, shelters, sand bags, and many other important topics. Thanks to everyone at WUFT for helping keep Alachua County safe."

– Mark Sexton, Alachua County Communication and Legislative Affairs Director

WUFT-TV provides 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 home to the Florida Public Radio Emergency Network (FPREN), reaching all Floridians with relevant and reliable emergency weather information around the clock through the multiple platforms of public media. During the most recent destructive hurricane season in our nation's history, FPREN provided frequent radio, television and social media updates for every potential threat.

WUFT-TV provides programming and services to viewers in North Central Florida. WUFT strives to be the standard-bearer in the region and is dedicated to serving and enhancing the quality of life for a diverse audience.

WUFT-TV offers unlimited access to free high-quality programming and services.