2018 WUFT-TV/WUFT-FM Local Content and Service Report



"Social change work requires that you stay on top of what is happening in our community, the nation and the world. I rely on the reporting and content provided by WUFT to keep myself and Peaceful Paths informed and engaged."

– Dr. Theresa Beachy, Peaceful Paths

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

LOCAL VALUE

WUFT-TV and WUFT-FM are 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 and a daily, multi-platform news operation that includes local and state news and expanded severe weather operations. WUFT-FM provides news, public affairs and entertainment programming and serves as a facilitator of community dialogues on various topics.

2018 KEY SERVICES

WUFT-TV continues to support the "Martha Speaks" Reading Buddy program, provides collateral materials for immune-compromised children at UF Health and promotes cancer awareness by producing the annual Holiday Traditions Concert. WUFT-FM coordinated roundtable forums with local and state candidates for the Nov. 2018 election and both stations provided statewide emergency Hurricane Michael coverage 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.

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 and cable and satellite distribution. WUFT-FM signed on in 1981 and serves 19 counties in North Central and mid-Florida. In 2018, WUFT-FM was one of five finalists for the prestigious National Association of Broadcasters (NAB) Marconi Radio Awards in the non-commercial station-of-the-year category. Licensed to the University of Florida and operated through the University of Florida College of Journalism and Communications' Division of Media Properties, WUFT-TV and WUFT-FM are valuable resources for lifelong learning, news, weather 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.

Florida Museum of Natural History Starry Night Event: WUFT Education Outreach disseminated PBS program materials and hosted children's activities at a special event featuring PBS "Star Gazers" host James Albury from Santa Fe College.

Higher Education

WUFT-TV/FM 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, WUFT-FM and wuft.org.

These WUFT newscasts provide professional-level training and real-life experiences for hundreds of students on an annual basis. In 2018, 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 and WUFT-FM are the lead stations for the Florida Public Radio Emergency Network which provides emergency weather content to public broadcasting stations across the state. Staff meteorologists and student forecasters produce radio and television weather reports and alerts for broadcast on-air and online. 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.

FANFARES & FIREWORKS
WUFT-TV and WUFT-FM, along with the UF College of Journalism and Communications, present Gainesville's only pre-Independence Day 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
At the University of Florida tens of thousands of people turn out for the annual Homecoming Parade each fall, but for those who 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. A rebroadcast of the concert was featured on WUFT-FM.

"A Celebration of Music" - Ethan Bortnick Concert and Talent Competition
In partnership with Santa Fe Fine Arts Hall, the event featured young talent competing for the opportunity to be on stage with Bortnick and a chance to win a recording deal with a Hollywood producer. The talent auditions were recorded for playback on WUFT-TV.

Estate Planning and Bequest Seminars
Free seminars were held at the Marion County Public Library and the College of Central Florida in Ocala. Participants received estate-planning guides and information on changes in the new tax law and how it can affect estate plans.

WUFT Virtual Book Club
In collaboration with PBC Guru, WUFT hosted a "Virtual Book Club." Club members selected the books and offered input online. A wrap party allowed members to meet and discuss the books.

Sounds of the Season
WUFT-TV produced the live production of this holiday concert featuring the University of Florida School of Music, 300 performers and the Gainesville Master Chorale.

WUFT Brews and Talk
WUFT-FM members met to socialize and salute the creation of the exclusive WUFT brew, "1Ale," in honor of the NPR program "1A with Joshua Johnson."

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STORIES OF IMPACT

Hurricane Michael Coverage

Hurricane Michael, a Category 4/5 storm, devastated sections of the Florida Panhandle and directly impacted the WUFT coverage area. Unprecedented steps were taken to provide continuous coverage of the storm. News students and staff in the WUFT newsroom and FPREN staff 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.



Mid-Term Election Candidate Forums/ “Silenced” Special on Amendment 4

WUFT News conducted a series of roundtable discussions featuring candidates in various local and state races in the Nov. 2018 mid-term election. In addition, WUFT-TV produced “Silenced,” a broadcast focusing on Florida Constitutional Amendment 4 restoring voting rights for felons. The program included interviews and a panel discussion.



Life After Maria

Life After Maria showed the progress Puerto Ricans have made one year after a major hurricane devastated the island. The WUFT news special showcased individual stories of survival, perseverance, and the continued need for assistance. WUFT professional and student journalists shared these stories and held the powerful accountable during one-on-one interviews with the governor or Puerto Rico and government leaders in emergency management and utilities.



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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 create cross-platform content, including video, audio, text, photos and 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, the Innovation News Center and the 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.

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SUMMARY



"WUFT's service through the Florida Public Radio Emergency Network is [North Florida and the Nature Coast's] community lifeline when a disaster strikes. I know firsthand how important that battery powered radio is. It was all I had that worked during Irma."

– Craig Fugate, former FEMA Administrator

WUFT-TV/FM provides quality educational, informational and entertainment programming and services to viewers and listeners in the North Central and Mid-Florida 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 current events and 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 destructive hurricane season in our nation's history, FPREN provided frequent radio, television and social media updates for every potential threat.

WUFT-TV/FM provides programming and services to viewers and listeners 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/FM offers unlimited access to free high-quality programming and services.