2020 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"WUFT is an essential part of my family's life; from the morning news to the evening programming, it is our source of high quality, erudite, and diverse programming."

- Layne Prebor, Attorney
University of Florida
Student Legal Services

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 students in preschool, elementary, secondary and higher education. New programming highlights organizations that provide valuable services to the community. WUFT-FM provides news, weather, public affairs and entertainment programming. It also serves as a facilitator of community dialogues on various topics. Both stations include a daily, multi-platform news operation with local and state news and expanded severe weather coverage when needed.

2020 KEY SERVICES

WUFT-TV responded to the education challenge imposed by the COVID-19 pandemic, by providing an At-Home Learning program schedule for all grade levels and tailored to meet Florida education standards. Students, parents, and educators could tune in Monday through Friday on WUFT 5.1 for a variety of programs complete with online collateral materials.

WUFT-TV/FM provided current news content and served as a source for severe weather and emergency information for the local community and other public broadcasting stations throughout the state with the Florida Public Radio Emergency Network.

Local Impact

WUFT partnered with local businesses, the Cade Museum of Creativity and Invention in Gainesville, the University of Florida and non-profit organizations to provide educational materials to schools in Alachua and Marion Counties.

WUFT is also a training facility for student news journalists and meteorologists and is a valuable resource for critical news and weather information in the 21-county television and 19-county radio service area and throughout the state via the Florida Public Radio Emergency Network.

2020 LOCAL CONTENT AND SERVICE REPORT

IN THE COMMUNITY

In 1958, WUFT-TV signed on and became the area's first television station to provide educational and entertainment programming to individuals and families in North Central Florida. Today, the station reaches 21 counties over-the-air, on cable and on satellite. WUFT-FM signed on in 1981 and serves 19 counties in North Central and Mid-Florida. Both stations continue to produce award-winning news content with accolades from the National Broadcasting Society, RTDNA (Radio, Television, Digital News Association), Associated Press Broadcasters, Society of Professional Journalists and PMJA (Public Media Journalists Association) In 2020, WUFT students placed in the Hearst Journalism Awards National championships in radio and television reporting and multimedia.

Education Outreach

Preschool and Elementary

WUFT-TV 5.1 changed the daily program schedule to feature At Home Learning program that were aligned to Florida educational standards and tailored to different grade levels. Online sites provided collateral materials.

Schedule: March 23-25, 8 a.m-6 p.m.; March 26-31, 10 a.m.-6 p.m.; April 1-Sept. 4, 10 a.m.-6 p.m.

Stop, Paws, & Learn

- The Education Outreach Coordinator, in partnership with Underwriting staff, created a plan for the annual Stop, Paws and Learn event which includes a PBS Kids Zone and Demonstration Zone. Planning included recruiting and training volunteers and also creating activities for the WUFT Education Outreach booth.
- Due to the coronavirus pandemic, WUFT, Santa Fe Zoo, and Newberry Animal Hospital made the decision to cancel the March 2020 event. Participating organizations were contacted about the decision were and encouraged to participate in a future event date after the pandemic.



At-Home Learning Options

Beginning in March 2020, the pandemic affected every aspect of Education Outreach at WUFT-TV. The following initiatives were undertaken:

- The At Home Learning schedule provided support for parents and educators as face to face learning changed to remote learning.
- Facebook posts targeted parents and educators with links to activities for At Home Learning programming changes provided by WUFT, PBS and PBS Kids.
- SoCal created Digital Backpacks for all stations to use to provide state educational standards-linked activities for families and educators.
- "Sesame Street" activity books were distributed to the Kids Count program for use in their after school program.

2020 LOCAL CONTENT AND SERVICE REPORT

IN THE COMMUNITY

- WUFT partnered with The Cade Museum for Creativity and Innovation to enhance the Digital Backpacks. The Cade provided additional activities as well as video spots that were aired during the programming day to engage children and families. All activities were STEAM focused and included social emotional activities to address the academic and emotional needs of children.

  Each backpack includes:
  - Florida state standards guidelines for families and educators
  - Family reading list
  - Printable hands-on activities
  - PBS Kids programming learning goals and reflection guide
  - STEAM-focused videos from The Cade featuring activities and experiments
  - Tips for balancing screen time
  - PBS Kids apps and associated learning goals





Virtual Member Activities:

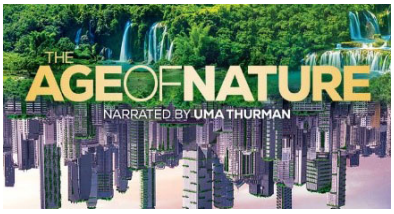
Ethan Bortnick Virtual Concert :May 7

Acclaimed musician, composer and songwriter Ethan Bortnick headlined a special concert for a virtual audience. Viewers were able to watch the performance and interact with Ethan in a chatroom.



Free virtual Screening of "The Age of Nature" October 8

WUFT hosted a special preview screening of the series. Participants used a special chatroom and emoticons during the show and also participated in quizzes.



2020 LOCAL CONTENT AND SERVICE REPORT

IN THE COMMUNITY

Community Engagement and Impact

Local Specials and Continuing Series:

"WUFT's FANFARES from Home" Due to the COVID-19 pandemic the annual event on the UF campus moved to a virtual environment. The special, presented by WUFT and VyStar Credit Union, featured several FANFARES performers participating virtually including Billy Buchanan, Bears and Lions, The Savants of Soul, UF Health Shands Arts in Medicine Musicians in Residence (Jason Hedges, Ricky Kendall, Michael Claytor, Sam Moss and Cienna Wesley) and Gainesville Community Band Conductor Gary Langford. WUFT-FM "Morning Edition" host Glenn Richards was the emcee.



"Lost Springs: An Artist's Journey into Florida's Abandoned Springs" WUFT aired this locallly produced documentary along with membership appeals. It focuses on how artist Margaret Ross Tolbert must come to gripes with the loss of her subject matter: a collection of majestic freshwater springs exposed only for a short time until they are smothered by a dam on the Ocklawaha River.



"WUFT's Greater Good" is a new WUFT-produced half-hour series showcasing non-profit organizations in the North Central Florida community. Each participating organization will lead the viewer on a journey of their organization's history, their mission and their impact on the community.



"Sounds of the Season: Conquering COVID with a Carol" The annual holiday special featured the Florida Symphony Orchestra, University of Florida Concert Choir and Gainesville Master Chorale recorded in small, socially distanced groups at scenic locations throughout Gainesville and Alachua County.



2020 LOCAL CONTENT AND SERVICE REPORT

STORIES OF IMPACT

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SUMMARY:

WUFT's Innovation News Center provides news and information to North Central and Mid-Florida. As a training facility for UF College of Journalism and Communications, students can hone their skills in print, video and digital reporting and production. Student work is honored in numerous student and professional competitions including the National Broadcasting Society, Associated Press Broadcasters, Hearst Journalism Awards, Society of Professional Journalists and PMJA.

WUFT.org

Coronavirus and elections occupied much of WUFT.org's headline space during 2020. To keep pace with both major stories, WUFT created landing pages for each — one under the heading of Florida Votes 2020 and the other for coronavirus. Other stories of note our reporters covered included:

• In March, a WUFT reporter sat down with a local Gainesville group to celebrate 100 years of women having the right to vote. Gainesville Women for Equal Rights (GWER) was once the state's second-largest civil rights organization. GWER helped to integrate many local places such as the College Inn, the Boys Club and Alachua General Hospital.

• WUFT reporters explored how organizations large and small would handle the pandemic. One of the largest continuing storylines was in education, including the University of Florida's decisions to briefly move classes online before doing so for all of spring and summer semesters, followed by faculty protesting returning to an in-person setting for the spring 2021 semester.

• In Newberry, about 100 people gathered to march in support of the Black Lives Matter movement. Event organizer Alena Lawson worked in law enforcement for more than 25 years. She said that she organized the event because she was sick of explaining to Black children why they needed to be more cautious in their lives.

• WUFT's *Fresh Take Florida* state government reporting team also followed the journey of Florida's felon voting rights amendment. Passed in 2018, the amendment saw a resurgence this year after the Florida Supreme Court agreed with Governor DeSantis that released felons had to pay off all fines before voting rights could be restored. Reporters followed the case all the way to a federal appeals court in Atlanta in February and kept up with the case through the summer.

• Two years ago, Chris Nikic couldn't run a mile. In November, Nikic became the first person with Down syndrome to race in an Ironman triathlon. He said he lives off the philosophy of getting one percent better every day. Nikic's dedication to this philosophy has helped him on his historic mission, and this achievement was the Maitland man's first step of more to come beyond the finish line.

2020 LOCAL CONTENT AND SERVICE REPORT

STORIES OF IMPACT

WUFT-FM



• In addition to its the daily coverage, starting in March WUFT-FM produced the “From the Front Lines” podcast, which focused on the coronavirus, those responding to the pandemic and its impact on the local community. The 45-episode podcast ran through August and was available on Apple Podcasts, Spotify and NPR One App.



• WUFT-FM also launched “Four Days, Five Murders,” a multi-platform series marking the 30-year anniversary of the infamous Gainesville student murders. This project included a radio documentary; a podcast available on Apple Podcasts, Google Podcasts and Spotify; and a webpage featuring all of the audio episodes plus text stories and images.

WUFT-TV

• WUFT-TV aired the “Four Days, Five Murders” special report in September. This 30-minute program spotlighted those who lived through the horror of the Gainesville student murders 30 years ago and the memories that haunt them.

• WUFT-TV also produced stories about the impact of coronavirus on local businesses and public health. From the closing of a popular movie theater to how a yoga studio adapted to COVID rules to pandemic stresses increasing suicide rates, and alcohol and drug abuse.



• A team of WUFT journalists also spent some time in the city of Lake Charles, Louisiana, which was recovering from two hurricanes, Category 4 Hurricane Laura and Category 2 Hurricane Delta. Their special report, “The Forgotten City,” highlighted the perseverance, struggles and hope of those who still live there.

2020 LOCAL CONTENT AND SERVICE REPORT

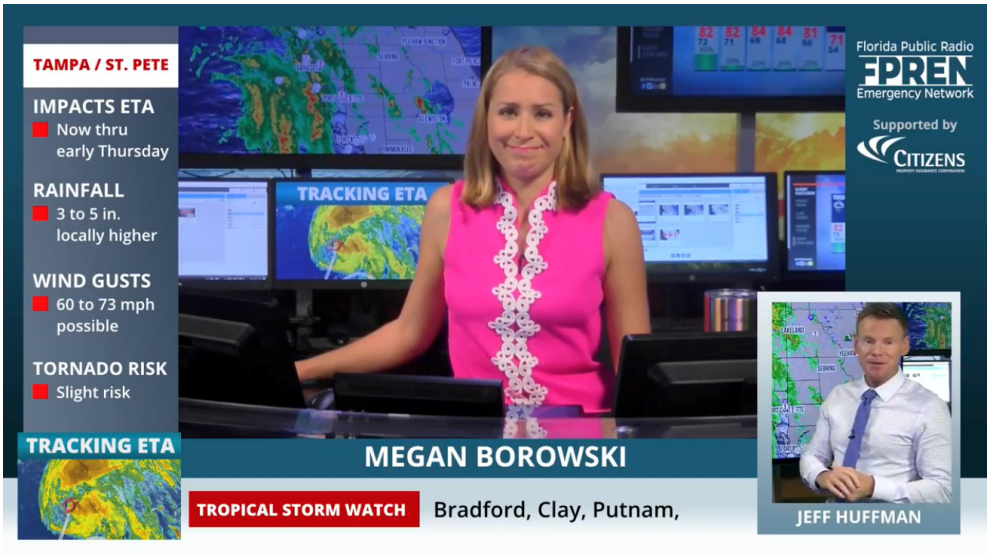
STORIES OF IMPACT

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SUMMARY:

WUFT and the Florida Public Radio Emergency Network continue to provide news, information and weather on a timely basis. The Florida Public Radio Emergency Network (FPREN), known also under the social media alias "Florida Storms," provides weather information and story-telling support to all thirteen public radio stations throughout Florida. WUFT acts as a contributor of content (through FPREN) to the other 12 stations for use in their audio broadcasts, website stories, and social media posts.

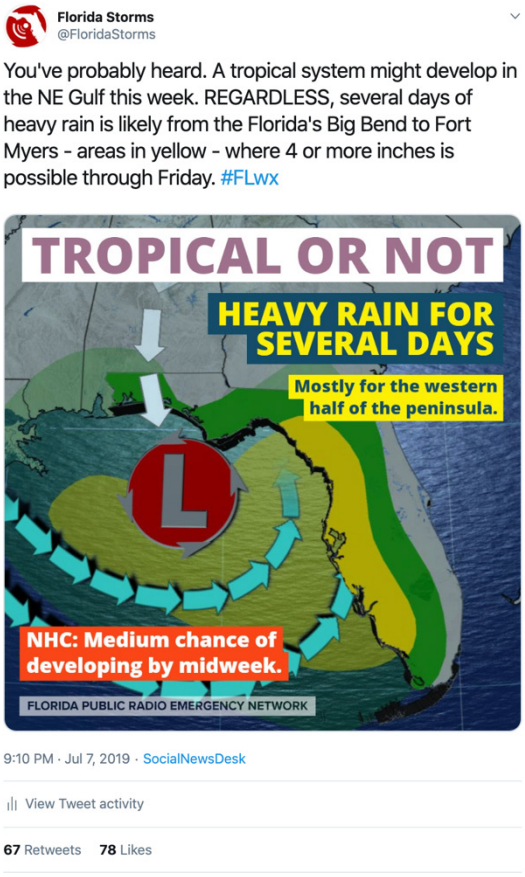
The Florida Storms Facebook Page reaches a diverse audience 68,000 followers strong, not only in Florida but across the entire country. The most effective tool for information the public of a potential or current weather hazard is Facebook Live.



2020 LOCAL CONTENT AND SERVICE REPORT

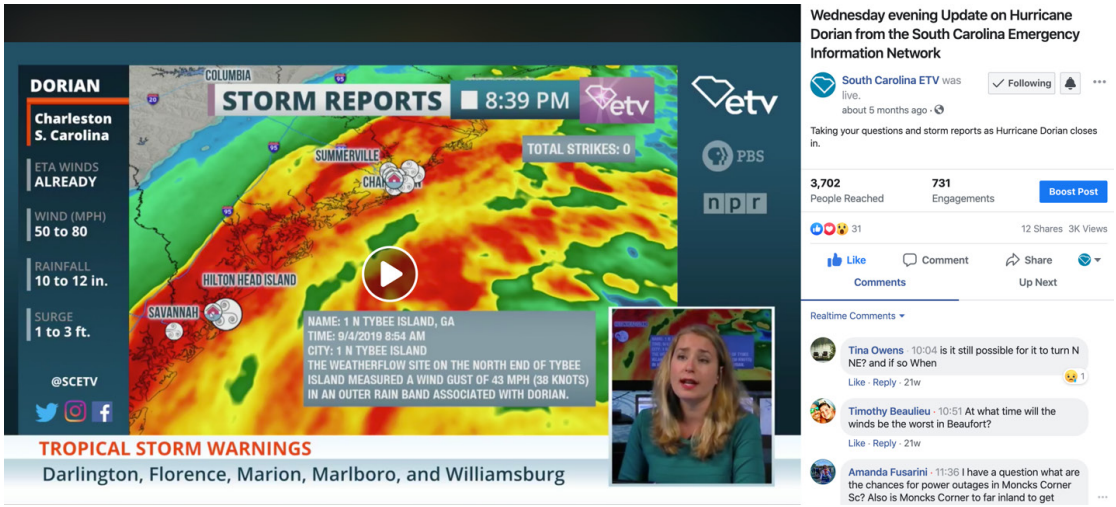
STORIES OF IMPACT

Tweets from @FloridaStorms during the last 365 days reached more than 6 Million users, and averaged an engagement rate of just over one percent.





The team of meteorologists from WUFT also serve public media audiences across the Palmetto State through the South Carolina Emergency Information Network. This arrangement is similar to the arrangement FPREN has made with Florida stations, content is distributed for over-the-air radio broadcasts, website articles, and on social media.



2020 LOCAL CONTENT AND SERVICE REPORT

STORIES OF IMPACT

Tweets using the hashtag #SCETVwx are sourced by meteorologists from WUFT and distributed through the @SCPublicRadio and @SCETV accounts. Website content provided by WUFT to the SCEIN can be viewed at https://scetv.org/weather.

The following list of activity represents only a portion of the total catalog of content FPREN and SCEIN produced for affiliates over the past year.

Feb 2-6:	Multiday significant severe weather outbreak across North Florida
Mar 2-4:	Strong storms, heavy rain risk for Florida Panhandle
Mar 20:	Does climate plays a role in the spread of COVID-19?
Mar 27:	Record heat likely across Florida
April 2:	The first credible 2020 hurricane season forecast released
April 12:	Damaging wind and tornado risk in the Florida Panhandle
April 21:	Tornado threat for North and Central Florida
April 23-24:	Two-day outbreak of tornadoes across North and Central Florida
April 28:	Squall line of severe storms moved across the Florida Panhandle
May 3-7:	Hurricane Preparedness Week content sent to all stations daily
May 6:	Record-setting rain hits South Florida
May 15-17:	Tropical Storm Arthur forms and moves toward Carolinas
May 24:	Rainy season well underway, with multiple small flooding events
June 1-8:	Tropical Storm Cristobal coverage, including live updates on tornadoes
June 25:	Largest Saharan dust storm in 50 years affects weather pattern in Florida
July 2:	Rainier pattern returns during July 4 holiday
July 12:	Tropical wave (Fay) delivers rainier pattern to South Florida
July 19:	Another tropical wave crosses South Florida
July 22-25:	Tropical Storm Gonzalo and Hurricane Hanna coverage
July 27-Aug 4:	Hurricane Isaias sideswipes Florida's Atlantic Coast
Aug 10-17:	Tropical storms Josephine and Kyle
Aug 18-27:	Tropical Storm Marco and Hurricane Laura affect panhandle
Sep 1-5:	Tropical Storm Omar
Sep 10-16:	Hurricane Sally hits the Florida Panhandle
Sep 17-23:	Tropical cyclones Teddy, Vicky, Wilfred, Alpha, and Beta
Sep 27:	Fall's first front brings severe weather risk
Oct 2-9:	Hurricane Delta hits Louisiana (indirect impacts to Florida)
Oct 21-23:	Significant rainfall event in South Florida from tropical wave
Oct 24-19:	Hurricane Zeta Gulf Coast, affects Emerald Coast
Nov 1-12:	Tropical Storm Eta menaces Florida for days
Nov 30:	First freeze of the season in Florida Panhandle
Dec 6:	Severe thunderstorm risk in South Florida from strong front
Dec 16:	Severe weather risk north and central Florida
Dec 23-25:	Disruptive front with severe weather risk and record cold

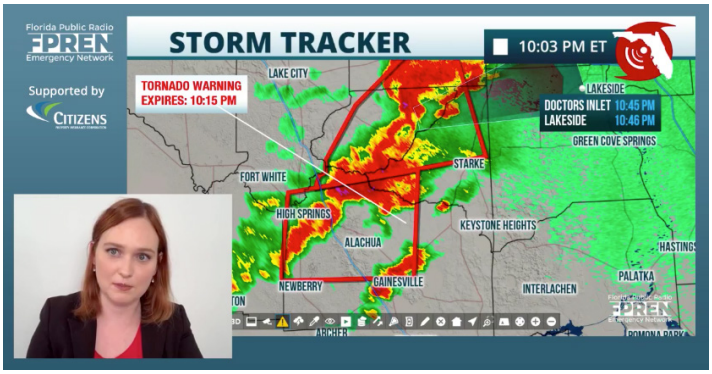
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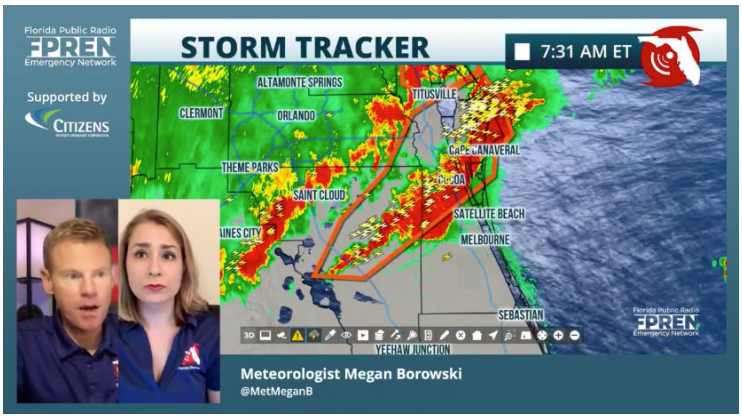
STORIES OF IMPACT

The COVID-19 pandemic prompted the WUFT team of meteorologists to work from home, where they found creative ways to continue alerting the public of hazardous weather.

Here is a collection of photos from of “work from home” studios as staff covered tornado warnings on Facebook Live on April 23, 2020.







2020 LOCAL CONTENT AND SERVICE REPORT

SUMMARY

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/FM offers unlimited access to free high-quality programming and services on-air, online and via social media platforms.

WUFT rose to the challenge of providing content and educational services during the COVID-19 pandemic. Local programs focused on community organizations that are making a difference. WUFT News featured up-to-minute reports on the pandemic and other issues of interest in the WUFT service area.

The Florida Public Radio Network continued to provide forecasts and severe weather information updates on-air, online and on the Florida Storms app on a timely basis.





