Grantee Information

ID	1346
Grantee Name	WUFT-FM
City	Gainesville
State	FL
Licensee Type	University

1.1 Employment of Full-Time Radio Employees

Jump to question: 1.1

Please enter the number of FULL-TIME RADIO employees in the grids below.
The first grid includes all female employees, the second grid includes all male employees,
and the last grid includes all persons with disabilities.

1.1 Employment of Full-Time Radio Employees

Jump to question: 1.1

Major Job Category / Job Code / Joint Employee	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	More Than One Race Females	Total
Officials - 1000							0
Managers - 2000							0
Professionals - 3000	1	1			1		3
Technicians - 4000							0
Sales Workers - 4500							0
Office and Clerical - 5100							0
Craftspersons (Skilled) - 5200							0
Operatives (Semi-Skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	1	1	0	0	1	0	3

1.1 Employment of Full-Time Radio Employees

Jump to question: 1.1

Major Job Category / Job Code / Joint Employee	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	More Than One Race Males	Total
Officials - 1000							0
Managers - 2000					1		1
Professionals - 3000		1			3		4
Technicians - 4000							0
Sales Workers - 4500							0
Office and Clerical - 5100							0
Craftspersons (Skilled) - 5200							0
Operatives (Semi-Skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	0	1	0	0	4	0	5

1.1 Employment of Full-Time Radio Employees

Jump to question: 1.1

Major Job Category / Job Code / Joint Employee	Persons with Disabilities
Officials - 1000	
Managers - 2000	
Professionals - 3000	
Technicians - 4000	
Sales Workers - 4500	
Office and Clerical - 5100	
Craftspersons (Skilled) - 5200	
Operatives (Semi-Skilled) - 5300	
Laborers (Unskilled) - 5400	
Service Workers - 5500	
Total	0

1.1 Employment of Full-Time Radio Employees

Jump to question: 1.1

Please enter the gender and ethnicity of each
person with disabilities listed above (e.g. 1 African American female).

1.2 Major Programming Decision Makers

Jump to question: 1.2

Please report by gender and ethnic or racial group the headcount of full-time employees having responsibility for making major programming decisions. Include the station general manager if appropriate. Major programming decisions include decisions about program acquisition and production, program development, on-air program scheduling, etc. This item should result in a double-counting of some full-time employees; employees having the responsibility for making major programming decisions should be included in the counts for this item and again,
by job category above, in the full-time employee Question 1.1.

1.2 Major Programming Decision Makers

Jump to question: 1.2

Of the full-time employees reported in Question 1.1, how many, including the station general manager,
have responsibility for making major programming decisions?

1.2 Major Programming Decision Makers

Jump to question: 1.2

	African American	Hispanic	Native American	Asian/Pacific	White, Non-Hispanic	More Than One Race	Total
Female Major Programming Decision Makers	1						1
Male Major Programming Decision Makers		1			2		3
Total	1	1	0	0	2	0	4

1.3 Employment of Part-Time Radio Employees Jump to question: 1.3

Please enter the number of PART-TIME employees in the grids below. The first grid includes all female employees, the second grid includes all male employees, and the last grid includes all persons with disabilities.

1.3 Employment of Part-Time Radio Employees Jump to question: 1.3

Major Job Category / Job Code	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	More Than One Race Females	Total
Officials - 1000							0
Managers - 2000							0
Professionals - 3000							0
Technicians - 4000							0
Sales Workers - 4500							0
Office and Clerical - 5100							0
Craftspersons (Skilled) - 5200							0
Operatives (Semi-skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	0	0	0	0	0	0	0

1.3 Employment of Part-Time Radio Employees Jump to question: 1.3

Major Job Category / Job Code	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	More Than One Race Males	Total
Officials - 1000							0
Managers - 2000							0
Professionals - 3000							0
Technicians - 4000							0
Sales Workers - 4500							0
Office and Clerical - 5100							0
Craftspersons (Skilled) - 5200							0
Operatives (Semi-skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	0	0	0	0	0	0	0

1.3 Employment of Part-Time Radio Employees Jump to question: 1.3

Major Job Category / Job Code	Persons with Disabilities
Officials - 1000	
Managers - 2000	
Professionals - 3000	
Technicians - 4000	
Sales Workers - 4500	
Office and Clerical - 5100	
Craftspersons (Skilled) - 5200	
Operatives (Semi-skilled) - 5300	
Laborers (Unskilled) - 5400	
Service Workers - 5500	
Total	0

1.4 Part-Time Employment Jump to question: 1.4

Of all the part-time employees listed in Question 1.3, how many worked less than 15 hours per week and how many worked 15 or more hours per week, but not full time?

1.4 Part-Time Employment Jump to question: 1.4

Number working less than 15 hours per week

1.4 Part-Time Employment Jump to question: 1.4

Number working 15 or more hours per week

1.5 Full-Time Hiring Jump to question: 1.5

Enter the number of full-time employees in each category hired during the fiscal year.
(Do not include internal promotions, but do include employees who changed from part-time to full-time status during the fiscal year.)

1.5 Full-Time Hiring Jump to question: 1.5

No full-time employees were hired (check here if applicable)

1.5 Full-Time Hiring Jump to question: 1.5

Major Job Category / Job Code	Minority Female	Non-Minority Female	Minority Male	Non-Minority Male	Total
Officials - 1000					0
Managers - 2000					0

Professionals - 3000					0
Technicians - 4000					0
Sales Workers - 4500					0
Office / Service Workers - 5100-5500					0
Total	0	0	0	0	0

1.6 Full-Time and Part-Time Job Openings Jump to question: 1.6

Enter the total number of full-time and part-time openings that occurred during the fiscal year. Include both vacancies in previously filled positions and newly created positions. Include all positions that became available during the fiscal year, regardless of whether they were filled during the year. If a job opening was filled during the year, include it regardless of whether it was filled by an internal or an external candidate. Do not include as job openings any positions created through the promotion of an employee who stays in essentially the same job but has a different title (i.e. where there was no vacancy or newly created position to be filled). If no full-time or part-time job openings occured, please enter zero.

1.6 Full-Time and Part-Time Job Openings Jump to question: 1.6

Number of full-time and part-time job openings

1.7 Hiring Contractors Jump to question: 1.7

During the fiscal year, did you hire independent contractors to provide any of the following services?

1.7 Hiring Contractors Jump to question: 1.7

	Check all that apply
Underwritting solicitation related activities	☐
Direct Mail	☐
Telemarketing	☐
Other development activities	☐
Legal services	☐
Human Resource services	☐
Accounting/Payroll	☐
Computer operations	☐
Website design	☐
Website content	☐
Broadcasting engineering	☐
Engineering	☐
Program director activities	☐
None of the above	☐

Comments

Question	Comment
No Comments for this section	

2.1 Corporate Management Jump to question: 2.1

	# of Employees	Avg. Annual Salary	Average Tenure
Chief Executive Officer		$	
Chief Executive Officer - Joint	1.00	$ 217,297	11
Chief Operations Officer		$	
Chief Operations Officer - Joint		$	
Chief Financial Officer		$	
Chief Financial Officer - Joint		$	
Chief Digital Media Operations		$	
Chief Digital Media Operations - Joint	1.00	$ 165,557	7

2.1 Corporate Management Jump to question: 2.1

Please list the Other Job titles in this sub-category not listed above

2.2 Communication and Promotions Jump to question: 2.2

Publicity, Program Promotion Chief		$	
Publicity, Program Promotion Chief - Joint		$	
Communication and Public Relations, Chief		$	
Communication and Public Relations, Chief - Joint	1.00	$ 57,468	35

2.2 Communication and Promotions Jump to question: 2.2

Please list the Other Job titles in this sub-category not listed above

2.3 Programming and Productions Jump to question: 2.3

Programming Director		$	
Programming Director - Joint		$	
Production, Chief	1.00	$ 43,039	27
Production, Chief - Joint		$	
Executive Producer		$	
Executive Producer - Joint		$	
Producer		$	
Producer - Joint		$	

2.3 Programming and Productions Jump to question: 2.3

Please list the Other Job titles in this sub-category not listed above

2.4 Development and Fundraising Jump to question: 2.4

Development, Chief		$	
Development, Chief - Joint		$	
Member Services, Chief		$	
Member Services, Chief - Joint		$	
Membership Fundraising, Chief		$	
Membership Fundraising, Chief - Joint	1.00	$ 72,800	2

Major Giving Fundraising Chief		$	
Major Giving Fundraising Chief - Joint		$	
On-Air Fundraising, Chief		$	
On-Air Fundraising, Chief - Joint		$	
Auction Fundraising, Chief		$	
Auction Fundraising, Chief - Joint		$	

2.4 Development and Fundraising Jump to question: 2.4

Please list the Other Job titles in this sub-category not listed above

2.5 Underwritting and Grant Sollicitation Jump to question: 2.5

Underwriting, Chief		$	
Underwriting, Chief - Joint		$	
Corporate Underwriting, Chief		$	
Corporate Underwriting, Chief - Joint	1.00	$	115,229 10
Foundation Underwriting, Chief		$	
Foundation Underwriting, Chief - Joint		$	
Government Grants Solicitation, Chief		$	
Government Grants Solicitation, Chief - Joint		$	

2.5 Underwritting and Grant Sollicitation Jump to question: 2.5

Please list the Other Job titles in this sub-category not listed above

2.6 Broadcast Engineering and Information Technology Jump to question: 2.6

Operations and Engineering, Chief		$	
Operations and Engineering, Chief - Joint		$	
Engineering Chief		$	
Engineering Chief - Joint	1.00	$	131,869 19
Broadcast Engineer 1		$	
Broadcast Engineer 1 - Joint		$	
Production Engineer		$	
Production Engineer - Joint		$	
Facilities, Satellite and Tower Maintenance, Chief		$	
Facilities, Satellite and Tower Maintenance, Chief - Joint		$	
Technical Operations, Chief		$	
Technical Operations, Chief - Joint		$	
Information Technology, Director		$	
Information Technology, Director - Joint	1.00	$	68,247 3
Web Administrator/Web Master		$	
Web Administrator/Web Master - Joint	2.00	$	76,885 6

2.6 Broadcast Engineering and Information Technology Jump to question: 2.6

Please list the Other Job titles in this sub-category not listed above

2.7 Journalists, Announcers, Broadcast and Traffic Jump to question: 2.7

News / Current Affairs Director	1.00	$	80,870 36
News / Current Affairs Director - Joint	1.00	$	157,445 4
Music Director		$	
Music Librarian/Programmer		$	
Announcer / On-Air Talent	6.00	$	58,003 4
Announcer / On-Air Talent - Joint		$	
Reporter		$	
Reporter - Joint	2.00	$	89,118 23
Public Information Assistant		$	
Public Information Assistant - Joint		$	
Broadcast Supervisor		$	
Broadcast Supervisor - Joint		$	
Director of Continuity / Traffic		$	
Director of Continuity / Traffic - Joint	1.00	$	38,628 15

2.7 Journalists, Announcers, Broadcast and Traffic Jump to question: 2.7

Please list the Other Job titles in this sub-category not listed above

2.8 Education and Community Engagement Jump to question: 2.8

Education, Chief		$	
Education, Chief - Joint		$	
Volunteer Coordinator		$	
Volunteer Coordinator - Joint		$	
Events Coordinator		$	
Events Coordinator - Joint		$	
Section 2. Average Salary Totals	21.00	$	1372455 202

2.8 Education and Community Engagement Jump to question: 2.8

Please list the Other Job titles in this sub-category not listed above

Comments

Question	Comment
No Comments for this section	

3.1 Governing Board Method of Selection Jump to question: 3.1

Enter the number of governing board members (including the chairperson and both voting and non-voting ex-officio members) who are selected by the following methods:

3.1 Governing Board Method of Selection Jump to question: 3.1

Ex-Officio (Automatic membership because of another office held)

3.1 Governing Board Method of Selection Jump to question: 3.1

Appointed by government legislative body (including school board) or other government official (e.g. governor): 6

3.1 Governing Board Method of Selection Jump to question: 3.1

Elected by community/membership

3.1 Governing Board Method of Selection Jump to question: 3.1

Other (please specify below): 7

3.1 Governing Board Method of Selection Jump to question: 3.1

Five citizen members appointed by the board of governors in addition to the chair of the faculty senate and the president of the student body.

3.1 Governing Board Method of Selection Jump to question: 3.1

Elected by board of directors itself (self-perpetuating body)

3.1 Governing Board Method of Selection Jump to question: 3.1

Total number of board members (Automatic total of the above): 13

3.2 Governing Board Members Jump to question: 3.2

Please report the racial or ethnic group of the members of your governing board by gender. Please also report the number of governing board members with a disability.

3.2 Governing Board Members Jump to question: 3.2

For minority group identification, please refer to "Instructions and Definitions" in the Employment subsection.

3.2 Governing Board Members Jump to question: 3.2

	African American	Hispanic	Native American	Asian / Pacific	White, Non-Hispanic	More Than One Race	Total
Female Board Members					2		2
Male Board Members	0			1	10		11
Total	0	0	0	1	12	0	13

3.2 Governing Board Members Jump to question: 3.2

Number of Vacant Positions

3.2 Governing Board Members Jump to question: 3.2

Total Number of Board Members (Total should equal the total reported in Question 3.1.): 13

3.2 Governing Board Members Jump to question: 3.2

Number of Board Members with disabilities

Comments

Question	Comment
No Comments for this section	

4.1 Community Outreach Activities Jump to question: 4.1

Did the grant recipient engage in any of the following community outreach services, and, if so, did the outreach activity have a specific, formal component designed to be of special service to either the educational community or minority and/or other diverse audiences?

4.1 Community Outreach Activities Jump to question: 4.1

	Yes/No
Produce public service announcemnts?	Yes
Did the public service announcements have a specific, formal component designed to be of special service to the educational community?	Yes
Did the public service announcements have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Broadcast community activities information (e.g., community bulletin board, series highlighting local nonprofit agencies)?	Yes
Did the community activities information broadcast have a specific, formal component designed to be of special service to the educational community?	Yes
Did the community activities information broadcast have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Produce/distribute informational materials based on local or national programming?	Yes
Did the informational programming materials have a specific, formal component designed to be of special service to the educational community?	Yes
Did the informational programming materials have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Host community events (e.g. benefit concerts, neighborhood festivals)?	Yes
Did the community events have a specific, formal component designed to be of special service to the educational community?	Yes
Did the community events have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Provide locally created content for your own or another community-based computer network/web site?	Yes
Did the locally created web content have a specific, formal component designed to be of special service to the educational community?	Yes
Did the locally created web content have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Partner with other community agencies or organizations (e.g., local commerical TV station, Red Cross, Urban League, school district)?	Yes
Did the partnership have a specific, formal component designed to be of special service to the educational community?	Yes
Did the partnership have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes

Comments

Question	Comment
No Comments for this section	

5.1 Radio Programming and Production Jump to question: 5.1

Instructions and Definitions:

5.1 Radio Programming and Production Jump to question: 5.1

About how many original hours of station program production in each of the following categories did the grant recipient complete this year? (For purposes of this survey, programming intended for national distribution is defined as all programming distributed or offered for distribution to at least one station outside the grant recipients local market.)

5.1 Radio Programming and Production Jump to question: 5.1

	For National Distribution	For Local Distribution/All Other	Total
Music (announcer in studio playing principally a sequence of musical recording)		310	310
Arts and Cultural (includes live or narrated performances, interviews, and discussions, in the form of extended coverage and broadcast time devote to artistic and/or cultural subject matter)		178	178
News and Public Affairs (includes regular coverage of news events, such as that produced by a newsroom, and public issues-driven listener participation, interview and discussion programs)	12	683	695
Documentary (includes highly produced longform stand alone or series of programs, principally devoted to in-depth investigation, exploration, or examination of a single or related multiple subject matter)	2	8	10
All Other (incl. sports and religious — Do NOT include fundraising)	84	72	156
Total	98	1,251	1,349

5.1 Radio Programming and Production Jump to question: 5.1

Out of all these hours of station production during the year for about how many was a minority ethnic or racial group member in principal charge of the production? (Minority ethnic or racial groups refer to: African-American, Hispanic, Native American and Asian American/Pacific Islander.)

5.1 Radio Programming and Production Jump to question: 5.1

Approx Number of Original Program Hours	162

Comments

Question	Comment
	For the podcast "From The Front Lines" COVID focused podcast from WUFT News

6.1 Telling Public Radio's Story Jump to question: 6.1

The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occured in Fiscal Year 2020. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. This section had previously been optional. Response to this section of the SAS is now mandatory.

Joint licensee Grantees that have filed a 2020 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.

6.1 Telling Public Radio's Story Jump to question: 6.1

1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

WUFT-TV/FM, operated by the University of Florida and located in the Gainesville-Ocala, Florida market, remains committed to ensuring our market receives the latest news, information and other updates important to our communities. WUFT-TV/FM, which is a part of the University of Florida College of Journalism and Communications, operates the Innovation News Center and provides daily contact with the communities of North Central Florida through routine communication with community leaders and those driving social change. Content is provided to the marketplace via on air, online and social media to ensure issues of interest are being covered effectively and that the maximum reach is realized. WUFT-TV/FM remains excited about the role the stations play in the region and is committed to furthering discussion about our communities and the issues that are important. Additionally, WUFT-FM operates the Florida Public Radio Emergency Network and the South Carolina Emergency Information Network. Both of the networks are focused on providing public safety and emergency messaging information to the public throughout Florida and South Carolina during events such as hurricanes, tropical storms and other natural disasters. WUFT-FM continues to be a leader in the area of public safety messaging by public broadcasting.

6.1 Telling Public Radio's Story Jump to question: 6.1

2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.

WUFT-FM continues to lead the market in community outreach and support of local entities doing work in the Gainesville-Ocala, Florida marketplace and throughout Florida (and now South Carolina). WUFT-FM continues to connect with community groups, government agencies, etc on various projects but the focus on this question/answer is public safety and information. From colleague public media entities including public radio stations in Florida to local, regional, state and national emergency management agencies, WUFT-FM's FPREN and SCEIN projects reach every citizen of Florida and South Carolina during the worst of times with public safety content. WUFT has created multimedia platforms in addition to the core broadcast signal to reach listeners (and viewers) during times of crisis and the station has proven the effectiveness of the model.

6.1 Telling Public Radio's Story Jump to question: 6.1

3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.

WUFT-FM operates as a unique, influential and impactful public radio station serving the central and northern portion of Florida and the radio station is involved in community service and charitable projects throughout the region. In addition to that work and the extraordinary impact the station's projects have had, WUFT-FM's work in public safety and emergency messaging has made an extraordinary impact throughout Florida and South Carolina where WUFT's projects are deployed during significant weather events. Hurricanes or severe weather that approached or impacted nearby listening areas were covered in 2020. Through WUFT's various media platforms FPREN and SCEIN reached millions of people with critical information during a time when many media were not operating or didn't have the resources to provide the important content. WUFT News provided daily COVID information on the air and as a daily podcast to keep our users informed and safe. WUFT will continue to commit to being there when people need the station and the lifesaving information that's needed.

6.1 Telling Public Radio's Story Jump to question: 6.1

4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2020, and any plans you have made to meet the needs of these audiences during Fiscal Year 2021. If you regularly broadcast in a language other than English, please note the language broadcast.

WUFT-FM has invested in and operated a Spanish-language news program annually for a number of years focusing on topics and issues of importance to the Spanish-language speaking audience in north central Florida. Noticias WUFT continues to serve the area with the only Spanish newscasts in the marketplace and the station's efforts to incorporate minority-focused content and programming into the program schedule are making a difference.

6.1 Telling Public Radio's Story Jump to question: 6.1

5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?

The grant funding WUFT-FM receives is critically important to our ability to innovate through projects like the Florida Public Radio Emergency Network and the South Carolina Emergency Information Network and to serve underserved audiences such as the Spanish-speaking listeners of the region. WUFT-FM's CSG helps pay for programming and personnel and, in many cases, this allows the station to utilize other funding mechanisms for content and support of projects that are truly impactful in the communities the station serves. The importance of reaching our listeners/consumers on multiple platforms is increasing each year.

Comments

Question	Comment
No Comments for this section	

7.1 Journalists Jump to question: 7.1

This section builds on the Census of Journalists conducted by CPB in the summer of 2010. These positions are the primary professional full-time, part-time or contract contributors to local journalism at your organization. The individuals in these positions will have had training in the standards and practices of fact-based news origination, verification, production and presentation. These are generally accepted titles for these positions but may not match position descriptions at your organization exactly. Please do your best to account for each professional journalist in your organization. Please do not count student or volunteer journalists.

7.1 Journalists

Jump to question: 7.1

Job Title	Full Time	Part Time	Contract	Male	Female	African-American	Hispanic	Native-American	Asian/Pacific	White, Non-Hispanic	More Than One Race	Other
News Director	1				1	1	0					
Assistant News Director												
Managing Editor												
Senior Editor	1			1			0	0			1	
Editor												
Executive Producer												
Senior Producer												
Producer												
Associate Producer												
Reporter/Producer	1			1			1			0		
Host/Reporter												
Reporter												
Beat Reporter												
Anchor/Reporter												
Anchor/Host												
Videographer												
Video Editor												
Other positions not already accounted for												
Total	3	0	0	2	1	1	1	0	0	0	1	0

Comments

Question	Comment
No Comments for this section	