2021 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"WUFT and public broadcasting is the heart and truth of our nation: always reliable, always consistent, always unbiased."

- Keith Watson, Owner, Keith Watson Events, Gainesville, Florida

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. 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 dialogue on various topics. Both stations include a daily, multi-platform news operation with local and state news and expanded severe weather coverage when needed.

2021 KEY SERVICES

WUFT-TV showcased the services of non-profit and community organizations through weekly episodes of "Greater Good" and on "Tell Me About It" on WUFT-FM. The arts community was represented in "Artistry in Motion," a series of television and radio modules that featured artists' work and accomplishments.

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 other public televsion stations in Florida for implementation of Jump Start's *Read for the Record Day*. Station represenatives, including WUFT Executive Director Randy Wright, were recorded while reading *Amy Wu and the Patchwork Dragon*. The recordings were featured at various times throughout Oct. 28 on each stations' Facebook page.

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 WUFT service area.

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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 2021, WUFT students placed in the Hearst Journalism Awards National championships..

Education Outreach

Preschool and Elementary

Virtual Education Camp Day

WUFT-TV participated in extensive planning with WFSU and other Florida Public Media stations for a virtual Education Camp Day with Florida educators. Each station was responsible for promoting learning opportunities to educators in their viewing areas and to monitor online presentations to address any questions and concerns.

Florida Public Media Civics Initiative

In early in the spring 2021, funding was being allocated to agencies that would contribute to a K-12 Civics Initiative for Florida schools. FPM stations began to brainstorm how stations could support this initiative by making resources available to schools and families. The program plan is in place and FPM is awaiting possible approval of funding from the state of Florida.

Jump Start's Read for the Record Day



WUFT partnered with other public television stations in Florida for the implementation of Jump Start's *Read for the Record Day*. Station represenatives, including WUFT Executive Director Randy Wright, were recorded while reading *Amy Wu and the Patchwork Dragon*. WUFT worked on the logistics and scheduling for WUFT and other station recordings, some of which were in Spanish and sign language, to be featured on the WUFT Media Facebook page at various times on Oct. 28.

Artistry in Motion - Young Emerging Artists Initative

Artistry In Motion

WUFT's Artistry in Motion initiative created a new category to include young emerging artists in grades K through 12. Curriculum administrators in Alachua and Marion Counties were invited to share this opportunity with their arts educators. In Alachua County, the Arts Council of Alachua County and the Gainesville Fine Arts Alliance partnered with WUFT and in Marion County a partnership with Marion Cultural Alliance was established.

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IN THE COMMUNITY

Community Engagement and Impact

Local Specials and Continuing Series:

"WUFT's FANFARES & FIREWORKS"



WUFT-TV/FM returned to an "in-person" event on July 3 to kick off the Independence Day holiday. The free comunity event on the University of Florida campus featured performances by Bears and Lions, Jason & Sarah Hedges and friends, The Savants of Soul and the Gainesville Community Band followed by a spectacular fireworks show. WUFT-FM "Morning Edition" host Glenn Richards was the emcee. Community businesses and the City of Gainesville provided financial support. WUFT-TV Media services recorded the event and produced a one-hour compilation special that was broadcast on July 4.

"Greater Good" is a 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.



"Tell Me About It" is a 30-minute weekly radio show featuring non-profit organizations, events and research projects in North Central Florida.



"Artistry in Motion" celebrates the local arts community by focusing on the creativity, passion and perseverance of the artist. The program showcases each individual artist's story in an engaging audio and visual vignette.

"UF Homecoming Parade 2021" featured the University's annual celebration featuring floats, bands and local dignitaries. A condensed one-hour version of the parade was rebroadcast during Homecoming weekend.



"UF Sounds of the Season"

The annual holiday special featured the Univeristy of Florida Symphony Orchestra, the University of Florida Concert Choir and Gainesville Master Chorale recorded in the Phillips Center in the UF Cultural Plaze in Gainesville.



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STORIES OF IMPACT

STORIES OF IMPACT

SUMMARY:

WUFT's Innovation News Center provides news and information to North Central Florida. As a training facility for the 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.

Digital:
In 2021, WUFT.org featured stories on a popular local historic airplane event, the resignation of a UF professor following several investigations, a cement factory's dust affecting neighbors in a historically Black community and the tragic after-effects of a father's killing of his own sons. In the second half of the year, reporters covered stories detailing the local school district's high-profile fight against the governor and state education department over masking, a city manager's resignation, the gradual return of in-person art and theater events around our region and the details of a state child support system that has emerged as a modern-day debtor's prison.

In addition, WUFT.org added coverage about the health, political and societal effects of COVID-19, as well as the tale of an inmate's TikTok video presence, questions about a local school board's land purchase and a surprising twist in the Florida governor's heralded out-of-state police officer hirings.

WUFT-FM:
- Coverage of a soil collection ceremony honoring lynching victims in Newberry, Florida.
- The installation of a University of Florida historical marker honoring its first black students.
- A story on the 50th anniversary of Black Thursday at the University of Florida. The protest was by Black students over demands to improve racial equity on campus.
- A series on heirs' property, which commonly occurs when a deceased relative dies without leaving a will or leaves land to multiple heirs.
- The scarcity of rural broadband in north central Florida causes problems in all facets of life. This four-part series looks at how the pandemic exacerbated school work at home, rural health, and a host of other issues.
- "The Point" newscast which is a daily 7:30 a.m. newscast that includes a reporter Q&A and three to five stories listeners should know heading into their day.
- **"**Noticias WUFT" expanded into new media. They launched a podcast, worked on several special projects, and expanded into social media.
- WUFT News received $20,000 Broadcasting Hope Grant from the Florida Humanities Council to create a Decolonizing the Curriculum podcast.
- **"**The Rewind From WUFT" highlights content from the WUFT newsroom and College of Journalism and Communications at the University of Florida.
- A 30-minute documentary from *Report for America* reporter Katie Hyson where she follows up with a few of the people she interviewed this year to see where they are now.

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WUFT-TV

- **"WUFT News Special Report: Impossible"** celebrating five adaptive athletes who have overcome enormous odds to find success in their respective sports. WUFT student journalists Victor Prieto and Chris O'Brien produced the 30-minute special.



- The battle over mask mandates in K-12 schools, the fines for districts like Alachua that did not provide an easy parent opt-out, and the eventual compliance and restoration of funds.



- The controversy over academic freedom at UF resulting from the initial decision not to let UF experts testify for pay against the state regarding the new election law.



- General COIVD news, especially the decline in cases in Alachua and Marion Counties and what to know about booster shots.
- The work of a Gainesville committee looking at ways to help migrants.
- UF firing football coach Dan Mullen and hiring Billy Napier.

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STORIES OF IMPACT

WUFT-FM

- "**The Rewind"** is a new a 30-minute weekly roundup of the best of WUFT's reporting from around north central Florida, produced by students at the University of Florida College of Journalism and Communications.

- **"Noticias WUFT Presenta Humanos Mercancia"** focused on the approximately 2.5 million people who are victims of human trafficking in the world. This special was presented on Facebook and YouTube.



WUFT-TV

- **"WUFT-TV News First at Five"** is a weekday newscast featuring national, regional and local news sports and weather. University of Florida student journalists serve as anchors and producers.WUFT news managers train and advise students who receive real world experience.



- **"Rising from the Rubble"** focused on Houma, Louisiana and the devastation that occured from Hurricane Ida in August 2021. A team of WUFT journalists visited this small community to share stories of hope, recovery, and resiliency.

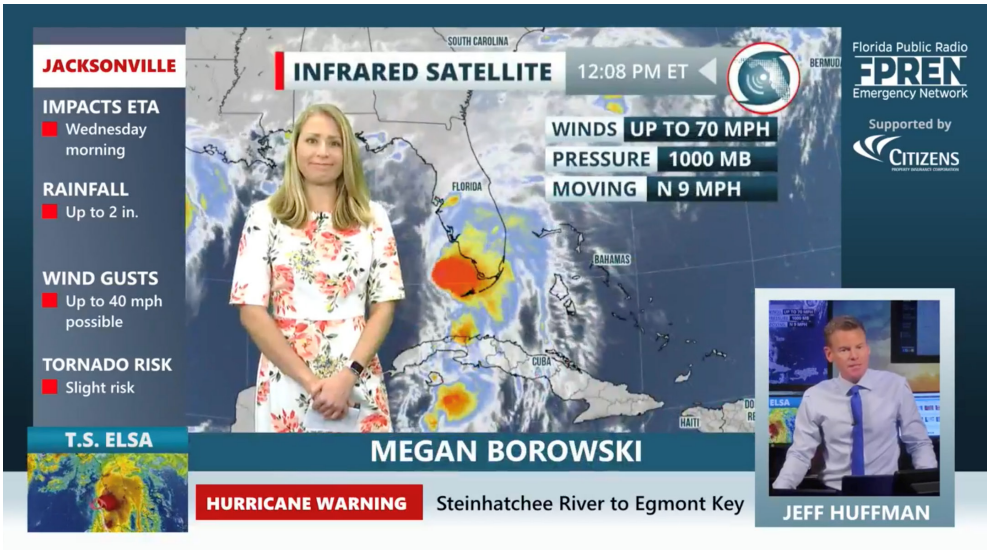


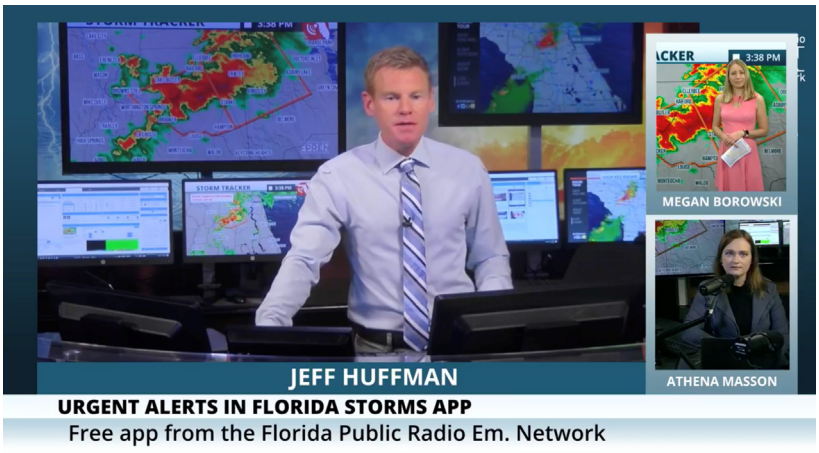
STORIES OF IMPACT

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 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 informing the public of a potential or current weather hazard is live radio broadcasts and social media such as Facebook Live and Twitter.





Snapshot of Facebook Live tornado warning coverage March 18, 2021

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STORIES OF IMPACT

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.

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 6:	Cold front sparked clusters of strong thunderstorms over the Florida peninsula
Feb.14-16:	Another low and cold front produce the threat for strong storms over Panhandle
Mar 16-18:	Strong storms, heavy rain risk for Florida Panhandle
April 8:	Upcoming Hurricane Season Forecast from Colorado State University
April 9-11:	Squall line of severe thunderstorms tracked west to east across the state.
May 9-15:	Hurricane Preparedness Week: Team delivered content to prepare audiences for the upcoming tropical weather season
May 20:	Pre-Hurricane Season activity: Areas of interest in the Gulf of Mexico and the Atlantic Ocean
June 1:	Hurricane Season begins
June 2-3:	Sea breeze thunderstorm season began over northern and central parts of the Florida peninsula
June 16-18:	Tropical Storm Claudette. Developed in the Gulf of Mexico and remnants of the storm caused flooding rainfall rates over the western Panhandle along with a few tornadoes
July 1-8:	Hurricane Elsa coverage: It briefly strengthened into a Category 1 hurricane off the Sun Coast before making landfall as a tropical storm near Steinhatchee
Aug 2-5:	Excessive rainfall and flash flooding over the Panhandle, Big Bend, Nature Coast, and Sun Coast
Aug 9-16:	Tropical Storm Fred Coverage: The storm traveled over the Keys, paralleled the Florida Gulf Coast and made landfall near Cape San
Aug 19:	Dangerous heatwave prompted Heat Advisories across parts of the Panhandle and North Central Florida. Heat indices near 110° were recorded
Aug. 29-31:	Hurricane Ida Coverage:The outer bands of the weakening storm produced heavy rain and strong thunderstorms over the western Florida Panhandle.
Sept 8:	Tropical Storm Mindy formed in the northeastern Gulf of Mexico
Sept 15-19:	Remnants of Hurricane Nicholas doused the Panhandle and North Florida
Sept 21:	First fall cold front arrived to the northern half of the state.
Oct 26-28:	Broken squall line of thunderstorms led to a tornado threat across the state
Nov 3-5:	Low pressure developed off the First Coast.
Nov 23:	First widespread frost impacted the Panhandle and North Florida
Nov 30:	End of 2021 Hurricane Season
Dec 20-21:	Gulf low brought periods of heavy rain to the Florida peninsula

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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.

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



