Grantee Information

ID	1735
Grantee Name	WUFT-TV
City	Gainesville
State	FL
Licensee Type	University

1.1 Employment of Full-Time Television and Joint Employees

Jump to question: 1.1

Please enter the number of FULL-TIME TELEVISION and JOINT 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 Television and Joint 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 - TV Only							0
Officials - 1000 - Joint							0
Managers - 2000 - TV Only							0
Managers - 2000 - Joint							0
Professionals - 3000 - TV Only							0
Professionals - 3000 - Joint	3	2	0	0	4		9
Technicians - 4000 - TV Only							0
Technicians - 4000 - Joint							0
Sales Workers - 4500 - TV Only							0
Sales Workers - 4500 - Joint					2	0	2
Office and Clerical - 5100 - TV Only							0
Office and Clerical - 5100 - Joint	2	0	0	0	2		4
Craftspersons (Skilled) - 5200 - TV Only							0
Craftspersons (Skilled) - 5200 - Joint							0
Operatives (Semi-Skilled) - 5300 - TV Only							0
Operatives (Semi-Skilled) - 5300 - Joint							0
Laborers (Unskilled) - 5400 - TV Only							0
Laborers (Unskilled) - 5400 - Joint							0
Service Workers - 5500 - TV Only							0
Service Workers - 5500 - Joint							0
Total	5	2	0	0	8	0	15

1.1 Employment of Full-Time Television and Joint 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 - TV Only							0
Officials - 1000 - Joint							0
Managers - 2000 - TV Only					1		1
Managers - 2000 - Joint							0
Professionals - 3000 - TV Only					5		5
Professionals - 3000 - Joint	0	1	0	0	4		5
Technicians - 4000 - TV Only					1		1
Technicians - 4000 - Joint					1		1
Sales Workers - 4500 - TV Only							0
Sales Workers - 4500 - Joint							0
Office and Clerical - 5100 - TV Only							0
Office and Clerical - 5100 - Joint					1		1

Craftspersons (Skilled) - 5200 - TV Only							0
Craftspersons (Skilled) - 5200 - Joint							0
Operatives (Semi-Skilled) - 5300 - TV Only							0
Operatives (Semi-Skilled) - 5300 - Joint							0
Laborers (Unskilled) - 5400 - TV Only							0
Laborers (Unskilled) - 5400 - Joint							0
Service Workers - 5500 - TV Only							0
Service Workers - 5500 - Joint							0
Total	0	1	0	0	13	0	14

1.1 Employment of Full-Time Television and Joint Employees Jump to question: 1.1

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

1.1 Employment of Full-Time Television and Joint 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

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					2	0	2
Total	0	0	0	0	3	0	3

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.

1.3 Employment of Part-Time Television and Joint Employees Jump to question: 1.3

Please enter the number of PART-TIME employees, both TV-only and Joint, 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 Television and Joint 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 Television and Joint 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 Television and Joint 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	1	0	0	2	3
Technicians - 4000					0
Sales Workers - 4500					0
Office / Service Workers - 5100-5500					0
Total	1	0	0	2	3

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: 2

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
None	☐
Development Activities	☐
Legal Services	☐
Human Resources Services	☐
Accounting/Payroll Services	☐
Computer Operations	☐
Engineering	☐

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 - TV Only		$	
Chief Executive Officer - Joint	1.00	$ 224,358	12
Chief Operations Officer - TV Only		$	
Chief Operations Officer - Joint		$	
Chief Financial Officer - TV Only		$	
Chief Financial Officer - Joint	1.00	$ 170,109	7
Chief Digital Media Operations - TV Only		$	
Chief Digital Media Operations - Joint		$	

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 - TV Only		$	
Publicity, Program Promotion Chief - Joint		$	
Communication and Public Relations, Chief - TV Only		$	
Communication and Public Relations, Chief - Joint	1.00	$ 59,095	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 - TV Only		$	
Programming Director - Joint		$	
Production, Chief - TV Only		$	
Production, Chief - Joint	1.00	$ 72,100	2
Executive Producer - TV Only		$	

Executive Producer - Joint		$	
Producer - TV Only		$	
Producer - Joint		$	
Director - (Television Production ONLY)		$	

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 - TV Only		$	
Development, Chief - Joint		$	
Member Services, Chief - TV Only		$	
Member Services, Chief - Joint		$	
Membership Fundraising, Chief - TV Only		$	
Membership Fundraising, Chief - Joint		$	
Major Giving Fundraising Chief - TV Only		$	
Major Giving Fundraising Chief - Joint	1.00	$ 89,320	4
On-Air Fundraising, Chief - TV Only		$	
On-Air Fundraising, Chief - Joint		$	
Auction Fundraising, Chief - TV Only		$	
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 - TV Only		$	
Underwriting, Chief - Joint	1.00	$ 113,131	11
Corporate Underwriting, Chief - TV Only		$	
Corporate Underwriting, Chief - Joint		$	
Foundation Underwriting, Chief - TV Only		$	
Foundation Underwriting, Chief - Joint		$	
Government Grants Solicitation, Chief - TV Only		$	
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 - TV Only		$	
Operations and Engineering, Chief - Joint	1.00	$ 87,550	1
Engineering Chief - TV Only		$	
Engineering Chief - Joint		$	
Broadcast Engineer 1 - TV Only		$	
Broadcast Engineer 1 - Joint	1.00	$ 77,000	15
Production Engineer - TV Only	2.00	$ 67,755	3
Production Engineer - Joint		$	
Facilities, Satellite and Tower Maintenance, Chief - TV Only		$	
Facilities, Satellite and Tower Maintenance, Chief - Joint		$	
Technical Operations, Chief - TV Only		$	
Technical Operations, Chief - Joint		$	
Information Technology, Director - TV Only		$	
Information Technology, Director - Joint	1.00	$ 84,460	2
Web Administrator/Web Master - TV Only		$	
Web Administrator/Web Master - Joint		$	

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 - TV Only		$	
News / Current Affairs Director - Joint	1.00	$ 95,300	1
Announcer / On-Air Talent - TV Only		$	
Announcer / On-Air Talent - Joint		$	
Reporter - TV Only	1.00	$ 91,206	2
Reporter - Joint		$	
Cinema / Videographer - TV Only		$	
Video Film Editor - TV Only		$	
Unit / Studio Supervisor - TV Only	1.00	$ 53,415	20
Public Information Assistant - TV Only		$	
Public Information Assistant - Joint		$	
Broadcast Supervisor - TV Only	1.00	$ 47,957	16
Broadcast Supervisor - Joint		$	
Director of Continuity / Traffic - TV Only		$	
Director of Continuity / Traffic - Joint	1.00	$ 43,900	17

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 - TV Only		$	
Education, Chief - Joint		$	
Instructional Services Director - TV Only		$	
Parent / Pre-School Coordinator - TV Only		$	
Volunteer Coordinator - TV Only		$	
Volunteer Coordinator - Joint		$	
Events Coordinator - TV Only		$	
Events Coordinator - Joint		$	
Section 2. Average Salary Totals	16.00	1,376,656	148

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) 1

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) 12

3.1 Governing Board Method of Selection Jump to question: 3.1

Elected by community/membership 0

3.1 Governing Board Method of Selection Jump to question: 3.1

Elected by board of directors itself (self-perpetuating body) 0

3.1 Governing Board Method of Selection Jump to question: 3.1

Other (please specify below) 0

3.1 Governing Board Method of Selection Jump to question: 3.1

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				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: 0

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: 0

Comments

Question	Comment

No Comments for this section

4.1 Local Community Outreach Jump to question: 4.1

In what local community outreach or educational activities has your station been involved this year that supports unserved or underserved audiences? Please describe in detail: outcomes, audience served, community response.

WUFT-TV, licensed to the University of Florida, has long been an important partner to and driver of children's educational broadcasting and stands as a strong supporter to primarily pre-K education in north Florida. And, throughout the Covid-19 pandemic WUFT-TV has partnered with other public television stations in Florida to provide enhanced educational programming that helped provide an option for learning during the time when schools were either remote or restricted. Beginning in March, 2020 WUFT modified the 6 am-4 pm programming schedule to incorporate 10 hours of "At Home" educational programming. This programming continued through August, 2020 (the first quarter of FY '21). WUFT supported the effort with an aggressive promotional campaign that consisted of on-air, digital and social media messages marketing the service, which culminated as another highly successful community outreach/educational campaign. WUFT also continues to support many educational services in the region including the "Best Friends" program with UF Health/Shands Children's Hospital and the statewide partnership with Florida Public Media stations related to "Learning Media", an online partnership between public television stations statewide. Finally, through WUFT's local news products and civic affairs programming that airs on WUFT and via WUFT.org the station continues to make an impact well beyond children's programming in our market area. Key to that is WUFT's ongoing efforts related to public safety and the Florida Public Radio Emergency Network, which provides multi platform content to all public television and radio stations throughout Florida and South Carolina. This unique and powerful community service has positioned WUFT as a leader in the region in the critical area of public safety.

4.2 Production Activity Jump to question: 4.2

In what production activity has you station been involved that supports unserved or underserved audiences?

WUFT-TV operates as a part of the University of Florida Division of Media Properties, which also programs public radio station WUFT-FM and WJUF-FM, which rebroadcasts WUFT-FM to the Nature Coast region of west central Florida. Additionally, UF operates WUFQ-FM, which provides arts programming including classical music and community arts information through a simulcast of WUFT-HD2, also known as "WUFT Classic". Under the operation of WUFT-TV/FM is the Innovation News Center or "INC", which provides extensive coverage of local news and information and the production of television, radio, digital, social and mobile media content. INC produced coverage (aired by WUFT-TV, WUFT-FM and WUFT.org routinely focuses on and addresses needs in the minority and under served audiences of north central Florida. As one of the last remaining legitimate local news operations in the market, WUFT takes the role of community steward seriously and continues to invest in local content that exposes and addresses issues of importance.

4.3 Program Content in Other Languages Jump to question: 4.3

Do you provide program content in languages other than English? If so, please list your services in this area

Yes, WUFT-TV/FM produces Spanish-language news and information content for the Gainesville-Ocala, Florida market through the station's "Noticias WUFT"programming. This regular Spanish-language news service includes a produced news product and local content presented on a unique Spanish-language website. The mission of the Spanish-language service is two-fold; service to the Spanish-language audience in the area and training for bilingual students in the University of Florida College of Journalism and Communications.

4.4 Governance Structure Jump to question: 4.4

Please describe your station's governance structure. Please include information about your station's Board of Directors, Advisory Boards or Panels, Community Boards or Panels, and the Committee Structure under each of these entities.
Your response should include but is not limited to:
What are the direct and indirect reporting relationships?
What committees are active and what is their function?
Does your Board have an Audit and Finance Committee?
What are the roles and responsibilities of these Boards, Panels and/or Committees? Etc.

WUFT-TV is licensed to the University of Florida's Board of Trustees and operates through the Division of Media Properties in the UF College of Journalism and Communications under the direction of the Dean of the College. The UF Board of Trustees consists of six members appointed by the Governor and five members appointed by the Board of Governors charged with directing the activities of the University. It sets policy for the institution and serves as the school's legal owner and final authority and holds the institution's resources in trust and is responsible for their efficient and effective use. The chair of the Faculty Senate and the president of the Student Body are also voting members. The UF Board of Trustees meets quarterly to discuss UF issues and has several committees. Audit and Operations Review is responsible for reviewing and recommending to the Board policies affecting operational review accountability and audit. Educational Policy and Strategy is responsible for reviewing and making recommendations on educational policy, recruitment and retention of faculty and student educational experiences. Facilities is responsible for reviewing and recommending to the Board policies affecting physical plant and real property. Finance is responsible for reviewing the financial affairs of the University. Governance is responsible for reviewing and making recommendations on Board development functions. Governmental Relations is responsible for reviewing and recommending policies on local, state and federal legislation. Public Relations reviews media communications with the public including alumni. WUFT-TV has a community fundraising and ambassador group that assists the station in its fundraising efforts and advises the station with regard to fundraising, programming, community involvement and more.

4.5 Community Outreach Jump to question: 4.5

CPB is interested in learning more about stations' significant activities planned for the upcoming year - both broadcast and beyond broadcast. What types of on-air programs and off-air activities are you planning in the upcoming year that will connect your station more closely with your community? What goals are you setting in conjunction with these initiatives, and how will you measure your success?

WUFT-TV and WUFT-FM continue to serve as a community steward with service to the north central Florida region on a number of critically important fronts; primarily local news, information, early childhood education and public safety. Woven into these themes are two programs which WUFT developed in the last year focused on the community groups working for positive in our communities and one that works to make a difference in the area of the arts. WUFT's Greater Good is an aggressive program that highlights the efforts of not-for-profit agencies in the area and the impact they make in our area. WUFT's Artistry in Motion is a similar effort that focuses on various artists and organizations that promote the arts in north Florida. Combined with WUFT's award-winning local news and information programming in addition to the work FPREN (Florida Public Radio Emergency Network) ensures our public media properties are at the forefront of community service and making a significant difference when and where people need it most.

Comments

Question	Comment

No Comments for this section

5.1 Journalists Jump to question: 5.1

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.

5.1 Journalists

Job Title	Full Time	Part Time	Contract	Male	Female	African-American	Hispanic	Native-American	Asian/Pacific	
News Director	1	0	0	1	0	0	0	0	0	
Assistant News Director										
Managing Editor	1	0	0	0	1	0	1	0	0	
Senior Editor	1	0	0	0	1	1				
Editor										
Executive Producer	1	0	0	1	0	0	0	0	0	
Senior Producer										
Producer										
Associate Producer										
Reporter/Producer										
Host/Reporter										
Reporter										
Beat Reporter										
Anchor/Reporter										
Anchor/Host										
Videographer										
Video Editor										
Other positions not already accounted for	1	0	0	1	0	0	0	0	0	
Total	5	0	0	3	2	1	1	0	0	

Comments

Question	Comment

No Comments for this section