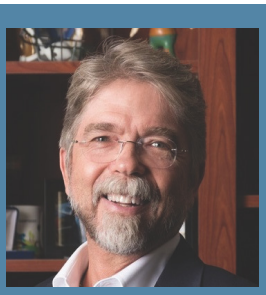
2022 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"As sustaining members, our family's first source of news and entertainment is WUFT, a trusted window on the world throughout the day."

-Mike Reid, Dean
University of Florida College of Health and Human Performance

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 for 65 and 42 years, respectively. WUFT-TV is committed to providing value through educational programming for students in preschool, elementary, secondary and higher education. Local programming highlights non-profit 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.

2022 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. "Artistry in Motion" features local artists explaining their work and accomplishments in video and audio vignettes. "Knight Talks" features UF students interviewing media industry leaders.

WUFT-TV/FM provided current and breaking 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 *Nigel and the Moon.* The recordings were featured at various times throughout Oct. 27 on each Florida 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 service area.

2022 LOCAL CONTENT AND SERVICE REPORT

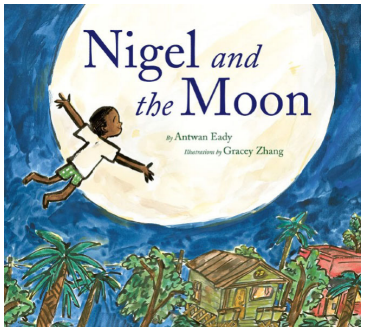
IN THE COMMUNITY

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. In 2022, both stations continue to produce award-winning news content with accolades from the National Broadcasting Society, RTDNA (Radio, Television, Digital News Association), Florida Association of Broadcast Journalists, Society of Professional Journalists and PMJA (Public Media Journalists Association). In addition, several WUFT news students placed in the Hearst Journalism Awards monthy competitions and the National Championship.

Education Outreach

Preschool and Elementary

Jump Start's Read for the Record Day



WUFT partnered with other public televsion stations in Florida for the implementation of Jump Start's *Read for the Record Day*. Station represenatives, including WUFT Executive Director Randy Wright and University of Florida College of Journalism and Communications Dean Hub Brown were recorded while reading *Nigel and the Moon*. WUFT staff handled the logistics and scheduling for WUFT and other Florida station recordings, some of which were in Spanish and sign language, for posting on the WUFT Media Facebook page at various times on Oct. 27. In conjunction with the reading event, WUFT partnered with the Cade Museum of Creativity and Invention's Little Sparks Program for a "Big Dreams" art contest.

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.

School Partnerships

WUFT was one of four Florida public media stations that received an inaugural Florida Humanities "Broadcasting Hope" grant for "Evoking the Complexity of Black Experiences in Florida through Afrofuturism." The project included a podcast series, listening events, animated vignettes and multimedia educational resources centered on Black experiences and representation in Florida.The goal was to engage with underserved communities to reimagine Florida history and collaboratively create representations of its future. WUFT worked with high schools in Alachua County throughout the year to produce elements for "Broadcast Hope" and the "Decolonizing the Curriculum" project.

2022 LOCAL CONTENT AND SERVICE REPORT

IN THE COMMUNITY

Community Engagement and Impact

Local Specials and Continuing Series:

"WUFT's FANFARES & FIREWORKS"
WUFT-TV/FM hosted the Independence Day eve kick-off with a free music event for the community on the UF campus followed by a spectacular fireworks show. Three musical groups performed and business and foundations provided the funding. The event was recorded and edited into a special one-hour compilation 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 leads 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 2022" featured the University's annual celebration. A condensed one-hour version of the parade was rebroadcast during Homecoming weekend.

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



"Knight Talks" is a 30-minute weekly radio and TV show featuring UF students interviewing media industry leaders.



"Gainesville Mayoral Debate" WUFT partnered with the Gainesville Sun for an in-person and livestreamed debate.

"WUFT News First at Five" is a weekday 30-minute newscast produced by UF Telecommunication students.

2022 LOCAL CONTENT AND SERVICE REPORT

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 University of Florida 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, Florida Association of Broadcast Journalists, Hearst Journalism Awards, Society of Professional Journalists and Public Media Journalists Association.

Digital:
In 2022, WUFT.org featured stories on the resignation of UF President Fuchs, the firing of the Gainesville Regional Utilities General Manager, the firing of the Alachua County School Superintendent Carlee Simon who was vocal about the need for masks during COVID-19, the firing of a controversial UF soccer coach, voter registration drive problems at the Alachua County jail, overcrowding of animal shelters resulting in free adoption events, a Florida primary election voting preview, a new Florida law focusing new rules for toxic chemical cleanups, the 2022 midterm election, protests against UF's new president Ben Sasse who was the sole candidate for the job and the plight of an Alachua County Black farmer seeking a medical marijuana growing license.

WUFT-FM:
- A "Report for America" half-hour documentary on the Eastside High School Marching Band and Legacy
- Long-time University of Florida sports "Voice of the Gators" retirement
- Trial coverage of UF student Maggie Paxton's hit-and-run fatality
- Special coverage of May Emancipation Day events in North Central Florida
- Pushback from faculty and students on Florida's new "Anti-Woke" law
- "The Point" daily newscast which 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 a $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 UF College of Journalism and Communications
- WUFT News documentary on the aftermath of Hurricane Ian
- Tropical Storm Nicole coverage
- "Report for America" story on Black farms in Gainesville and being the first city in Florida to apply fair chance hiring to private employers

Special Note: WUFT staff and students assisted WGCU-TV/FM with operations and news reporting after Hurricane Ian devastated southwest Florida and their broadcast faciltities. Students gained valuable experience and the WGCU staff benefitted from additional resources.

2022 LOCAL CONTENT AND SERVICE REPORT

STORIES OF IMPACT

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WUFT-TV



- **Senator Ben Sasse Visits UF Campus, Protests Ensue**
  About 300 protesters disrupted an introduction by taking over a campus auditorium where U.S. Sen. Ben Sasse was being introduced to students and faculty as the presumptive University of Florida president.



- **"A Traffic Stop Ended in a Gainesville Police K9 Ripping Out His Eye. Terrell Bradley's Story is More Than the Police Report**
  The mauling of Black resident Terrell Bradley by a Gainesville Police K9 stirred community cries for reform.



- **NASA Readies for Artemis 1 Launch, Returning to Moon**
  The Artemis program marks NASA's return to the Moon after nearly 50 years. Student news coverage was featured on NPR.



WUFT-TV Highlights

- Florida Homeowners Insurance special legislative session
- Supreme Court Decision to overturn Roe vs. Wade and Florida's 15-week abortion ban and lawsuit
- Roll back of the COVID-19 travel mask ban
- Three-part series on pregnancy treatments and alternatives used by women who have had difficulty conceiving. (The series was featured on Noticias WUFT)
- "Don't Say Gay" education bill
- Parkland Shooter Niklaus Cruz's trial
- Gov. DeSantis' Martha's Vineyard Migrant Flight
- Hurricane Ian impact
- Antisemitism stories featuring Kanye West and Kyrie Irving controversies and negative messaging at the Florida vs. Georgia football game in Jacksonville
- UF quarterback Jalen Kitna arrested on child porn charges

2022 LOCAL CONTENT AND SERVICE REPORT

STORIES OF IMPACT

WUFT-FM

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

- **"Survivng Ian"**
  Surviving Ian is a thirty-minute documentary exploring how southwest Florida residents are slowly putting their lives back together after the disastrous storm. The special highlights some of the few positives emerging from the extensive destruction.



- **"How a Black Marching Band Style Was Erased from Gainesville's Fields, and Why it Matters Decades Later"**
  The story of Eastside High School band reflects a much larger history of who the school system serves, and how the consequences of old decisions still ripple through the community decades later.



WUFT-TV

- **"WUFT-TV News First at Five"** is a weekday newscast featuring national, regional and local news, sports and weather. UF student journalists serve as anchors and producers.WUFT news managers train and advise students on their stories and features.

- **"After Hurricane Ian, Sowing Hope"**
  Stories of hope, rebuilding and coping from the devastation caused by the storm.







2022 LOCAL CONTENT AND SERVICE REPORT

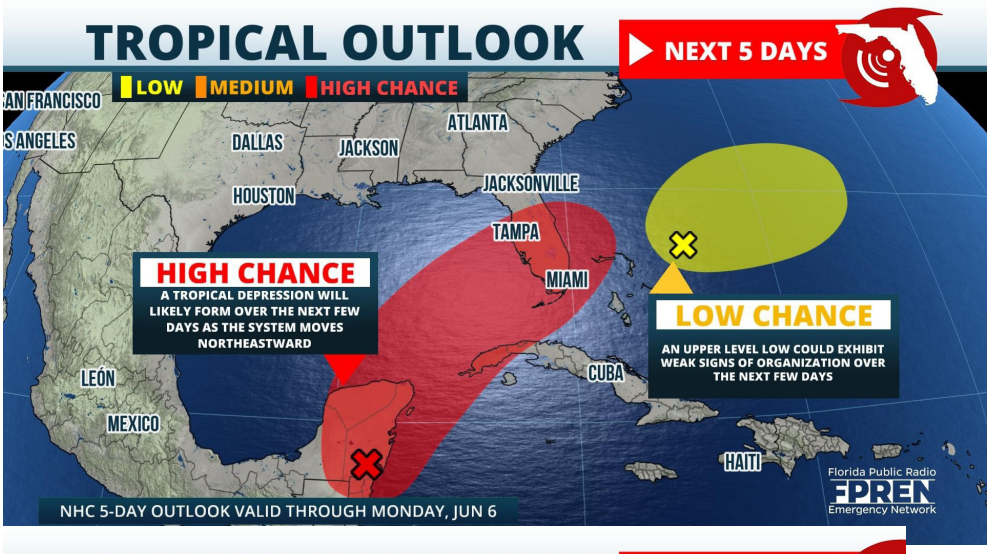
STORIES OF IMPACT

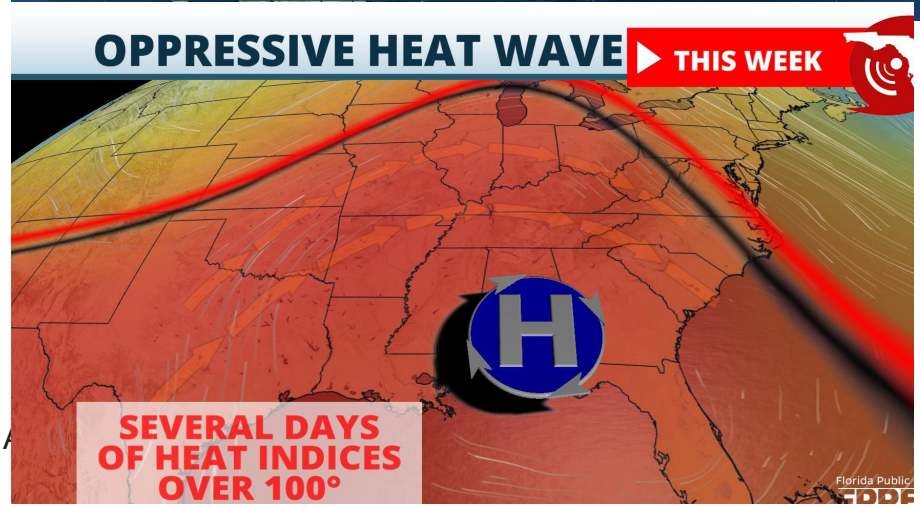
STORIES OF IMPACT

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. FPREN staff also train UF College of Journalism and Communication students to become weather forecasters. The Meteorolists-in-Training (MITs) are often featured on "WUFT News First at Five" newscasts, on the low-power and cable station WRUF-TV, and on social media platforms.

The Florida Storms Facebook Page reaches a diverse audience of 68,000 followers, 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.







Hurricane Hunters coverage.

2022 LOCAL CONTENT AND SERVICE REPORT

STORIES OF IMPACT

As of June 2022, Chief Meteorologist Jeff George and Multimedia Producer Melissa Feito joined meteorologists Megan Borowski and Justin Ballard. The team of WUFT meteorologists 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 and content is distributed for over-the-air radio broadcasts, website articles, and on social media.



FPREN staff: Justin Ballard, Melissa Feito, Megan Borowski and Jeff George

The following list of activity represents only a portion of the totat catalog of FPREN content produced for Florida and South Carolina during the past year.

July 1: Tropical Storm Bonnie forms in the Caribbean Sea
July 4: Flash flood risk in the Panhandle.
July 8: Heat advisory for Panhandle counties.
July 12-14: Low over the northern Gulf could form into a tropical system. Heavy rain and flash flood risk over the Panhandle.
July 20: Flash flooding over western Duval. Strong thunderstorms over the entire Jacksonville area-
July 28: Heat advisory for portions of the Sun Coast.
Aug. 10: A line of severe thunderstorms over the Panhandle produced 3 inch per hour rainfall rates
Aug.17-18: Severe storm risk over North Florida including Gainesville and Jacksonville markets
Aug. 24: A look back at Hurricane Andrew on the 30-year anniversary
Sep.9: Assessing Hurricane Irma's impact five years later
Sep. 24-26: Ian on the approach
Sept.27-28: Multiple tornadoes across South Florida as Ian approaches and moves into the Southeastern Gulf of Mexico.
Sept. 28-30: Hurricane Ian makes landfall. Devastation along the Lee Island Coast. Substantial flooding from Lee Island Coast, along I-4 corridor, to Space and First Coasts.
Oct. 20: Melissa Feito's story "Migrant Workers Among Those Experiencing Food Insecurity After Hurricane Ian" is broadcast nationally on NPR.

2022 LOCAL CONTENT AND SERVICE REPORT

SUMMARY

WUFT-TV/FM provides programming and services to viewers and listeners in North Central and mid-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 continuesto provide forecasts and severe weather information updates on-air, online and on the Florida Storms app on a timely basis.





