

WUFT-TV Local Content and Service Report 2010-2011

WUFT-TV is a full service not-for-profit educational Public Television station located on the campus of the University of Florida and is a division of the College of Journalism and Communications.

CPB's community service grant helps to support the University of Florida's educational public television station, WUFT-TV, and its effort to continually provide programming and services which support pre-school, K-12, post-secondary and general educational experiences for Floridians in north central Florida. The Community Service Grant supports professional staff, including staff members who instruct students.



As a reflection of its commitment, WUFT's mission statement highlights its focus on education:

The mission of WUFT is to educate, enrich, enlighten and inspire diverse audiences and individuals through high quality educational television programming and related services that enhance the quality of life for people in the communities we serve.

The community service grant allowed an important core of the WUFT staff to implement this mission and to ensure that our free education services reach a diverse citizenry. Community Service Grant- supported-staff played a significant role in the creation and distribution of the station's educational services-both over the air and otherwise. The following highlights many of the services made possible by staff supported by CPB funding.

Services to Pre-School, Elementary and Secondary Education

Education Services

During the year, WUFT maintained a strong level of Ready To Learn outreach activities in our broadcast area. WUFT engaged our communities in eighty-one events. Offered in the Ready to Learn format, over 66% of these presentations were specifically geared toward children, their parents and teachers. Additionally, WUFT collaborated with annual outdoor literacy events, preschool educator conferences and a number of social agencies (resource list below).

One third of WUFT'S outreach is with citizens age 12 – adult. The outreach covered a variety of topics. WUFT leveraged CPB funding by obtaining grants that supported community outreach on the following topics:



1. This Emotional Life – Childhood Attachment & Veterans Re-entry
2. The Misunderstood Epidemic: Depression
3. Music Instinct – Music/science with middle school students
4. Making Stuff – Material Science Engineering for middle school – adult

Two groundbreaking events undertaken were the Dinosaur Train

pre-K day at the Florida Museum of Natural History and a series of workshops on depression with local African American communities of faith. Dinosaur Train included science workshops with preschool educators, science experiences planned at the museum, and presentations by Dr. Scott the Paleontologist and Buddy. The second topic- How faith leaders in the African American community can recognize symptoms of depression- was a wonderful collaboration. Sessions involved professional family counselors speaking with parishioners followed by a dinner and resource fair in the church hall. As a follow up to that grant, WUFT partnered with the Veteran’s Administration’s “HONOR” Center and provide weekly meetings of Depression Bipolar Support Alliance in the Gainesville Community.

During the year, WUFT collaborated with a number of local community organizations, including;

WUFT Partners	
Alachua County Library District	Gainesville Police Department
Putnam County Library District	Meridian Behavioral Health
Three Rivers Library District	Sarkis Clinic
Alachua County Afterschool Programs	Lofton High School
Head Start & Early Head Start	Idylwild Elementary
Partnership for Strong Families	University Kiwanis
United Way	University Athletic Association
Tobacco Free Alachua County	Haven Hospice
Harn Museum of Art	Alachua County Sherriff
Florida Museum of Natural History	Children’s Home Society
Early Learning Coalition of Alachua County	North Central Florida Association for the Education of Young Children (FLAEYC)
CDS Services	Univ. of FL Material Science Engineers
Arbor House	4-H, North Central Florida
Healthy Families	Boy Scouts of America, North Florida
Child Abuse Prevention Project	Veteran’s Administration’s H.O.N.O.R. Center
National Alliance on Mental Illness, North Central Florida	

Service to Higher Education

WUFT-TV is one of the few television stations in the nation that is committed to training broadcast journalism students by producing live weekday evening news broadcasts. The programs, along with other timely news products, serve a general audience far beyond campus boundaries. **WUFT News broadcasts** provide professional-level training and real-life experience for broadcast news and production students at the University of Florida's College of Journalism and Communication. This year, news students and staff produced more than 300 live newscasts (200+ live evening 30min newscasts, 100 live midday 6min newscasts) and more than 100 short-form taped news products news briefs, election reports, weather alerts, special reports.

The main student TV newscast won national first-place (#1) recognition in the National Broadcasting Society's most recent college competition and won national first-place (#1) recognition the previous year in the Society of Professional Journalists college Mark of Excellence awards. Our student reporting is not just competitive in college contests, but also in pro contests. In the last two years, our TV news *students* have won first-place awards in eight categories competing against small market TV *pros* statewide in the FAPB pro competition and have won three Regional Murrow Awards competing against small market pros from throughout RTDNA Region 13 (Florida, Georgia, Puerto Rico & Virgin Islands).



In addition to our efforts with broadcast news students, the station continues to provide work experience for broadcast operations, production and management students- at both **WUFT-TV** and at the low-power distance-learning station **WLUF-LP**. Professional staff and faculty members teach for- credit college courses, (Broadcast News I and II) and direct graduate, undergraduate and student interns in their daily classroom and laboratory experiences. This year staff trained approximately 250 students. Students learned reporting, show anchoring, photography, editing and producing. CPB funding supported key staff that trained these students.



WLUF-LP provided the Gainesville community with 24-hours per-day of educational programming. This station offered Santa Fe Community College an outlet for its distance learning programs. At the same time, WLUF provided training opportunities for University of Florida students enrolled in the college of Journalism and Communications. Students were responsible for many aspects of the station's functions, including; operations, traffic and promotion. This real-life laboratory

gives students needed experience in the station environment and a better understanding of the broadcast culture. This year WLUF trained approximately 12 paid student interns in various aspects of station operation.

WLUF (as mentioned above) serves the broader higher education community by continuing to broadcast college-credit and general adult education programming. Again, this year WLUF aired classes for Santa Fe Community College.

Other Educational Opportunities:

WUFT provides production services for the University of Florida and others in the community on a regular basis. These projects give the news and production students additional learning experiences. This year students worked on the Gator Football Coach's show- Weekly coach's interview and highlights program.



Service to General and Community Education

The most important educational service we provide to North Central Florida is our ***over-the-air programming***. As a part of our mission, WUFT is committed to providing ***life-long learning*** opportunities for all of our viewers. We do this most prominently through the broadcasting of highly educational programming. WUFT distributes programming obtained from the Public Broadcasting Service (PBS) and other national distributors of educational content, such as, the National Educational Telecommunications Association (NETA).

CPB support allows WUFT-TV to remain a leader in the distribution of high quality educational programming, which covers a range of genres, including; children's programs like ***Sesame Street and Clifford***, general adult educational programs like ***Nova*** and how-to programs like ***This Old House***. WUFT-TV uses the PBS's National Program Service and other national program distributors to continually provide its audience with the best educational programming available.

Again this year, (via Florida Public Television) WUFT informed our viewers about issues confronting our state by broadcasting ***Today in the Legislature, Florida Crossroads*** and ***Florida Face to Face***.

In addition to the aforementioned services, WUFT broadcasts (via its digital channel) the ***Florida Knowledge Network*** (FKN) to over 17 counties in north central Florida. ***FKN*** present video programs that support Florida's K-12 curriculum and professional development programming for educators.

Throughout the year, WUFT produced and presented local programs that helped to empower an informed citizenry. Locally originated content included:

Special Programs

Living Green

This program produced with IFAS faculty member Dr. Mark Hostetler focuses on how communities incorporate environmental concerns into their homes and businesses to help preserve nature for future generations. Each episode incorporates an upbeat and humorous approach to numerous challenges associated with environmental issues.

Homecoming 2010

Coverage this year was hosted by WUFT-TV's Bridget Grogan and Cox's Mike Giampietro. This two-hour-plus student produced broadcast of the parade provided featured the sights and sounds of the event and information about 125 University and community groups.



Veterans Day Concert

This program was a musical salute to local area veterans performed by City of Gainesville's Buchholtz High School. The event was taped at the University of Florida's Phillips Center and was broadcasted on WUFT TV four separate times.

News Programming

Most weeknights the station produces a 30-minute news program (WUFT News). In addition, most weekdays (during the spring and fall semesters) the station produces a 5-minute newscast. The casts are student produced and inform viewers about important news and information. All production and talent positions for these programs consisted of students- trained and supervised by the station's professional staff.

Mission Accomplished...

Again, this year, CPB made it possible for WUFT to offer the aforementioned services. We enhanced the quality of life for diverse audiences in the communities we served by providing free access to an array of high quality educational television programming and related services.