

From: [Abramson, Matthew D](#)
To: [K Kinnon Thomas](#); [Gina Peebles](#)
Subject: Re: WUFT-TV's Greater Good program
Date: Monday, November 20, 2023 9:22:14 AM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[image006.png](#)
[image007.png](#)
[image008.png](#)

Hi Gina,

Nice to e-meet you! Greater Good is looking forward to telling The Arts Council's story and filming is pretty efficient, as we schedule a 3-hour window to capture all interviews and b-roll footage from one location. We suggest staff, directors, and board members explain the nuts and bolts of the organization while community partners, donors, and client testimonials describe personal stories that show the impact of this work. I'd recommend a total of 4-8 individuals plan to interview.

Here are all the available film dates starting in 2024: 1/8-1/12, 1/15-1/19, 1/22-1/26, 1/29-1/31, 2/5-2/8, 2/13-2/16, 2/19-2/23, 2/26-3/1. Let me know if one works best and we'll put it on our production calendar. We usually schedule 9am-12pm, 1-4pm or some variation so let me know your preference on that as well.

If you have any photos or videos that you'd like us to incorporate, be sure to upload to this drop box link: <https://www.dropbox.com/request/F2QmMyHwPkUMwt67GidW>. Thanks!

Matthew Abramson
Director of WUFT Media Services
Division of Media Properties
College of Journalism & Communications
<https://www.wuft.org/media/>
352-294-2756 (office)
954-817-4682 (cell)

From: K Kinnon Thomas <kthomas@wuft.org>
Date: Tuesday, November 7, 2023 at 4:11 PM
To: 'Gina Peebles' <gpeebles@alachuacounty.us>
Cc: "Abramson, Matthew D" <abramson@ufl.edu>
Subject: RE: WUFT-TV's Greater Good program

Hi Gina,

That's good news! Here is the form we use to help get clients started thinking about what they want and how to get it done. You will be hearing from Matt Abramson to set up a time for shooting. You can come to our studios or we can come to you. I know you and The Arts Council will be pleased with your six minute video to use however you wish. And of course it will be shown 3 times a week for six months when your segment is ready air.

Please let me know if you have any questions. Thanks again

Kinnon

K Kinnon Thomas crmc

Representing:
WUFT-TV, WUFT-FM, WJUF-FM, WRUF-TV, and GHQ
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From: Gina Peebles <gpeebles@alachuacounty.us>
Sent: Tuesday, November 7, 2023 12:27 PM
To: K Kinnon Thomas <kthomas@wuft.org>
Subject: RE: WUFT-TV's Greater Good program

[External Email]

They are interested in proceeding. What are our next steps?

From: K Kinnon Thomas <kthomas@wuft.org>
Sent: Thursday, October 5, 2023 10:08 AM
To: Gina Peebles <gpeebles@alachuacounty.us>
Subject: RE: WUFT-TV's Greater Good program

Thanks Gina. Appreciate your getting back with me. Will follow up next month. Thanks and enjoy the weekend.

Kinnon

From: Gina Peebles <gpeebles@alachuacounty.us>
Sent: Thursday, October 5, 2023 10:05 AM
To: K Kinnon Thomas <kthomas@wuft.org>
Subject: RE: WUFT-TV's Greater Good program

[External Email]

Thank you! I will share this with our Arts Council for discussion at their Nov. 6 meeting and will be in touch after.



Gina Peebles, CPRP

Assistant County Manager - Chief of Staff
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From: K Kinnon Thomas <kthomas@wuft.org>
Sent: Thursday, October 5, 2023 9:51 AM
To: Gina Peebles <gpeebles@alachuacounty.us>
Subject: WUFT-TV's Greater Good program

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Hello Gina,

Sheila Gaspers, one of my coworkers at WUFT, suggested the Arts Council may be interested in learning more about our Greater Good program. You'll find the information packet included in this email but I can break it down pretty quickly.

The Greater Good program itself is a half-hour show featuring 4 of our local not-for-profits with 6 minute videos for each organization. The program The Arts Council would be a part of will air 3 times a week for six months. The upfront charge is \$495 for the professionally produced six minute segment. The airings on WUFT-TV for six months are at no charge. We do offer the opportunity to make a 15 or 30 second spot should you wish for more

exposure. That's basically it.

I'm here to answer any questions you may have and look forward to working with you. Thanks Gina

Kinnon

K Kinnon Thomas crmc

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