



*Getting to Know
Your PBS Station*

**Trusted
Valued
Essential**

Serving 16 counties in West Central Florida

Florida West Coast Public Broadcasting, Inc.

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Florida West Coast Public Broadcasting, Inc.

WEDU PBS is West Central Florida's PBS station and public media company reaching 16 counties with programs that broaden horizons, transport and transform and open gateways to new ideas and new worlds. Financially supported by the community along with federal and state dollars, the organization offers a wealth of award-winning inspirational, educational and enlightening content over a variety of multi-media platforms including: television content, wedu.org and various social media platforms, monthly member magazine *Premiere*, educational outreach activities and special events. WEDU's

focus on the local community has resulted in the station being regarded as a beacon of trust for men, women and children of every walk of life no matter their age, ethnicity or socio-economic status. WEDU is a treasured community resource; a window to the world for the homebound and a vital educational source for the youngest members of society. WEDU prides itself on its position in the Tampa Bay, Sarasota and St. Petersburg communities as a leader, partner, informed citizen and a member of PBS, the most trusted institution in America*.

*(Source: Marketing & Research Resources, Inc. (M&RR), January 2019).

WEDU EXECUTIVE STAFF

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Credit: Courtesy of (c) 2014. Sesame Workshop. All rights reserved.



Americans have named PBS and stations the **nation's most trusted institution** for 16 years running.

Source: Marketing & Research Resources, Inc. (M&RR), February 2019



Dear Friends of WEDU,

Thank you for your interest in learning more about WEDU, West Central Florida's public broadcasting station.

WEDU PBS has broadcast the highest quality programs for more than 60 years. Our on-air programming is the foundation in providing content that informs, inspires, entertains and enhance lives.

WEDU became one of the first PBS stations in the country to offer six channels of programming. We expanded service to include two new channels with 24/7 programming on dedicated topics: PBS KIDS and Create® TV, which features inspiring how-to shows.

We produce engaging local programs including Florida This Week, Suncoast Business Forum, Up Close with Cathy Unruh, WEDU Arts Plus and WEDU Quest. We're passionate about our local programs because they honor our community. National programs like Nature, NOVA, Sesame Street, Dinosaur Train, Great Performances, PBS NEWSHOUR and Masterpiece bring the best in science, education, music, dance, drama, and public affairs to the more than 5 million people WEDU serves.

WEDU offers even more ways to make a personal connection by bringing these programs to life in the community through outreach events and online services. This past year alone, even more of our region's teachers explored Florida PBS LearningMedia, an online resource with more than 100,000 PBS educational videos, games and lesson plans for use in the classroom at no charge to educators. We host a collection of special town halls and roundtable discussions around caregiving, education, cancer, and kids and alcohol.

WEDU continues to be a leader in technology and innovation. With the addition of PBS KIDS, WEDU broadcasts PBS KIDS shows 24 hours a day and offers a live stream, making it easy for children to watch their favorite series during primetime and other after-school hours when viewing among families is high. You can even watch us now on YouTube, through Amazon Fire TV, Apple TV and Roku.

We are honored that you put your trust in WEDU PBS – the one place, that can take you anyplace. I invite you to explore everything that WEDU PBS has to offer!

Onward and upward,

Paul Grove

WEDU PBS President and Chief Executive Officer



"We are proud to announce Florida West Coast Public Broadcasting has earned our fifth consecutive 4-star rating."

Source: Charity Navigator, December 2019

This is Charity Navigator's highest possible rating and indicates the Florida West Coast Public Broadcasting (WEDU PBS) adheres to sector best practices and executes its mission in a financially efficient way. Attaining a 4-star rating verifies that Florida West Coast Public Broadcasting exceeds industry standards and outperforms most charities in their area of work.

Only 14% of the charities evaluated have received at least five consecutive 4-star evaluations, indicating that Florida West Coast Public Broadcasting outperforms most other charities in America. This exceptional designation from Charity Navigator sets Florida West Coast Public Broadcasting apart from its peers and demonstrates to the public its trustworthiness.



WEDU PBS Local Productions

WEDU PBS produces a collection of award winning local programs, documentaries and town halls meetings:

Cathy Unruh, host of UP CLOSE, invites viewers to meet the extraordinary people who impact West Central Florida. Each half hour highlights personalities and topics with both local and broad appeal.

WEDU ARTS PLUS makes unexpected discoveries in arts and culture throughout West Central Florida and beyond and shines a spotlight on a variety of local artists. Host Geoff Simon sits down with our area's most influential and successful leaders and entrepreneurs in West Central Florida on SUNCOAST BUSINESS FORUM.

Ernest Hooper, host of THAT'S ALL I'M SAYING, tackles topics that focus on the opioid crisis, education, music and Florida history. Each week, Rob Lorei hosts FLORIDA THIS WEEK. This moderated discussion provides viewers with informative, lively conversations with an array of some of the area's brightest political analysts.

There's always something new to explore and learn on WEDU QUEST! This monthly series captures the latest breakthroughs in science, technology and education.

To explore all of WEDU's original programs, visit wedu.org/videos.



WEDU PBS National Programs

As one of the few PBS stations in the country with six channels, WEDU leverages PBS national programs encouraging viewers to explore new ideas and broaden personal horizons with content that showcases education, arts, culture, science, nature, news and public affairs locally and around the world.

There is no shortage of quality drama on WEDU with programs like CALL THE MIDWIFE, POLDARK, ANNE OF GREEN GABLES and THE MINIATURIST. GREAT PERFORMANCES gives viewers a front row seat to amazing performances like AN AMERICAN IN PARIS THE MUSICAL, RODGERS & HAMMERSTEIN'S THE SOUND OF MUSIC, JOHN LEGUIZAMO'S ROAD TO BROADWAY, and HAL PRINCE: A DIRECTOR'S JOURNEY.

The summer is always full of great programs to explore as part of the Summer of Adventure. Programs like NO PASSPORT REQUIRED, KINGDOMS OF THE SKY, and WONDERS OF MEXICO ensured that there is plenty to explore on WEDU during the hot summer months. The new series AMANPOUR & COMPANY launched recently and examines the global issues, domestic news and trends impacting the world. FRONTLINE continues to ask the tough questions through in-depth investigative reporting.



WEDU PBS Educational Programming & Services

WEDU has an unwavering commitment to provide quality educational programming for our youngest citizens and prepare children for school. Each week, WEDU provided more than 76 hours of educational programs that inspired children to explore the world around them.

WEDU presents nearly 25 workshops and conference sessions, serving more than 475 educators, families, early learning providers, media-specialists and pre-service teachers enrolled in area colleges each year. Approximately 20 family engagement events provide educational experiences and valuable take-home materials to more than 35,000 children and families.

WEDU online resources provide the PBS Kids, PBS Parents and Florida PBS LearningMedia websites with thousands of educational resources for parents, caregivers and teachers to help children build critical skills. The sites offer free access to cross-platform learning resources, interactive games, and PBS videos:

Visit americangraduate.org
Visit florida.pbslearningmedia.org
Visit pbskids.org
Visit pbs.org/parents
Visit studentreportinglabs.com



WEDU PBS Library Corners

WEDU received a very generous bequest from a long-time viewer. The \$4 million gift was the largest gift ever to WEDU. WEDU placed Mrs. Ensign's gift into WEDU's Endowment, which is providing long-term support for WEDU's operating budget.

In recognition of this historic gift, WEDU created the Phyllis L. Ensign Library Corner which are being donated to public libraries throughout WEDU's 16 county viewing area.

The library corners include a bookshelf with a robust collection of PBS Kids books, DVDs, CDs for the library's lending collection, a reading rug, 2 electronic tablets loaded with PBS apps, 6 turnkey activity sessions with educational materials, a family resource guide, activity sheets, bookmarks, pencils, and more. WEDU also provides the library staff from each location a free training session on Florida PBS LearningMedia, PBS Read-Aloud Program, and PBS Kids Lab.

WEDU PBS Phyllis L. Ensign Library Corners are now open at libraries in Lake Wales, Safety Harbor, North Port, Sarasota, Mulberry, Bradenton and Tampa. WEDU plans to open a minimum of 20 library corners.





WEDU PBS Be More Awards

WEDU created the **WEDU Be More Awards** which is now in its 15th year. The event recognizes and applauds the outstanding and often unrecognized efforts of West Central Florida's nonprofit organizations, and individuals that support them. More than 500 guests attend the annual community event each year which opens with the Hall of Heroes and is followed by an inspiring luncheon and awards ceremony. WEDU also features each of the winners on-air and online during WEDU's Philanthropy Fridays to raise additional awareness for the services these nonprofits provide in our communities.

For more information on the WEDU Be More Awards, finalists and winners lists, deadlines and event archives, visit wedu.org/bemore.



WEDU PBS Community Outreach

Throughout the year, WEDU provides a wide variety of outreach activities in West Central Florida, including children's events with character appearances and educational activities, community screenings with engaging discussion, town hall meetings that address community needs, historical film screenings and lectures, and much more.

WEDU brings PBS programming to life through community outreach events. WEDU has hosted a series of events with guests like Julia Colin Davison and Bridget Lancaster, the hosts of AMERICA'S TEST KITCHEN. As part of the launch for the new season of AMERICA'S TEST KITCHEN, WEDU hosted a community event in Sarasota and a donor luncheon with cooking demonstrations and tastings. Guests learned about kitchen skills and food safety tips and heard behind the scenes stories from the show. WEDU also hosts community preview events for the premieres of anticipated programs like DOWNTON ABBEY, VICTORIA and LITTLE WOMEN.



Lifelong Learning

WEDU PBS offers opportunities to enrich lives through educational programs for every age. In partnership with the Community Foundation of Tampa Bay, WEDU hosts the **Annual Estate and Tax Planning Seminar** for Attorneys, CPAs, CFPs and Trust Officers. The annual seminar helps financial professionals keep up to date on the latest changes in laws affecting tax and estate planning, along with fulfilling requirements for continuing education and professional ethics.



WEDU | Passport



Being a member of WEDU has many benefits. WEDU Passport has become a member favorite. WEDU Passport is the newest member benefit that provides members with extended access to an on-demand library of quality public television programming. Featuring both PBS and select local programming, WEDU Passport allows viewers to watch even more episodes of their favorite shows, including VICTORIA on MASTERPIECE, CALL THE MIDWIFE, THE GREAT BRITISH BAKING SHOW and more.

Visit www.wedu.org/passport for more information.

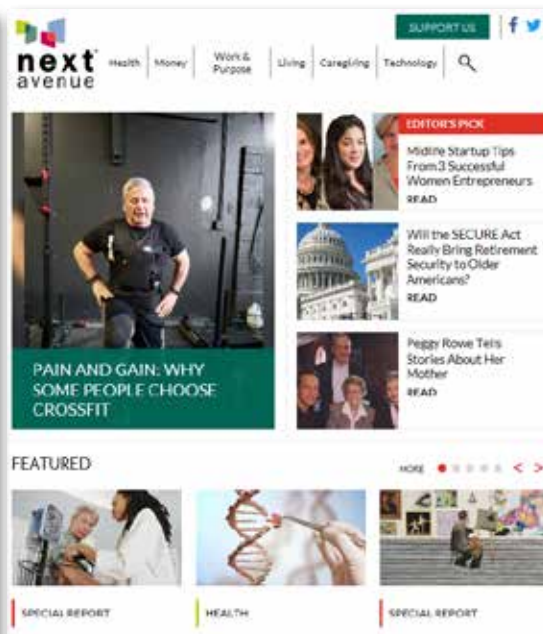
WEDU's members make it possible to broadcast across 16 counties. These member contributions, our largest source of income, ensure that the highest quality educational programming and online resources are available to our community. Without this vital support, WEDU PBS wouldn't be able to produce local programs like SUNCOAST BUSINESS FORUM, WEDU ARTS PLUS, FLORIDA THIS WEEK, UP CLOSE WITH CATHY UNRUH, WEDU QUEST, and THAT'S ALL I'M SAYING WITH ERNEST HOOPER, offer free community outreach events, or provide teachers their classroom-ready resources.

Many members choose to become Sustainers because it's easy. With automatic monthly donations starting at \$5 and no renewal notices, sustaining Members continue to enjoy their membership benefits and the satisfaction of knowing they are providing vital support every month. Members donating a minimum of \$60 can also enjoy WEDU's member benefit, WEDU Passport.



Premiere, WEDU's member magazine, is distributed monthly to more than 30,000 subscribers. As one of the many benefits of membership to WEDU, Premiere magazine continues to keep viewers connected with WEDU's programming and outreach activities.

WEDU PBS Provides Resources



WEDU hosts, in partnership with Florida Public Media (FPM) and Florida PBS stations, an interactive website, **FloridaStoriesofService.org**. The website brings together programming on Veteran's topics from PBS stations throughout Florida. Veterans and families can also upload their personal stories to the site as well.

Next Avenue.org, offered locally by WEDU, is a website for the booming 50+ generation tailored to engage, inspire, and inform the more than 100 million people who are transitioning into what many see as a new life stage – a stage between young adulthood and "old old."



WEDU PBS Board of Directors

WEDU's Board of Directors is comprised of outstanding community leaders from throughout WEDU's 16-county viewing area who give generously of their time and talent. Directors help guide WEDU PBS in achieving its mission by serving on a variety of Board committees including the Executive, Budget and Finance, Investment, Audit, and Community Partnership committees. As board members, their duty is to engage with other Directors and staff members in the important work of delivering education, culture and citizenship to the people of West Central Florida.

Be More, Be Involved.

COMMUNITY ADVISORY BOARD: WEDU's Community Advisory Board consists of volunteers active in communities throughout WEDU's 16-county coverage area. Members serve as ambassadors for the organization, volunteer at WEDU events and keep WEDU up to date on the needs of their communities.

INTERNSHIPS: Interns work on a variety of projects including working on WEDU's local productions; tapping on-air spots; assisting with editing; working with the WEDU Be More Awards; assisting with a variety of outreach events and working on graphic design and general public relations.

VOLUNTEERS: Volunteers help accomplish daily clerical needs from filing to developing mailing lists and assisting with events such as WEDU's Be More Awards, Professional Estate Planning Seminar and also answer phones during membership drives.



WEDU PBS Staff

Along with providing support for the many on-air and community programs WEDU offers, many staff members have also provided their expertise in the classroom and on various committees and panels throughout the community.

WEDU provides a robust collection of teacher workshops, kids educational events, community outreach screenings, professional development seminars, and many more community

driven initiatives throughout West Central Florida.

WEDU staff members work extensively with interns from a variety of schools and programs sharing valuable knowledge in television productions, marketing, communications, graphic design, social media, web design, journalism, photography, community event planning and much more.



You decide what you want to explore anytime, any place.
Get WEDU PBS on Amazon Fire TV, Apple TV, Roku and YouTube.

Learn more at www.wedu.org/watch.