



October 1, 2014- September 30, 2015



Florida West Coast Public Broadcasting, Inc.

WEDU is West Central Florida's primary 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, the organization offers a wealth of award-winning inspirational, educational and enlightening content over a variety of multi-media platforms including: television programming, wedu.org and various social media platforms, monthly member magazine *Premiere*, educational outreach activities and a myriad of 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 community as a leader, partner, informed citizen and a member of PBS, the most trusted institution in America*.

*(Source: Survey Sampling International (SSI) CATI in January 2016).

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WEDU PBS has been Tampa Bay's primary public TV station since 1958. Our commitment to quality educational programming since our first broadcast remains unmatched.



Watch your favorite WEDU programs anytime on **WEDU+**. In addition to encore presentations, WEDU+ is your source for more quality public television programs. View the schedule on wedu.org and email program requests to saubrey@wedu.org.



WEDU's Spanish language service, **V-me**, meets the growing need for quality educational television in Tampa Bay's Spanish speaking community.



Broadcasting from 6 a.m. to 6 p.m. daily, **WORLD Channel** is home to unexpected stories from award-winning filmmakers and public media's best news and current affairs programs. Exclusive WORLD Channel programs can be watched online at worldchannel.org.



From 6 p.m. to 6 a.m. **The Florida Channel** broadcasts news and current affairs programs from Tallahassee.



A Letter from the WEDU PBS President & CEO

Dear Friends of WEDU,

WEDU PBS has broadcast the highest quality programs for more than 58 years. WEDU's on-air programming is the foundation in providing mission driven content that informs, inspires, entertains and enhances the lives of West Central Florida's citizens.

We have produced another year of engaging local programs including *Florida This Week*, *Suncoast Business Forum*, *Up Close with Cathy Unruh*, and *WEDU Arts Plus*. We also launched a new local series, *WEDU Quest*, exploring science, technology, and education. We've produced these local programs because we're passionate about the communities of West Central Florida and we believe that you are too!

National programs like *Nature*, *NOVA*, *Sesame Street*, *Dinosaur Train*, *Great Performances*, *PBS NEWSHOUR* and *Masterpiece* have brought the best in science, education, music, dance, drama, and public affairs to the more than 5 million people WEDU serves.

WEDU offered even more ways to connect with us by bringing these programs to life in the community through outreach events and online services. This past year, 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 continued our community outreach with a fourth season of Community Cinema and hosted a collection of special town halls and roundtable discussions around caregiving, education, cancer, and kids and alcohol. WEDU also built strong partnerships with organizations like The Community Foundation of Tampa Bay, which helped raise \$1.75 million for local charities on Give Day and also with the Junior League of Tampa, which resulted in the creation of a new documentary, *The Luminaries*.

All of these services and content are made possible by donations from viewers – the single largest source of funding for public broadcasting. At the close of this fiscal year, WEDU was honored to announce the receipt of a \$4 million bequest from the estate of Phyllis L. Ensign.

The \$4 million bequest is the largest gift to WEDU in its 58-year history. We are deeply honored by Mrs. Ensign's gift and hope that it will encourage other donors to remember WEDU in their wills. Visionaries, and all of our charitable donors, help ensure that WEDU's quality programming, educational outreach and community events continue to educate, enlighten, and inspire for many generations to come. We are excited to share with you the impact this gift has made in the coming years.

We are honored that you put your trust in WEDU PBS – the one place, that can take you anyplace. Thank you for your generous support.

Susan Howarth

Susan Howarth

WEDU President and Chief Executive Officer

Right: Newly elected Board Chair Cathy Unruh and Immediate Past Chair A. Bronson Thayer at the reception following WEDU's January 28, 2015 Board meeting.



Channel Guide Visit wedu.org/schedule for complete listings.

WEDU PBS (HD)

3.1	Digital TV Antenna
440	XFINITY
503	Frontier FiOS
905	WOW!
1003	Bright House

WEDU Vme

3.2	Digital TV Antenna
138	WOW!
201	XFINITY
474	Frontier Fios
606	Bright House

WEDU World

3.3	Digital TV Antenna
136	WOW!
202	XFINITY
475	Frontier Fios
604	Bright House

WEDU+

3.4	Digital TV Antenna
137	WOW!
203	XFINITY
476	Frontier Fios
605	Bright House



WEDU QUEST

WEDU Quest Explores Education & Technology



WEDU launched a new monthly series this year. Host Dr. Shannon McQuaig invites viewers to discover the latest breakthroughs in science, technology and education.

Each episode of *WEDU Quest* features four local and national segments including one that explores education issues across the entire continuum, from birth through career. The first season included segments on equity in pre-school education, the implementation of technology in the classroom and barriers to achieving a postsecondary education.

(Funding for *WEDU Quest* is provided through the Helios Education Foundation.)

The Luminaries WEDU PBS Original Documentary



WEDU partnered with The Junior League of Tampa to host *The Luminaries*, an annual recognition program to showcase outstanding individuals, as exemplified by inspiring leadership, commitment to lasting community impact through advocacy, and achievement of prominence or distinction in a particular sphere.

This leadership award took recognition a step further by vividly capturing and preserving the influential stories of the award recipients through the creation of a prime-time WEDU PBS broadcast of *The Luminaries* original documentary and a new permanent collection of digital biographies and display at the Tampa Bay History Center.

The 2015 Luminaries were presented at the inaugural award event on Friday, May 15, 2015.

FROM TOP: *WEDU Quest* features four segments highlighting local and national education and technology stories. Dr. Shannon McQuaig hosts *WEDU Quest*. *The Luminaries*, a WEDU original documentary, profiles the stories of prominent community leaders. (L-R at the presentation of *The Luminaries* awards): Susan Howarth, WEDU President & CEO; Lynette Russell, The Junior League of Tampa; Luminaries honorees, Governor Bob Martinez, Sister Claire LeBoeuf, Richard Gonzmart; and Mayor Bob Buckhorn.



FROM TOP: WEDU served as the media headquarters for Give Day Tampa Bay. Host Geoff Simon is joined by Jeff Vinik, owner of the Tampa Bay Lightning, on an episode of *Suncoast Business Forum*. Host Cathy Unruh moderates a Caregiving Panel on a special episode of *Up Close*. Host Rob Lorei moderates a panel of experts for an Education Roundtable during a *Florida This Week* special. Laura McElroy hosts another installment of WEDU's *Florida's Kids and Alcohol Town Hall*.

WEDU PBS Local Productions

Each year, WEDU PBS produces a collection of local programs that include *Florida This Week*, *Suncoast Business Forum*, *Up Close with Cathy Unruh*, *WEDU Arts Plus* and *Florida's Kids and Alcohol Town Hall*. WEDU's local programs, documentaries and town halls continued to engage viewers and receive accolades from The National Academy of Television Arts & Sciences, Suncoast Chapter and the Griot Drum Awards.

WEDU was honored on November 13, 2014 by The Tampa Bay Association of Black Journalists during the Griot Drum Awards. *Robert Butler: Original Highwayman Artist*, a segment of WEDU Arts Plus, accepted the award for "Community/Public Affairs Segment." The annual ceremony recognizes print, broadcast, and online media professionals for quality coverage of people of color in the Tampa Bay area.

During a special edition of *Up Close with Cathy Unruh*, WEDU explored the struggles and resources of caregivers in Tampa Bay with a roundtable discussion. Local experts highlighted the latest considerations of baby boomers and their parents, aiming to provide solutions based on best practices. The program helped to direct viewers to caregiving resources in the community.

Community and education leaders from across Tampa Bay sat down for a special discussion on the state of Tampa Bay's local schools. The special episode of *Florida This Week* broadcast in September 2015.

WEDU's *Florida's Kids and Alcohol Town Hall Meeting* renewed a commitment to continue the conversation about underage drinking and drug use. Moderator Laura McElroy led a panel of adults and teens to discuss strategies to keep teens safe.

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

"PBS is a trusted & safe place to watch television"

Source: Survey Sampling International (SSI), January 2016



WEDU PBS National Programs

WEDU leveraged PBS national programs encouraging viewers to explore new ideas and broaden personal horizons with content that showcased education, arts, culture, science, nature, news and public affairs locally and around the world.

New York Times reporter Nicholas Kristoff, Ashley Judd, Blake Lively and Malin Ackerman met activists fighting sex trafficking in the U.S. in *A Path Appears*. WEDU supplemented the three-part series about activists fighting gender oppression with a series of community outreach events and a repeat broadcast of WEDU's original documentary *Too Close To Home, Human Trafficking in Tampa Bay*.

In March, a three-part film from Ken Burns told the comprehensive story of cancer from its first description in an ancient Egyptian scroll to the gleaming laboratories of modern research institutions. *CANCER: The Emperor of All Maladies*, a six-hour film, combined a sweeping historical narrative with intimate stories. WEDU continued the conversation with a full night of programming that included a special *Up Close with Cathy Unruh*, *WEDU Arts Plus*, and premiere of *Kids Rock Cancer*.

April introduced a new documentary from Rory Kennedy. *Last Days in Vietnam* featured the chaotic final days of the Vietnam War. As the North Vietnamese Army closed in on Saigon, the South Vietnamese resistance crumbled.

Viewer favorite *PBS Newshour* continued to keep viewers informed, and topics viewers wanted to know more about were featured as *Frontline* explored *Secrets, Politics and Torture*; *Outbreak*; and *The Trouble with Chicken*.

For three nights in August, *BIG BLUE LIVE* presented the first live nature program centering around the extraordinary annual confluence of marine life in and around Monterey Bay, California. One of the largest ever for a natural history program, WEDU also hosted a community event that was followed by discussion with local marine experts.

September kicked off with a new Masterpiece series, *Indian Summers*. Julie Walters starred as the glamorous doyenne of an English social club in the twilight era of British rule in India. Set in a sub-tropical paradise, the nine-part series explored the collision of the high-living English ruling class with the local people agitating for Indian independence.



FROM TOP: The cast of *Indian Summers*, a Masterpiece program. Ashley Judd with at-risk youth in *A Path Appears*. Siddhartha Mukherjee, M.D., author of the Pulitzer Prize-winning book *The Emperor of All Maladies: A Biography of Cancer*, and filmmaker Ken Burns. U.S. Marines ushering Vietnamese refugees into a helicopter at the U.S. Embassy. Dr. Joy Reidenberg during *BIG BLUE LIVE*.



WEDU PBS **Downton Abbey**

In January, WEDU PBS kicked off season 5 of *Downton Abbey*. The Emmy® and Golden Globe® award-winning hit drama returned for a fifth season of intimately interlaced stories centered around an English country estate – an entertaining formula that has made “Downton Abbey” the highest-rated drama in PBS history.

WEDU marked the return of the international hit with a series of pre-views and themed events. Events kicked off at the historic Palladium Theatre in St. Petersburg with a themed reception and preview screening event. More than 400 guests filled the theatre. Along with the advance screening of the season premiere, guests were able to pose in front of Highclere Castle, known to fans as “Downton Abbey.”

The next stops on the Downton Abbey screening tour included the historic Tampa Theatre and Sarasota Opera House. The evenings opened with a themed reception, digital photo booth and live music from Late Night Brass.

Our final stops included the Polk Theatre in Lakeland and Hernando Pasco State College in Wesley Chapel. Each event hosted a variety of themed activities from live music, costume contests, photo booths, and more.

FROM TOP: The cast of *Downton Abbey*, Season 5. The Palladium Theatre at St. Pete College hosted costumed guests for a VIP reception with entertainment prior to the preview screening. Late Night Brass entertained guests during a reception at Sarasota Opera House before the preview screening. Guests at the historic Tampa Theatre enjoyed the perfect ambiance for the screening. Guests in costume took photos in the Tap Snap photo booth.

To watch more WEDU PBS dramatic series and programs, visit wedu.org/videos.

“During the 2014-15 season PBS offered nearly **600 Hours of arts & cultural programming.”**

Source: Nielsen NPower, 9/22/2014-9/20/2015

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

Learn more at www.wedu.org/watch.





WEDU PBS Educational Programming & Services

WEDU continued an unwavering commitment to provide quality educational programming for our youngest citizens and prepare children for school.

WEDU had another successful year in children's programming and is serving more and more children in West Central Florida with the most rigorously researched educational content available. Each week, WEDU provided more than 76.5 hours of educational programs that inspired children to explore the world around them.

WEDU offered families content not only on-air, but also online, on mobile devices and on the ground to help kids build critical skills. Increasingly, WEDU is serving West Central Florida children wherever they live, learn, and play through educational and engaging PBS content.

Children participating in the United Way Suncoast's Reading Pals program celebrated the 100th Day of School in February 2015 at the Nick Capitano Boys & Girls Club in Tampa. The event was coordinated by WEDU and the United Way Suncoast. As a part of the event, students visited a variety of learning stations featuring math and reading activities with a 100th day of school theme.

WEDU provided special character appearances throughout the year. Every other month, children were able to learn and interact with their favorite PBS Kids' character at the Glazer Children's Museum. The Cat in the Hat, Clifford, Sid the Science Kid, and others made appearances.

WEDU helped celebrate Sarasota County Public Schools "Embracing Dr. Seuss' Differences Day" as part of Read Across America, an annual celebration of the birthday of

Dr. Seuss. The all-day event was created in partnership with the Sarasota nonprofit Embracing Our Differences. More than 120 volunteers, including WEDU staff, read books aloud to elementary school classrooms throughout the county to help promote the importance and fun of reading.

In April 2015, more than 3,400 children and families attended the 6th Annual Storybook Forest event at Crews Lake Wilderness Park in Spring Hill. The free literacy event, hosted by the Early Learning Coalition of Pasco and Hernando Counties, and sponsored by WEDU, included exhibits and activities focused on storybook themes.

WEDU also offered online resources by providing the **PBS Kids**, **PBS Parents** and **Florida PBS LearningMedia** websites with more than 100,000 resources for parents, caregivers and teachers to help children build critical skills. The sites offer cross-platform games, and thousands of PBS videos available for free:

Visit americangraduate.org

Visit florida.pbslearningmedia.org

Visit pbskids.org

Visit pbs.org/parents

Visit studentreportinglabs.com

FROM TOP: Free Clifford books were a big hit at the Boys and Girls Club 100th Day of School celebration. WEDU supplies a variety of fun activity sheets for parents to take home.





Learn more at americangraduate.org

2014-15 Headlines

Below is just a sample of the great stories that happened this past year:

"Florida PBS LearningMedia adds student portal, tools for teachers"

"PBS TeacherLine adds fall professional development courses for teachers"

"Local champion featured in national American Graduate Day coverage"

"WEDU provides workshops, new tools for educators"

"Bay Area Teachers Using Free Public Media Resources"

"New year holds new venues for Educational services"

"WEDU joins the celebration for the 100th day of school"

"WEDU celebrates Black History Month with classroom presentations"

"WEDU hosts *Technology in the Classroom* workshops"

"Dade City teacher honored as PBS LearningMedia Digital Innovator"

"Community leaders gather at WEDU to discuss youth homelessness"

"New partnership with WEDU and HUD ensures digital access for everyone"

For additional headlines, complete stories, event photos, and more, visit wedu.org.

WEDU PBS Digital Innovator

WEDU PBS announced that Bobbi Starling of Woodland Elementary School in Dade City was selected to serve as a 2015 Lead PBS LearningMedia Digital Innovator.

Florida PBS Learning Media is an award-winning digital media service that provides direct access to more than 100,000 classroom ready, curriculum-targeted resources for PreK-12 educators. Florida PBS LearningMedia builds on the strength of public media and is designed to assist teacher effectiveness and student achievement.

Bobbi teaches fourth and fifth grade and leads the Robotics and Technology Clubs at her school. She believes digital literacy plays an important role in this mission. Seeing her students focus, engage, question, collaborate, program, create, test, modify and re-design brings her great joy.

The 2015 PBS LearningMedia Digital Innovators program rewarded 100 tech-savvy K-12 educators from across the country. The group received year-long professional development opportunities. In addition, the Lead PBS LearningMedia Innovators, representing the top 30 applicants, received an all-expense-paid trip to Philadelphia to participate in a two-day digital education summit. As a lead innovator, Bobbi represented WEDU at this summit.

FROM TOP: WEDU PBS Digital Innovator Bobbi Starling tapes a segment during a two-day digital education summit. Teachers participate in a digital education workshop provided by WEDU.

"Educators have access to more than 100,000 curriculum-aligned digital resources that include content aligned to national & common core state standards."

Source: PBS and Learning 2015 Literature Review





WEDU PBS **Community Outreach**

Throughout the year, WEDU provided 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 addressed community needs, candidate debates heading into local and national elections, and more.

WEDU brought PBS programming to life through community outreach events. This year, WEDU launched its fourth season of Community Cinema, a national civic engagement initiative featuring free monthly screenings of films from the Emmy Award-winning PBS series *Independent Lens*.

WEDU addressed youth homelessness with an advance screening of *The Homestretch* followed by a panel discussion. Ernest Hooper, columnist with the Tampa Bay Times, moderated a panel discussion following the film and guests in attendance were able to make an online pledge to help end youth homelessness and take photos in WEDU's social media corner.

WEDU continued its efforts to raise awareness about human trafficking in Tampa Bay with an advance screening of *A Path Appears* held in both Sarasota and Tampa. Following the screening of the film, WEDU held a panel discussion with local experts, human trafficking survivors and law enforcement. Guests were also able to visit booths of local organizations fighting human trafficking. WEDU's original documentary released last year, *Too Close To Home, Human Trafficking in Tampa Bay*, continues to be one of the most-viewed videos on wedu.org.

"PBS is a leader in addressing important issues."

Source: Survey Sampling International (SSI), January 2016



FROM TOP: WEDU hosted a community screening of *The Homestretch*. Guests at a screening of *The Homestretch* took a pledge to end youth homelessness. Panelists discussed human trafficking in Tampa Bay following a screening of *A Path Appears* in Sarasota. Local cancer experts joined in a discussion following a screening of *CANCER: The Emperor of All Maladies*.



WEDU PBS Lifelong Learning

WEDU PBS continued to offer opportunities to enrich lives through educational programs for every age.

In partnership with the Community Foundation of Tampa Bay, WEDU hosted the **10th Annual Continuing Education 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.

Next Avenue, 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.”

Throughout the year, **WEDU's Speakers Bureau** visited a variety of community organizations and presented talks on a number of topics. WEDU's Speakers Bureau presenters include WEDU Board Members, staff and volunteers.



ABOVE: Financial professionals earn continuing education credits during WEDU's 10th Annual Estate Planning Seminar. Panel members take questions from attendees at the seminar. Screenshot of Next Avenue's homepage.

WEDU PBS Grant Support

WEDU PBS was the proud recipient of a number of grants this past year. Grants fund a variety of mission driven projects and help ensure access to quality WEDU PBS programming.

In October 2014, WEDU was awarded a generous \$100,000 challenge grant from the Newman's Own Foundation, the independent foundation created by the late actor and philanthropist, Paul Newman. The award reflects the ongoing commitment of Newman's Own Foundation to support public service and open dialogue. The grant helped bolster the 2015 membership drives and encouraged support from foundations and organizations for WEDU's high quality television programming.

In March 2015, WEDU announced the receipt of two grants. The grants from the William G. and Marie Selby Foundation (\$45,707) and the Joy McCann Foundation (\$25,000) enabled WEDU to participate in a consortium of public television stations to centralize the station's master control broadcast functions into a Network Operations Center (NOC).

The centralization of operations, which is now complete, has improved broadcast quality throughout WEDU's viewing area and reduced ongoing operational expenses. The annual savings made possible by this project have enabled WEDU to better serve the community with expanded productions, increased educational efforts and community outreach programs.

Thanks to a grant from the Rays Community Fund Grant Program, WEDU was able to create two *Martha Speaks* Reading Buddies traveling kits. The Martha Speaks Reading Buddies program, developed to accompany the PBS series *Martha Speaks*, is a 10-week, cross-age reading program that provides an innovative way for kindergarten/1st grade students (Little Buddies) paired with 4th/5th grade students (Big Buddies) to increase vocabulary, improve self-esteem, social skills and enhance a love of reading.

The kits, including all materials and a class set of books, were made available at no cost to local public schools, private schools and after-school programs to use on a first come first served basis.



WEDU PBS Be More Awards

*"I wanted to share some fall-out from the **WEDU Be More Awards**...We received an in-kind donation this week from Shriners Hospital (retail value over \$20,000) of hundreds of organic baby carriers, twin-nursing pillows and other high-end baby items. They were attendees at the Be More Awards ceremony and sought us out to give this donation. The organic baby carriers retail for over \$100, so needless to say our families could never afford them and we would not purchase such an expensive item. We are working with our hospitals to make sure they go to the most needy families and they are already a big hit."*

*- Heather Barrow CPA, Founder and Executive Director of High Risk Hope
2015 WEDU Be More Unstoppable Nonprofit of the Year*

WEDU held the **10th Annual WEDU Be More Awards** on Thursday, February 12, 2015 at A La Carte Event Pavilion in Tampa. The event, created by WEDU, recognized and applauded the outstanding and often unrecognized efforts of West Central Florida's nonprofit organizations, and individuals that support them.

More than 540 guests attended the annual community event that began at 11:00 a.m. with the Hall of Heroes followed by an inspiring luncheon and awards ceremony. The ceremony was hosted by media partners Lissette Campos of ABC Action News and Jack Harris of 970 WFLA AM.

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



FROM TOP: Chrissy de Santos, with Frameworks of Tampa Bay, received the WEDU Be More Inspiring Rising Star Award. Julie Weintraub's Hands Across the Bay accepted the WEDU Be More Humble Award. Finalist More Health, Inc. hosted a booth during the Hall of Heroes. High Risk Hope was named the WEDU Be More Unstoppable Nonprofit of the Year Award and received a \$2,500 Community Investment Grant from WEDU.



WEDU Hosts Give Day Tampa Bay

Honoring WEDU's mission to help raise awareness for local nonprofits, WEDU served as the Headquarters and Media Hub for Give Day Tampa Bay - a 24-hour community wide effort to raise funds for local charities in partnership with the Community Foundation of Tampa Bay. WEDU produced 8 full hours of live coverage of Give Day festivities from 11 a.m. - 7 p.m., which featured more than 60 nonprofits. The local online giving event raised \$1.75 million for local charities, a 59% increase over the previous year.

Each hour was hosted by a local media professional. The line-up included WEDU's Cathy Unruh, Geoff Simon, Rob Lorei, Dalia Colon and news anchor Linda Hurtado and columnist Ernest Hooper.

LEFT: Geoff Simon hosts an hour of Give Day Tampa Bay. WEDU staff and volunteers welcomed guests to WEDU during Give Day Tampa Bay.

WEDU PBS Community Partners

WEDU PBS receives support from community partners from throughout the 16 counties that WEDU serves. These partners provide funding support for on-air programming, outreach activities, and also provide volunteers to assist WEDU in delivering outreach services in our communities.

AEG Live
Air Animal Inc
Allegany Franciscan Ministries, Inc
Allman Promotions
Amalie Arena
American Stage
Amici's Catered Cuisine
Apisdorf Charitable Foundation
Arcadia Antiques Association
The Armed Forces History Museum
Asolo Repertory Theater
AT&T
The Bank of Tampa
Bernard and Mary Ann
Powell Foundation
Big Cat Habitat Sarasota
Blue Ocean Film Festival
Bok Tower Gardens
Bright House
Brooksdale Senior
Living/Freedom Plaza
Burns White Galleries
Caledonian Club of Sarasota
Catering by the Family
Children's Board of
Hillsborough County
Circus Sarasota
Clearwater Jazz Holiday
Community Foundation
of Sarasota
Community Foundation
of Tampa Bay
Custom Mobility
Dattoli Cancer Center
Davin's Dream Team
Elysian Fields
Empath
Explorations V
The Florida Aquarium
Florida Blue

Florida Cancer Specialists
Florida Dance Theatre
Florida DCF
Florida Dept. of Veterans Affairs
Florida Gulf Coast Railroad
Museum
Florida Office of Drug Control
Florida Opera Festival
The Florida Orchestra
Florida Prepaid College Plan
Florida State Parks - Department
of Environmental Protection
Florida Southern College
Florida Studio Theatre
Florida Wineries
Florida's Historic Coast
Frontier Nursing University
Glazer Children's Museum
Greenberg Traurig
HART
Harry & Jeannette
Weinberg Village
Helios Education Foundation
Henry B. Plant Museum
H. Lee Moffitt Cancer Center
Historic Green Village
Imperial Symphony
Jewish Federation of
Sarasota-Manatee
The John and Mable
Ringling Museum
The Junior League of Tampa
The Lakeland Center
La Musica
Lake Wales Arts Council
Largo Cultural Center
LEGOLAND
Levy County Tourism Board
The Lions of Florida and
The Bahamas

Live Free - Pinellas Coalition
Live Nation
Longboat Key Club & Resort
The Mahaffey Theater
Mama Razzi Foto
Marie Selby Botanical Gardens
Med Transport Center
Metropolitan Advertising Co.
Mills Entertainment
Mise en Place
Monroe County Tourism/Florida
Keys
Moon Under Water
Naples, Marco Island & Everglades
New College of Florida
New Tampa Pediatric Dental
Nielsen
Nonprofit Leadership Center
of Tampa Bay
Northstar Bank
Northern Trust Bank
Opera Tampa
Operation PAR
Ounce of Prevention
The Palladium at
St. Petersburg College
Panache Vue Magazine
Paycor
Pediatric Dental
Pediatric Health Care Alliance
Pinch A Penny Pools
Publix
Publix Charities
Raymond James Financial
Retired Officers Corp. at
Freedom Plaza
Rotary Club of Sarasota Sunrise
Ruth Eckerd Hall
SAMHSA
Saunders Foundation

Senior Friendship Centers
St. Joseph's Hospital
St. Luke's Cataract and
Laser Institute
The St. Olaf Orchestra
St. Petersburg College
St. Petersburg College
Village Square
St. Petersburg Science Festival
St. Petersburg Opera
Sarasota Ballet
Sarasota Concert Association
Sarasota Film Society
Sarasota Magazine
Sarasota Opera
Senior Connection Center
Shen Yun Performing Arts
Straz Center for the
Performing Arts
Sunshine City Antique &
Collectibles Show
Tampa Bay Times
Tampa Bay Outfitters
Tampa General Hospital
Tampa Theater
TECO
USF Sundome
Van Wezel Performing Arts Hall
Verizon
Viking Cruise
Visit Florida
Visit St. Pete/Clearwater
Visit Sarasota County
Warren Averett

For more information on how to
become a community partner and
support WEDU PBS, contact:
**Marketing and Community
Partnerships at (813) 739-2900.**

Matching Gifts

Does your employer match your donation?

Many corporations offer employee giving programs where they match donations to WEDU PBS. The tax deductible component of a viewer's membership is normally eligible to be matched as well.

Call **(813) 254-9338, option 2** or visit **www.wedu.org/support/membership** to see if you can double, triple, or even quadruple your donation to WEDU PBS.

SAMPLE OF MATCHING GIFT COMPANIES

Boeing [RETIRES ELIGIBLE]

ExxonMobil [RETIRES ELIGIBLE]

Franklin Templeton Investments

Geico [RETIRES ELIGIBLE]

Hewlett Packard [RETIRES ELIGIBLE]

Hospital Corporation of America (HCA)

Humana, Inc.

JPMorgan Chase

Microsoft

SYKES Enterprises, Inc.

The Home Depot

United Health Group

W. W. Grainger, Inc. [RETIRES ELIGIBLE]

VISIT WEDU.ORG FOR ADDITIONAL
MATCHING GIFT COMPANIES

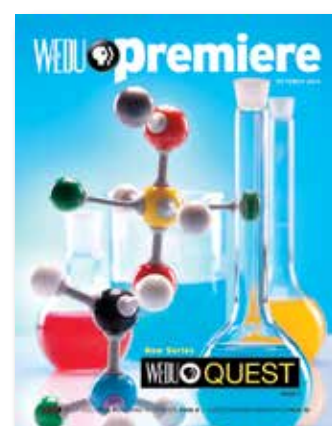
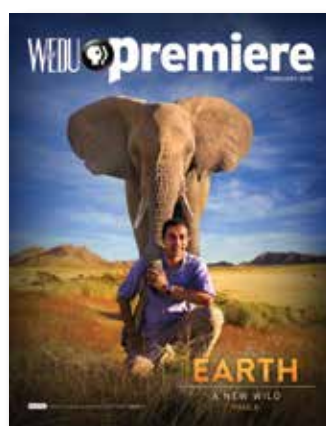


WEDU PBS Membership & Member Magazine

WEDU's members make it possible to broadcast four channels 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 weekly programs like WEDU ARTS PLUS or FLORIDA THIS WEEK, offer free film screenings and community forums, or give teachers classroom-ready resources.

This year WEDU saw growth in the number of members who make their annual gift through a monthly contribution. These Sustaining Members continue to enjoy their membership benefits and the satisfaction of knowing they are providing vital support every month. Many members chose to become Sustainers because it's easy. With automatic monthly donations starting at \$5 and no renewal notices, the WEDU Sustainer program is the hassle-free way viewers are able to support WEDU.

TOP: The success of WEDU's membership drives is made possible thanks to the hard work of volunteers from groups such as WEDU's Community Advisory Board, David A. Straz, Jr. Center for the Performing Arts, Ruth Eckerd Hall and more.



Premiere, WEDU's member magazine, is distributed 11 times each year to more than 22,000 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 Door to Door Membership Drives

WEDU launched a door-to-door outreach campaign sending trained professional canvassers into communities and neighborhoods in West Central Florida. The campaign allows WEDU to personally convey the importance of quality, public television programming to thousands of Floridians every week.

By committing to make a contribution through one of WEDU's trusted canvassers, donors help us further our mission to

enrich the lives of our viewers and our community. Membership support allows WEDU to continue to broadcast non-commercial public television programs that inform, enlighten, and entertain, and provide valuable community partnerships and services statewide.

To learn more about WEDU's door-to-door membership drives and meet our canvassers, visit: wedu.org/doortodoor.

Vehicle Donation

If it has two or more wheels, we'll take it!

Donate your used car, motorcycle, RV, or boat to WEDU PBS! You benefit by being able to reduce your taxable income when taxes are itemized. Same-day pick up can be available in some cases. For more information and to get started, visit www.wedu.org/support/vehicle or call 1-888-933-8288.



WEDU PBS Staff

The WEDU staff is small, but mighty!

Along with providing support for the many on-air and community programs WEDU offers, many staff members have provided their expertise on committees and panels and have served as speakers at the PBS Annual Meeting and National Educational Telecommunications Association Conference (NETA).

WEDU staff provided production support services for a number of local nonprofits, including the University of Tampa's Sykes Hall of Fame Speaker Series. WEDU also provided 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 also 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 and so much more.



FROM TOP: Staff gather for some holiday festivities. Larry Jopek, Susan Howarth, Frank Wolynski, Jack Conely, Allison Hedrick, Claire O'Connor-Solomon, Debra Friedberg and Nancy Curry attend an Arts Alive fundraising event at the home of Board Chair, Cathy Unruh. Jack Conely and Catriona Comb greet guests during a Downton Abbey event. Madison Lockhart (intern), Kelsey Albritton and Maltee Ramlochan hand out goodie bags at the WEDU Be More Awards. Frank Wolynski and Jim Ciotoli put the finishing touches on an episode of *Suncoast Business Forum*. Jerry Flanary checks the studio equipment prior to a shoot. Heather Fullenkamp enlists the help of Clifford on some social media posts during the WEDU Be More Awards. Bryan Miehe and Pam Webb run audio at WEDU's Estate Planning Seminar. Gail Taylor and Joyce Cotton accept a community grant from the Rays.

WEDU PBS Visionaries

Legacies, large and small, make a real difference to WEDU to help ensure that future generations can enjoy WEDU's quality programs and services. We thank our Visionaries for creating a legacy through their gifts in wills and planned gifts.

Anonymous (17)
Kenneth Abele**
Barry and Judith Alpert
Ms. Marion R. Anthony
Mrs. Vivian J. Bauer
Dee W. Beach
Monroe and Suzette Berkman
Mr. and Mrs. Jerry Bilik
Diane and Roger Billman
Miriam and Lewis Blackburn
Charitable Remainder Trust
Mrs. Katherine K. Bosse
John B. and Ann Boyd
Leah and Peter Brainard
Linda Bryant
Mrs. Hannah G. Bryson
Mr. & Mrs. Henry Bucher
Susan Buck
Rita M. Buckley
Ward and Kathleen Burnham
Robert and Aida Calafell
Mr. Diego V. Camarillo
Mr. Duncan C. Campbell
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Ms. Maria W. Celentano
Mr. David B. Coles
Mr. Donald Culbertson
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Mr. Michael DeNunzio
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Ms. Cecelia Saunders
Dr. John F. Schatmeyer

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Sgt. Stan Sebedis Rtd.
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Mr. Wallace M. Waddell**
Bill and Sally Wallace
Ms. Diane Ward
Mr. John Wasser
In Memory of Richard A. &
Margaret L. White
Mrs. Elsie M. Wurfel**
Mr. Robert Wytas
Marion Takaaki Yongue
Mrs. Cleora A. Zellmer**
Cynthia Gande Zinober &
Peter Zinober

** Deceased

WEDU PBS Broadcasters Circle

Generous support from our members helps WEDU continue to provide quality on-air programming, educational outreach services and online resources to hundreds of thousands of people on a daily basis. Thank you!

Platinum \$10,000+

Anonymous (8)
Monroe & Suzette Berkman*
Frank Brunckhorst
Community Foundation
of Sarasota*
Community Foundation
of Tampa Bay, Inc.*
Mr. Leonard J. Lapka
James and Suzanne MacDougald*
The Joy McCann Foundation
Mr. Dale Montgomery
Newman's Own Foundation
Sonia Raymund*
The Selby Foundation
Roy M. Speer Foundation
Mrs. Anne J. Sherr
Bronson and Stella Thayer*

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Richard and Francine Dobkin
Mrs. Laurie G. Figg
Susan and Pat Henry
The Huisking Foundation
Tom and Mary James
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Mr. and Mrs. Claude C. Melli
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Mrs. Ina Schnell
Liz and Greg Sembler
Bill and Barbara Starkey
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Mr. and Mrs. Norman D. Bryant
Ms. Sherri R. Burke
Robert and Aida Calafell
Ms. Janice R. Campbell
Mr. and Mrs. Richard A. Corbett
Ellen S. Fedder

Eileen Fox
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Ms. Sharon A. Hosseini
Mr. & Mrs. David Hyman
Mr. James Liu
Diane and Peter Jacobson
Ms. Barbara Janks *
Dr. Linda T. Jones
Mrs. Melissa Keaster and
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Thomas J. Landers/William Stark
Jones Foundation
The Landings Eagle -
Irwin Starr, Publisher
Ms. Barbara Lasker
Francis and Gertrude
Levett Foundation
Dr. Edward J. and Vivian E. Lurie
Sheila M. McDevitt, Esq.
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Ms. Janice Parnell
Alfred and Rose Schiff *
Beth Ann Segal
Mr. and Mrs. Robert F. Shannon

Hinks and Elaine Shimberg
Geoff Simon & Andrea Graham*
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Jane T. Smiley
Ms. Mary K. Smith
Jeffery and Mei-Mei Sparling*
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The David and Virginia
Baldwin Foundation
J. Thomas and Lavinia Witt
Touchton
Mr. Bill Wagner*
David and Jill Weinstein
Ms. Barbara L. Whitcraft &
Mr. David C. Heinsler

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Mr. and Mrs. Paul D. Allen
Mr. Harry L. Anthony
Mrs. Rosemary E. Armstrong &
Mr. Morris Weinberg
Ms. Wilma A. Bailey

WEDU PBS Broadcasters Circle (...continued)

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Ms. Carole Dudas	Jane T. Kelly		
Mrs. Marian C. Dunn	Mr. and Mrs. Jerrald I. Kibby		
Mr. and Mrs. Fred C. Falkner			

*These Broadcasters Circle Members have made an additional generous donation to WEDU's Art Alive Campaign in support of arts and cultural programming on WEDU PBS. (Every attempt was made to ensure that all names are correct at time of printing.)

"I'm helping to give someone that I'll never meet the opportunity to be as successful as I've been."

The donors listed here believe that WEDU PBS opens new worlds for everyone. That's why they've included WEDU in a will or charitable giving plans. If you are planning to include charitable interests in your plan, please consider making WEDU part of your lasting legacy.

Find out how you can plan a gift to WEDU PBS

Contact WEDU PBS at (813) 739-2959





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.

Members help guide WEDU in achieving its mission by serving on a variety of Board committees including the Executive, Budget and Finance, Investment, Audit, and Community Partnership committees.

Board members also serve as ambassadors during WEDU's community outreach events and often speak on behalf of WEDU's mission and vision.

As board members, their duty is to work 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.

INTERNSHIPS: WEDU continued to host a robust internship program. Interns worked on a variety of projects included working on WEDU's local productions; taping on-air spots; assisting with editing; working with WEDU's Community Cinema or WEDU Be More Awards programs; assisting with a variety of outreach events raising awareness about human trafficking, kids and alcohol, and cancer; and working on graphic design and general public relations. WEDU attends local university internship and job fairs to recruit interns.

VOLUNTEERS: WEDU relied on volunteers to fill many needs at the organization. Volunteers helped 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 a multitude of other station needs. Volunteers also answer phones during membership drives. These campaigns are crucial to WEDU's financial stability and support our on-air programming, outreach activities, and other community services.

For more information about intern and volunteer opportunities, contact:

Leah Brainard, Vice President of Administration and Human Resources
lbrainard@wedu.org • 813-739-2922 www.wedu.org/about/employment



FROM TOP: Board members Sheila McDevitt and Geoff Simon attend an Arts Alive fundraising event. Board members Liz Sembler and Bronson Thayer spoke about the importance of giving during WEDU's Give Day Tampa Bay event. Board Chair Cathy Unruh makes the opening comments at the 10th Annual WEDU Be More Awards. Board member Jerry Bilik speaks during a Sarasota Broadcasters Circle reception. Board members Suzanne Brownstein and Gene Marshall join WEDU President and CEO Susan Howarth at the WEDU Be More Awards 10th Anniversary Celebration.

WEDU PBS Financial Statement of Activities

REVENUES

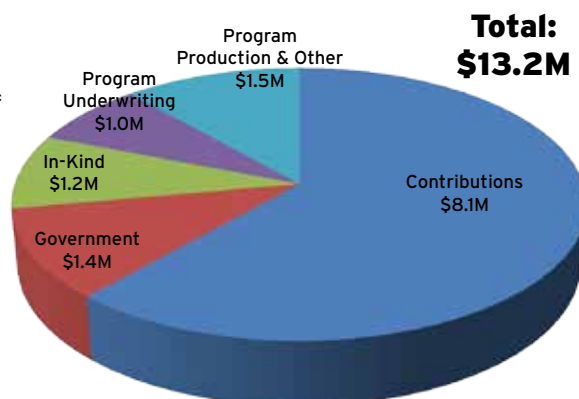
Contributions and gifts	\$ 8,126,166 *
Governmental Grants	1,404,698
In-kind contributions	1,170,639
Program underwriting	995,259
Program production and other	<u>1,517,220</u>

TOTAL REVENUES

\$ 13,213,982

*Includes a \$4 million bequest gift to WEDU.

FY15 Revenue by Source



An electronic copy of full financial data is available online at www.wedu.org/about

EXPENSES

Program services	
Programming and production	\$ 4,951,461
Broadcasting	<u>2,778,053</u>
	\$ 7,729,514
Supporting services	
Fundraising and membership	\$ 1,124,607
Management and general	<u>691,885</u>

TOTAL EXPENSES

\$ 9,546,006

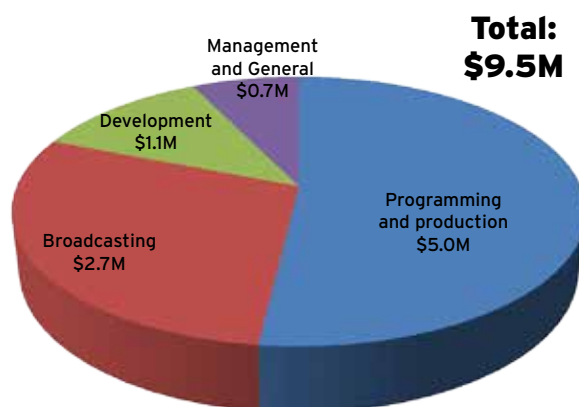
Revenues in excess of expenses	\$ 3,667,976
Other changes in net assets	(43,918)

CHANGE IN NET ASSETS 3,624,058

NET ASSETS-BEGINNING OF FY2015 15,339,631

NET ASSETS-END of FY2015 \$ 18,963,689

FY15 Expenses by Function



An electronic copy of full financial data is available online at www.wedu.org/about

"PBS provides excellent value for tax dollars."

Source: Survey Sampling International (SSI), January 2016

FRONT COVER PHOTOS: Cathy Unruh, Host of WEDU's *Up Close*; Geoff Simon, Host of WEDU's *Suncoast Business Forum*; *NATURE*: Panther; *PBS NEWSHOUR*: Co-anchors Gwen Ifill and Judy Woodruff; Rob Lorei, Host of WEDU's *Florida This Week*; Sesame Street, courtesy of Sesame Workshop; *PBS Arts Fall Festival*; *NATURE*: Baby three-toed sloth hanging on tree branch; Michael Feinstein at the Rainbow Room; Dalia Colon, Host of *WEDU Arts Plus*; Dr. Shannon McQuaig, host of *WEDU Quest*; *SHERLOCK*: credit courtesy of © Robert Viglasky/Hartwood Films and BBC Wales for BBC One and *MASTERPIECE*; *Downton Abbey*: credit courtesy of © Nick Briggs/Carnival Film & Television Limited 2014 for *MASTERPIECE*; *The Cat in the Hat*: Credit: Courtesy of Series copyright 2010, CITH Productions, Inc. and Red Hat Animation, Limited. Underlying characters copyright 1957, 1985 Dr. Seuss Enterprises, L.P.

INSIDE COVER PHOTO: Elmo, courtesy of Sesame Workshop

BACK COVER PHOTOS: WEDU staff candids



Florida West Coast Public Broadcasting, Inc.

Berkman Family Broadcast Center

1300 N Boulevard • Tampa, Florida 33607

813.254.9338 • 800.354.9338

WEDU Sarasota Offices

1888 Brother Geenen Way • Sarasota, Florida 33607

941.363.9338

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