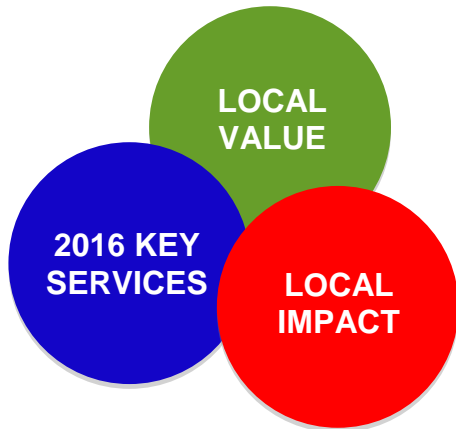


2016 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

Florida West Coast Public Broadcasting (WEDU PBS)
February 15, 2017



WEDU PBS, serving the 16 counties of West Central Florida, exists to serve the public good and to aid in the creation of an informed citizenry. Through quality programming using new technologies and community outreach, WEDU fulfills the needs of individuals for education, information, and culture enabling people and communities to connect, to grow, and to lead more fulfilling lives. WEDU educates, informs and enriches lives.



2016 LOCAL CONTENT AND SERVICE REPORT

ON-AIR, ONLINE, IN THE COMMUNITY

WEDU PBS provides informative, enlightening, locally-based public affairs and informational programming which serves audiences not served by commercial stations in our market. Programs such as *Florida this Week*; *Up Close with Cathy Unruh*; *Suncoast Business Forum*; *WEDU Arts Plus*; *WEDU Quest*; *That's All I'm Saying*, as well as a host of specials and documentaries all have focused on in-depth coverage of local subjects and current community issues that cannot be explored nearly as well with the 30-second sound bites typically found on commercial TV.

WEDU has continued a focus on supporting and collaborating on important community issues. For example, WEDU produced another installment of our ongoing town-hall series - *Florida Kids & Alcohol: A Town Hall Meeting* to extend the impact on the ongoing crisis in Florida on the abuse of drugs and alcohol. Since 2005, **WEDU** has been working with community coalitions to bring parents, students, service providers, government officials, law enforcement and legislators together to help raise awareness about the dangers of underage drug and alcohol use through informative Town Hall Meetings.

Moderated by Laura McElroy, former public information officer of the Tampa Police Department, and developed from sourcing community experts, this WEDU one-hour local special featured an in-depth discussion about the power of community involvement in combating underage substance abuse and featured a diverse panel including, students, law enforcement leadership, a member of the clergy and substance abuse and mental health experts. The entire town-hall meeting, including additional footage featuring an extensive Q&A, was also made available on WEDU.org with downloadable resource material. WEDU has continued to provide DVDs of the program to libraries and schools throughout West Central Florida. While it's the health and welfare of Florida's youth that serves as a catalyst, each year WEDU serves as the convener of this important and educational program in partnership with coalitions throughout the area including those located in Pinellas; Hillsborough; Manatee; Sarasota; Lee; Collier and Hendry counties. The 2016 *Florida Kids & Alcohol: A Town Hall Meeting* was made possible in part by: Operation PAR, Inc., Substance Abuse & Mental Health Services Administration (SAMHSA), LiveFree! - Substance Abuse Prevention Coalition of Pinellas County, Hillsborough County Anti-Drug Alliance (HCADA), Florida Department of Children and Families and SARG (Substance Abuse Response Guide). Pinch-A-Penny Pool Supplies continued their annual support of this program.

For more than 58 years, WEDU has been an advocate and provider of educational services and resources for any age on-air and in the community:

WEDU PBS Presented a 5th Season of Free Indie Lens Pop-Up/Community Cinema Outreach Screening Events

WEDU partnered with local libraries to host a series of community screening events featuring the Independent Lens series at a variety of library locations throughout WEDU's 16 county viewing area. Each film from the award winning series highlighted a social issue. Each screening was followed by a keynote speaker, panel discussion, or town hall style discussion. Guests in attendance were also able to visit with local organizations and nonprofits relevant to the topic in the film. Guests were encouraged to pick up additional educational resources provided by WEDU onsite and online at wedu.org. Featured screenings included: *Meet the Patels*, *Best of Enemies*, *T-Rex: Her Fight for Gold*, *Peace Officer*, and *The Black Panthers: Vanguard of the Revolution*. Each outreach screening event used film to inspire community conversation and action.

Educational Conference Presentations

- WEDU presented conference sessions on Florida PBS Learning Media and other PBS educational resources for out-of-school time providers at the 5th annual Pasco Afterschool Conference in Wesley Chapel, FL and the 2016 Florida Afterschool Conference in Orlando.
- WEDU presented two sessions at the Pasco/Hernando Early Learning Conference in Spring Hill, FL. The sessions focused on the wide variety of free PBS resources for early learning instruction in literacy and STEM (science, technology, engineering and math).
- WEDU presented two sessions at the PEPSA Autism Summer Institute Conference. The sessions focused on PBS Kids resources for educating students on the autism spectrum.

Educator Workshops

During 2016, WEDU presented five workshops to more than 75 early learning providers, school district administrators, media specialists, classroom teachers and pre-service teachers at local colleges. Workshops featured training on incorporating Florida PBS LearningMedia and other PBS educational resources into learning environments.

Family Engagement

WEDU hosted 22 family engagement events that provided educational resources, free books, fun activities and PBS Kids character appearances to more than 13,000 children and families in the Tampa Bay area.

Student Engagement

WEDU provided curriculum and materials for a STEM summer camp program for elementary students and a STEM Fair at an area middle school that served more than 600 students.

STORIES OF IMPACT

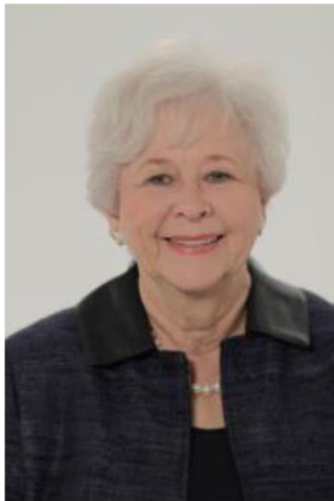
WEDU partnered with The Junior League of Tampa to honor Luminaries

The Junior League of Tampa in partnership with WEDU PBS presented 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 takes recognition a step further by vividly capturing and preserving the influential stories of the award recipients through the creation of a primetime WEDU PBS broadcast of The Luminaries documentary and a permanent collection of digital biographies and display at the Tampa Bay History Center.



2016 Luminaries Award Honorees



Celia Ferman

Director Of Ferman Motor Car Company and H. Lee Moffitt Cancer Center Volunteer and Board Of Directors Member



State Senator Arthenia Joyner

Senate Democratic Leader and Former National Bar Association President



Lincoln Tamayo

Head of School at Academy Prep Center of Tampa and Vice President of Center Operations for Academy Prep Foundation

The 2016 Luminaries were recognized at the 1st annual event on Friday, May 6, 2016. The Luminaries 2016 program premiered on May 26th at 9 p.m.



Children's Board Free Tuesday

WEDU PBS participated in The Children's Board of Hillsborough County's Free Tuesday events throughout 2016.

During one event, WEDU featured a space theme with Daniel Tiger and showcased the new PBS Kids show "Ready Jet Go!" Free Tuesday family engagement events are made possible through collaboration between The Children's Board of Hillsborough County, Glazer Children's Museum and WEDU.



Polk All County Reads Festival

WEDU PBS brought everyone's favorite monkey, Curious George and the Man in the Yellow Hat to meet their fans at the Power Up Polk 2016 - All County Reads Festival, sponsored by Polk County Public Schools.

Children and families throughout Polk County participated in fun, educational activities presented by a variety of schools and community organizations. Along with Curious George themed activities, WEDU also provided take home materials for families, and use of the WEDU PBS Mobile Learning Lab.



Celebrating Dr. Seuss!

As a part of Embracing Our Differences Day, a celebration of Dr. Seuss' birthday, and Read Across America Week, Gail Taylor, Director of Educational Services, read "Horton Hatches the Egg" and shared Cat in the Hat goodies with Ms. Dacosta's 1st grade class at Ballard Elementary School in Bradenton. Embracing Our Differences Day is an annual reading event serving elementary schools in Sarasota and Manatee Counties.

It was a Seusstacular Day on March 4 at Great Explorations Children's Museum in St. Petersburg when the Cat in the Hat dropped by to meet his friends during the Museum's Dr. Seuss celebration. Children and their families enjoyed the reading of a Dr. Seuss book and participated in fun, educational activities.



Storybook Forest

WEDU once again partnered with the Early Learning Coalition of Pasco/Hernando Counties as a sponsor for the 7th annual Storybook Forest family literacy event. The outdoor event, held in Crews Lake Park in Spring Hill, was attended by more than 3,000 children and families.

2016 Florida's Kids & Alcohol, A Town Hall Meeting

Reach in the Community:

Florida teenagers are bombarded daily with substances and choices that can change the course of their lives. For 12 years, WEDU has provided an open forum for students, parents, educators, and law enforcement to discuss ways to keep Florida's teenagers safe. Each year the program is taped before a studio audience and broadcast throughout WEDU's 16 county viewing area.

Partnerships:

WEDU partners with a variety of organizations throughout the duration of this event including Tampa General Hospital; Tampa Bay Times; Florida Department of Children and Families; SAMHSA; Criminal Justice Academy; Operation PAR; Live Free; Pinch-A-Penny; Ken's Wing House; St. Petersburg College; Florida 4 Kids; Footprints Beachside Recovery Center; The Bernard F. and Mary Ann Powell Foundation; The Office of National Drug Control Policy (ONDCP).

Impact and Community Feedback:

WEDU's annual Florida's Kids and Alcohol Town Hall meeting is much anticipated each year by partners, students, educators, and parents. The program works to raise awareness about current trends that teens face, as well as helping parents and educators keep current as the dangers, popular tactics, and availability of substances shift each year.



11th Annual WEDU Be More Awards

Reach in the Community:

The 11th Annual WEDU Be More Awards were held on February 4, 2016 at Tropicana Field in St. Petersburg after a year-long awareness campaign for not only the event, but the nonprofit organizations that were being honored for their work in the community.

Applicants and nominees came from all corners of WEDU's 16 county viewing area. The event provides much needed mission awareness for nonprofits in West Central Florida.

Partnerships:

WEDU partners with a variety of organizations throughout the duration of this event including nonprofits but corporate partners like: The Bank of Tampa, Nielsen, Warren Averett, American Marketing and Mailing Services, ABC Action News, Tampa Bay Times and others.

Impact and Community Feedback:

WEDU Be More Awards are a much anticipated event each year. Feedback includes accolades for the event itself, but also the awareness campaign that accompanies it. Participating organizations relay that following the event, they see an increase in calls requesting information about their organization, and requests to donate and/or volunteer, thus helping these organizations expand their reach and impact in the community.

WEDU is West Central Florida's leading PBS station and public media company reaching 16 counties through media platforms including on-air programming and online experiences 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, station website, www.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 (ORC International's DualFrame CARAVAN, January 2016). For more information, program schedules or to support WEDU visit www.wedu.org; WEDU Public Media on Facebook and Twitter (@wedupbs) or call (813) 254-9338.

Florida West Coast Public Broadcasting, Inc. (WEDU)
1300 N Boulevard, Tampa, FL 33607

To learn more about WEDU PBS, please visit online at www.wedu.org

