

# 2017 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

Florida West Coast Public Broadcasting (WEDU PBS)  
February 14, 2018



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.



2017 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, documentaries, and town hall meetings 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.

For more than 59 years WEDU has not only been an advocate and provider of educational services and resources for any age on-air, WEDU also goes beyond the broadcast with community service events throughout 16 counties in West Central Florida.

### **Beyond the Broadcast in 2017:**

#### **WEDU PBS hosts Give Day Tampa Bay serving as event Headquarters for third year**

On May 2<sup>nd</sup>, WEDU PBS served as the headquarters for Give Day Tampa Bay in partnership with the Community Foundation of Tampa Bay. Throughout the 8 hour event, WEDU staff members and volunteers greeted guests arriving to take part in the live stream of the community fundraising effort and activities in the community.

#### **The Vietnam War**

In conjunction with the fall premiere of *The Vietnam War* from Ken Burns, WEDU launched our local initiative to collect stories from local Veterans and families about their experience in relation to the Vietnam War. WEDU hosted a collection of field shoots throughout our 16 counties. Stories that were collected were also used to produce a local documentary, *The Vietnam War: Voice from the Bay*. Stories, photographs, and video could also be uploaded to the new page on [wedu.org/Vietnam](http://wedu.org/Vietnam).

# STORIES OF IMPACT

## WEDU PBS 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.



### 2017 Luminaries Award Honorees

These individuals have made a lasting impact on our community and were honored at the awards luncheon on May 5, 2017, at the Hilton Tampa Downtown.



**The Honorable Betty Castor**



**The Honorable Judge  
Katherine Essrig**



**J. Thomas Touchton**

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## STORIES OF IMPACT

WEDU PBS is donating Phyllis L. Ensign Library Corners to local libraries. The multimedia library corners include a collection of PBS character books, tablets, reading rug, DVDs, bookshelf, a collection of lesson plans and activities for library events, bookmarks, hands on activities and take home resources for parents and educators. WEDU PBS hosted the first 4 of 16 library corner ribbon cutting events at Lake Wales (3/28), Safety Harbor (4/12), New Port Richey (4/13), and North Port (4/20) in 2017.

### Library Corner Ribbon Cutting in Lake Wales



### Library Corner Ribbon Cutting in Safety Harbor



### Library Corner Ribbon Cutting in New Port Richey



### Library Corner Ribbon Cutting in North Port



# STORIES OF IMPACT

More than 2,700 children and families attended the October 3<sup>rd</sup> Children’s Board of Hillsborough County’s Free Tuesday event featuring a Daniel Tiger’s Neighborhood “Be My neighbor” theme to encourage giving back to the community. Visitors were invited to create “Caring Neighbor Kits” – one to take home and one to donate. Each kit included a Daniel Tiger placemat, book, other themed items and packets of materials for families with information on PBS Kids educational resources and PNC Bank’s Grow Up Great” early learning initiative. A Daniel Tiger Sweater drive was held during the event and several large bins of sweaters, jackets and other clothing were collected and distributed to needy children through The Children’s Board of Hillsborough County.

**WEDU**  **Be My Neighbor Day!**

Meet Daniel Tiger during select times on October 3 during Children’s Board Free Tuesday at Glazer Children’s Museum

**Be a Cool Caring Neighbor by Helping to Create a Warm Wonderful Winter!**

Free Tuesday visitors are asked to bring a new or very gently used sweater or sweatshirt to the event to share with a needy child as a part of the “Daniel Tiger Caring Neighbor Sweater Drive.”

**Hey Neighbor, Create, Take and Donate!**

Children and families will have the opportunity to create Daniel Tiger Caring Neighbor Kits, one to take home and one to donate to an area Head Start student. Kits will include a Daniel Tiger’s Neighborhood book, placemat and other goodies.

**Watch Daniel Tiger’s Neighborhood weekdays at 9:30 a.m. on WEDU PBS.**

Digital Channel 3.1, Frontier FIOS 506, Spectrum 1003, WOW! 905, Xfinity 440

DANIEL TIGER’S NEIGHBORHOOD © 2007 The Fred Rogers Company. PBS KIDS and the PBS KIDS logo are registered trademarks of Public Broadcasting Service. Used with permission.

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# STORIES OF IMPACT



## Mobile Interactive Literacy Opportunity (MILO)

MILO is a project created through a partnership between WEDU PBS, the Tampa-Hillsborough County Public Library, Junior League of Tampa, and the Children's Board of Hillsborough County. MILO events have been held at the Seminole Heights Public Library, Robert Saunders Public Library, and many more locations.



## Week of the Young Child

WEDU and Elmo helped celebrate the Week of the Young Child at St. Petersburg's Great Explorations Children's Museum on April 25 and at United Way's Family Fundamental Storybook Adventure in Lakeland on April 29. The United Way event featured a community hero theme. WEDU activities and take-home materials were structured around Sesame Street's Everyday Heroes initiative which promotes healthy social and emotional development in children.



## Cyberchase Step It Up Program

The Cyberchase Step it Up Program at Sanders Memorial Elementary, a S.T.E.A.M. (Science, Technology, Engineering, Art, and Mathematics) Magnet School in Pasco County, began on April 3. More than 600 students and teachers participated in the program that combines math and fitness to increase daily steps over a five week period. The Step It Up program was made possible by a grant award to WEDU PBS from Thirteen Productions, LLC.



## Storybook Forest

WEDU PBS once again participated in Storybook Forest free family literacy event hosted in partnership with the Early Learning Coalition of Pasco and Hernando Counties on March 25, 2017. The 8<sup>th</sup> annual outdoor event featured storybook themed booths from area organizations serving young children. In addition to character appearances by PBS Kids favorites, WEDU also offered fun activities, free Bob the Builder hats as well as books and a variety of take home materials for families.

# Autism: Breakthrough to Hope Town Hall

## Reach in the Community:

A live taping of this community conversation about autism was held on April 1, 2017 at WEDU PBS. Families and caregivers of children or adults with autism, professional experts, business leaders and companies who advocate through education and employment discussed autism and other related disabilities. The program highlighted some of the struggles and successes through personal experience.

WEDU also developed a webpage to accompany the program with a variety of PBS and local resources about Autism.

### PBS Videos & Resources



**PBS NewsHour**  
**Meeting 'Autism's First Child'**  
 "Autism's First Child" is a profile of Donald Triplett, a 77-year-old Mississippian whose diagnosis of autism was the first to appear in the medical literature — in 1943.



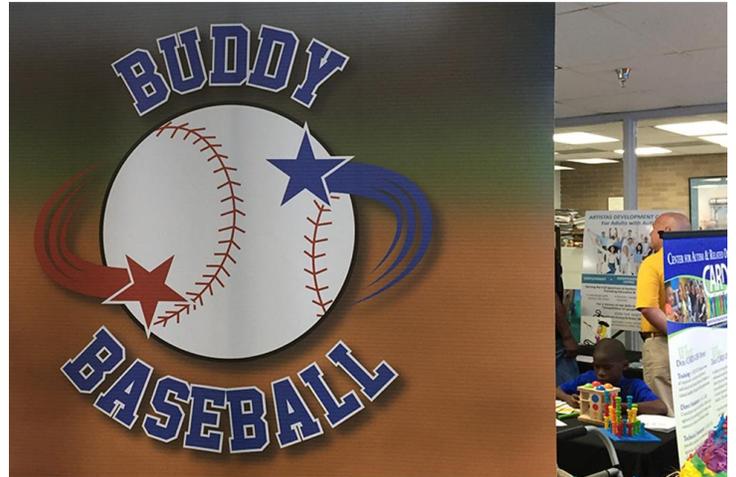
**Independent Lens**  
**Autism in Love**  
 Finding love can be hard enough for anyone, but for those with an autism spectrum disorder, the challenges may seem overwhelming. Matt Fuller's Autism in Love offers a warm and stereotype-shattering look at four people as they pursue and manage romantic relationships.



**PBS NewsHour**  
**Autism Now Series**  
 This six-part special series takes a unique — and uniquely personal — look at Autism and explores the latest scientific and medical thinking, chronicling the impact of autism on families, educators and clinicians.

## Partnerships:

WEDU partnered with a variety of organizations throughout the duration of this project including, but not limited to, Tridas Center for Child Development, Center for Autism & Related Disabilities, The ARC Tampa Bay, MacDonald Training Center, the Community Foundation of Tampa Bay, Bernard F. and Mary Ann Powell Foundation, and Phyllis Guthman, Disability Resource Hub.



## 12<sup>th</sup> Annual WEDU Be More Awards

### Reach in the Community:

The 12<sup>th</sup> Annual WEDU Be More Awards were held on February 23, 2017 at Bryan Glazer Family JCC in Tampa 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:

Good morning, I wanted to thank WEDU for the opportunity that you provide to the nonprofits. We have seen the Be More Award for Coco's Pet Ranch numerous times while watching WEDU. You don't understand how emotional it is to see our small ranch being honored. Although I spend most of my time with the rescues, Jorge and I share our time by watching Masterpiece (my favorite) while they rest. This has been such an honor for us and wanted to thank you again. Have a blessed week."

- Maria, Coco's Pet Ranch  
(WEDU Be More Relevant, Best Use of Video Winner.)

WEDU is West Central Florida's PBS station 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](http://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 (Marketing & Research Resources, Inc. M&RR, January 2017). For more information, program schedules or to support WEDU visit [www.wedu.org](http://www.wedu.org); WEDU Public Media on Facebook and Twitter (@wedupbs) or call (813) 254-9338.

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To learn more about WEDU PBS, please visit online at  
[www.wedu.org](http://www.wedu.org)

