

2019 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

Florida West Coast Broadcasting (WEDU PBS)
February 4, 2020



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, engages and inspires.



2019 LOCAL CONTENT AND SERVICE REPORT ON-AIR, ONLINE, IN THE COMMUNITY

WEDU PBS provides informative, enlightening, locally-based public affairs and educational 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 with Ernest Hooper, as well as a collection 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 60 years, WEDU has not only been an advocate and provider of educational services and resources for any age on-air, but WEDU also goes beyond the broadcast with community service events throughout 16 counties in West Central Florida.

2019 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT



WEDU PBS hosted first ever Block Party and Open House, celebrating 60th anniversary

On October 20th, WEDU PBS invited the community to take part in the WEDU PBS Block Party and Open House. This event featured characters like Peg + Cat, Cat in the Hat and the headliner, Daniel Tiger. While the kids enjoyed the PBS KIDS Fun Zone, the two bounce obstacle courses or face painting, those a bit older were able to take a tour through our studios and enjoy a selection of food trucks. Live music and speakers kept our guests engaged, including Chef Kevin Belton, the Hummingbirds and other local talent.

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STORIES OF IMPACT



WEDU PBS launched Production with a Purpose summer camp

The 2019 Production with a Purpose summer camp was a partnership between WEDU PBS, The Boys & Girls Club and Think Big for Kids. It was designed to give high school students the opportunity to learn about television production while exploring career paths and gaining job readiness skills. Our goal was to create excitement about learning, production, diverse careers and skill building.



WEDU PBS partnered with Hillsborough Children's Board for Free Tuesday at Glazer Children's Museum

Every other month, the Children's Board of Hillsborough County and WEDU PBS partner up to open the doors of Glazer Children's Museum, free of charge. From noon until it closes, WEDU PBS takes over an area of museum with fun activities, tech labs and a special visit from a PBS KIDS character, including Daniel Tiger, Ready JET Go, Cat in the Hat and many more!



WEDU PBS helped local educators take flight with Soar in 4

WEDU PBS hosted a series of learning celebrations in partnership with the Soar in 4 program, the School District of Manatee County, the Bishop Museum of Science and Nature and Manatee County Public Libraries. These FREE events featured fun, educational activities for children and families, great take-home materials, and meet and greet appearances by PBS Kids characters.


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WEDU PBS partnered with The Junior League of Tampa to honor Luminaries

WEDU PBS in partnership with The Junior League of Tampa presented The Luminaries – the annual recognition program showcased 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 displayed at the Tampa Bay History Center.



THE LUMINARIES

Preserving the Past. Inspiring the Future.

AWARD LUNCHEON

FRIDAY, MAY 10, 2019

at the Bryan Glazer Family JCC

REGISTRATION OPENS AT 11:30 AM EVENT BEGINS AT 12 NOON


THE JUNIOR LEAGUE OF TAMPA IS PROUD TO ANNOUNCE THE 2019 LUMINARY AWARD RECIPIENTS

The League created The Luminaries in partnership with WEDU PBS, as an annual recognition program to showcase outstanding men and women who have made a lasting community impact through inspiring leadership, empowerment, and advocacy.


TELEVISION BROADCAST PREMIERE: Thursday, May 30, 2019 on WEDU PBS

WEDU presents The Luminaries, a 30-minute program revealing how the lives of the 2019 award recipients have made a lasting impact on the Tampa Community.


2019 LUMINARIES AWARD HONOREES



Rosemary Armstrong
Founder and Executive Director of Crossroads for Florida Kids, Inc., former Vice Chair of the Thirteenth Judicial Circuit Pro Bono committee, The Junior League of Tampa Community Advisory Board Member and longtime advocate for vulnerable women and children in the Tampa Bay area.





Joseph Capitano, Sr.
President and Chairman of the Board, Radiant Group LLC, member of the Board of Trustees of Academy Prep Center of Tampa, President of Central Park Village Youth Services, and a lifelong passion for improving the educational outlook of inner-city youth in Tampa.











Dr. Judy Genshaft
President of the University of South Florida System, Chair of the Tampa Hillsborough Economic Development Corp, member of the Tampa Bay Business Hall of Fame, and leader of the University of South Florida transformation into a "Preeminent State Research University".

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14th Annual Be More Awards

Reach in the Community:

The 14th Annual WEDU Be More Awards were held on February 28, 2019 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 and corporate partners such as: The Bank of Tampa, Nielsen, duPont Registry, TECO, American Marketing and Mailing Services, ABC Action News, Tampa Bay Times and others.

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 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 2019). 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.

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

