

Your PBS Station

# Trusted Valued Essential

2016 Annual Report

October 1, 2015- September 30, 2016

# 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: Marketing & Research Resources, Inc. (M&RR), January 2017).

## WEDU EXECUTIVE STAFF

**Susan Howarth** (showarth@wedu.org)  
President and Chief Executive Officer

**Leah Brainard** (lbrainard@wedu.org)  
Vice President of Administration/Human Resources

**Jack Conely** (jconely@wedu.org)  
Vice President of Content (On-air Programming; WEDU productions and services)

**Debra Friedberg** (dfriedberg@wedu.org)  
Chief Financial Officer

**Allison Alvarez Hedrick** (ahedrick@wedu.org)  
Vice President of Communications (Public Relations; Interactive Media; Special Events; Brand Management; WEDU Speakers Bureau)

## WEDU BOARD OF DIRECTORS

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\*Director Emeritus  
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## WEDU COMMUNITY ADVISORY BOARD

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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.

(\*Effective 3/31/2017, V-me will no longer be carried by PBS.)



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 almost 60 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.

While we said good-bye to viewer favorite *Downton Abbey* this year, we brought you new drama with *Mercy Street* and the return of *Call the Midwife*, *Sherlock* and *Poldark*. Other national programs like *Nature*, *NOVA*, *Sesame Street*, *Peg + Cat*, *In Performance at the White House*, *Frontline*, and *PBS NEWSHOUR* have brought the best in science, education, music, dance, drama, and public affairs to the more than 5 million people WEDU serves.

We have produced another year of engaging local programs including *Florida This Week*, *Suncoast Business Forum*, *Up Close with Cathy Unruh*, *WEDU Arts Plus*, and *WEDU Quest*. We also launched a new local series, *That's All I'm Saying with Ernest Hooper*. This newest program is thanks to the proceeds from a generous \$4 million bequest from Phyllis L. Ensign. Her gift has also provided paid internship opportunities with another one of WEDU's local programs *Suncoast Business Forum*. We've produced these local programs because we're passionate about the communities of West Central Florida and we believe that you are too!

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 120,000 PBS educational videos, games, and lesson plans for use in the classroom at no charge to educators. We continued our community outreach with a fifth season of Community Cinema and hosted a collection of documentaries, special town halls and roundtable discussions around Veterans, education and kids and alcohol. WEDU also continued strong partnerships with organizations like The Community Foundation of Tampa Bay, which helped raise more than \$2 million for local charities on Give Day.

All of these services and content are made possible by donations from viewers. We could not do it with you!

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

**Susan Howarth**

WEDU President and Chief Executive Officer



# "PBS provides excellent value for tax dollars."

Source: Survey Sampling International (SSI), January 2016

**Channel Guide** Visit [wedu.org/schedule](http://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 World

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

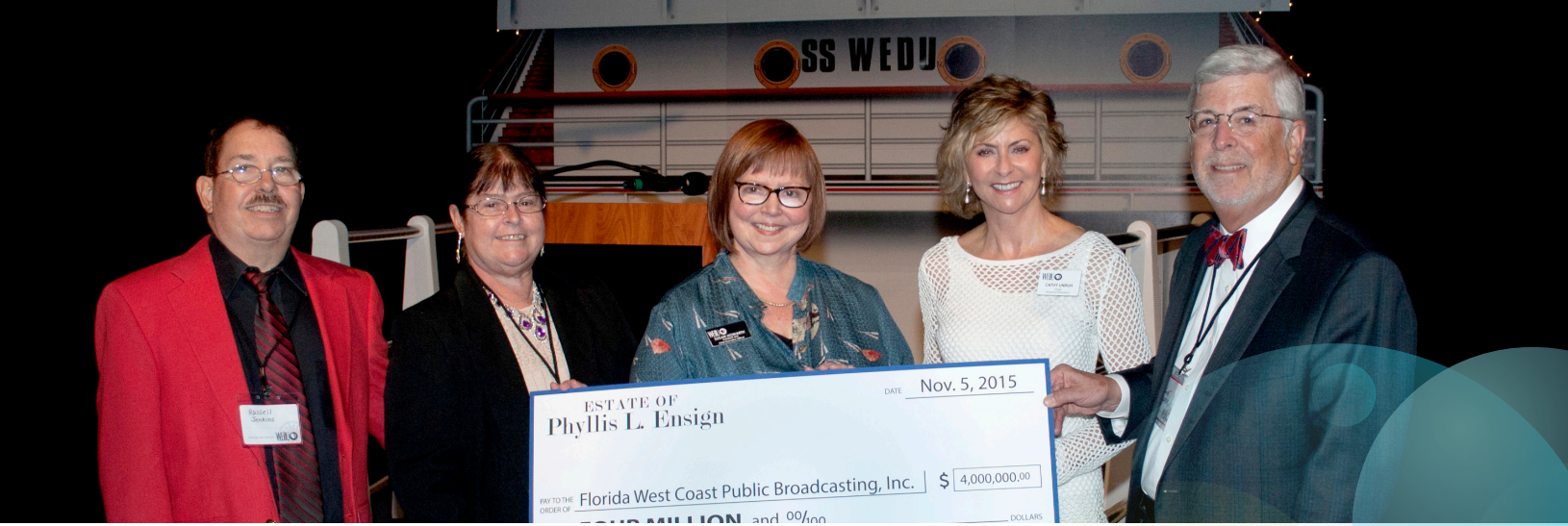
### The Florida Channel

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

### WEDU+

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

Dish and DirecTV do not carry The Florida Channel, WORLD Channel and WEDU+.  
\*Accurate at time of printing. Channel lineups are subject to change.



## WEDU PBS Recieves Historic Gift



WEDU was honored to announce the receipt of a \$4 million bequest from the estate of Phyllis L. Ensign. According to friends of Mrs. Ensign, Phyllis almost exclusively watched WEDU. The only exception would be if she was watching one of the channels with the stock market ticker running across the bottom of the screen. The \$4 million bequest is the largest gift to WEDU, West Central Florida's primary PBS station, in its 58 year history. Donors who make a planned gift to the station are designated as Visionaries.

During a bequest presentation event held at the WEDU Berkman Family Broadcast Center on November 5th, Cathy Unruh, WEDU's Board Chair, outlined that the funds would support projects including the creation of a paid internship initiative for WEDU's local series Suncoast Business Forum and the production of WEDU's newest series, *That's All I'm Saying with Ernest Hooper*. The bulk of the funds would be placed into WEDU's endowment.



WEDU also planned to honor Mrs. Ensign's love of reading to children by donating a multimedia library corner to at least 16 libraries throughout WEDU's 16 county viewing area.

If you would like more information about WEDU and becoming a Visionary or charitable donor, please visit: [www.wedu.org](http://www.wedu.org).

## WEDU PBS New Series *That's All I'm Saying*



WEDU's newest series premiered on Thursday, October 8th at 8:30 p.m. The first episode of *That's All I'm Saying with Ernest Hooper* explored what Tampa Bay is doing to support area nonprofits and how the community can make a bigger impact through charitable giving.

Program host, Ernest Hooper, is the East Hillsborough Bureau Chief and columnist at the *Tampa Bay Times*. His commentaries about families, community issues and political perspectives have helped Ernest connect with readers over the years, but he's probably best known for his signature tagline. *That's All I'm Saying with Ernest Hooper* brings Ernest's community insight to television.

**FROM TOP:** Russell and Teresa Jenkins, friends of Phyllis L. Ensign, Susan Howarth, WEDU President and CEO, Cathy Unruh, WEDU Board Chair, and John Slaughter, representative for Phyllis L. Ensign's estate during the Ensign bequest announcement event. Susan Howarth addresses the guests in attendance during the Ensign bequest announcement. A sample library corner display during the Ensign announcement event. Chris Davis, Elizabeth Frazier, David Jezek, and Marlene Spalten join host Ernest Hooper during the first episode of *That's All I'm Saying with Ernest Hooper*.



## WEDU PBS Local Productions

WEDU PBS produces a collection of local programs that include *Florida This Week*, *Suncoast Business Forum*, *Up Close with Cathy Unruh*, *WEDU Arts Plus*, *WEDU Quest*, and our newest series *That's All I'm Saying with Ernest Hooper*. WEDU's local programs, documentaries and town halls continued to engage viewers.

*WEDU Arts Plus* made unexpected discoveries in the arts and culture throughout West Central Florida and beyond. This season, *WEDU Arts Plus* shined the spotlight on the Westcoast Black Theatre Troupe, mermaids at Weeki Wachee State Park, St. Petersburg band The Real Clash, and Veterans open mic night.

Cathy Unruh, host of *Up Close* invited viewers to meet the extraordinary people who impact West Central Florida. Each half hour highlights personalities and topics with both local and broad appeal. This year's episodes have included Urban E Recycling, Florida Railroad Museum, Veterans of Color, and many more.

Each week, Rob Lorei hosts *Florida This Week*. This moderated discussion provides viewers with informed, lively conversations with an array of some of the area's brightest political analysts. *Florida This Week* also hosted targeted round table discussions on topics such as education.

On *Suncoast Business Forum*, host Geoff Simon sits down with our area's most influential and successful leaders and entrepreneurs in West Central Florida including John Ramil, TECO CEO; Kim Githler, founder of the MoneyShow; Liz Smith, CEO of Bloomin' Brands; Mindy Grossman, CEO of HSNi, and others.

There's always something new to explore and learn on *WEDU Quest!* This monthly series captures the latest breakthroughs in science, technology and education. This season, *WEDU Quest* explored cyber threats, expanding your memory, research and medical treatment of sea turtles, 3D printing and robotics, and brain surgery for a Parkinson patient.

Explore all of WEDU's original programs, visit [wedu.org/videos](http://wedu.org/videos).

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

Source: Survey Sampling International (SSI), January 2016

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**FROM TOP:** The WEDU production team tape a segment of *WEDU Arts Plus* with host Dalia Colon at the Dali Museum in St. Petersburg. Host Cathy Unruh is joined by guests from Southeast Guide Dogs for an episode of *Up Close*. Rob Lorei hosts a special education edition of *Florida This Week*. Geoff Simon is joined by former USF President, Betty Castor. Dr. Shannon McQuaig-Ulrich is on set to tape a segment of *WEDU Quest*.



## WEDU PBS **Spotlights Veterans**

As part of the national Telling Project initiative to connect veterans and the public through the power of theater, this team of local vets created dramatic performances from their personal experiences and performed them live at local theaters. In their own words, the veterans produced an artistic and therapeutic work, expressing on stage what is often challenging to address in everyday life.

WEDU PBS filmed the compelling journey from storytelling to stage for *Veterans - The Telling Project*, a 60-minute documentary. The film went behind the scenes of the theatrical process and followed the diverse cast of service members during five months of drawing on powerful experiences during boot camp, duty stations and combat deployment. They offered unflinching accounts of post-traumatic stress disorder, traumatic brain injuries, military sexual assault, amputation and struggles with suicide, as well as the humor, sense of belonging and honor they found in service, as well as their difficult transitions back into society.



**“More than anything, these performances empowered me. It’s enabled me to connect to my story again. Though some of them are negative stories, I value feeling those emotions again because it allows me to see how far I’ve come.”**

- Taylor Urruela, cast member



## WEDU Screens **Veterans of Color**

In 2000, the United States Congress established the Veterans Project to preserve and make accessible personal accounts of American war veterans. These oral histories would enable future generations to hear directly from veterans the realities of their experiences and better understand the realities of war.

In 2008, the Manasota ASALH appointed a committee to launch the Veteran’s History Project in the local area. The Ringling College of Art and Design partnered with ASALH to film individual veterans of color in the area. Local veterans were contacted and thirty-one interviews were conducted. From the interviews, the documentary *Veterans of Color* was produced to help the wider community understand the challenges faced by people of color during their lifetimes.

WEDU hosted a preview screening of the documentary at the Ringling College of Art and Design in Sarasota. Following the screening, WEDU taped a special episode of *Up Close with Cathy Unruh* with some of the Veterans featured in the film. Both the documentary and special episode of *Up Close* premiered on WEDU PBS in November 2015.



**FROM TOP:** The cast of *Veterans - The Telling Project* performed in front of live audiences around Tampa Bay. Veteran Taylor Urruela shares his story during a live performance of *Veterans - The Telling Project*. WEDU hosted a preview screening of *Veterans of Color* at the Ringling College of Art & Design in Sarasota. Host Cathy Unruh prepares for guests featured in *Veterans of Color* during a taping of *Up Close with Cathy Unruh* in Sarasota.



## 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.

This year, we said good-bye to the Crawley family and *Downton Abbey on Masterpiece*. WEDU hosted an on-air marathon over New Years Eve, community preview events for the final season with special guest Alastair Bruce, and an advance screening of the final episode. It was a great send off for the popular PBS series.

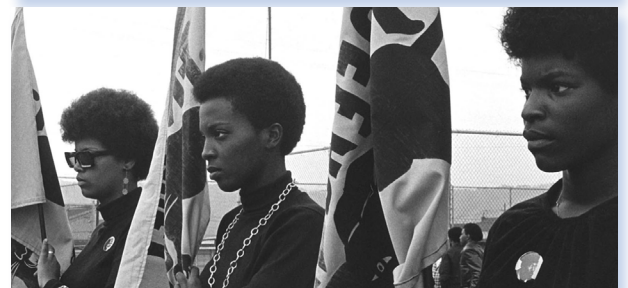
Following the final chapter of *Downton Abbey*, there was no lack of drama with the series premiere of *Mercy Street*. The new program follows a colorful cast of characters - doctors, nurses, contraband laborers and Southern loyalists - who intersect in the chaotic world of Union-occupied Alexandria, Virginia, and the Mansion House Hospital in the early years of the Civil War.

WEDU honored Black history month with a collection of programs from *Independent Lens*, *American Masters*, and WEDU original local productions. WEDU also hosted six community film screenings of *The Black Panthers: Vanguard of the Revolution*.

Viewer favorite *PBS Newshour* continued to keep viewers informed, and topics viewers wanted to know more about were featured as *Frontline* explored *Putin's Way*, *Escaping ISIS*; *Supplements and Safety*; and *The Fantasy Sports Gamble*.

Science and nature programs followed astronaut Scott Kelly's record breaking 12-month mission on the international space station with *A Year In Space*, explored isolated islands on *Globe Trekker*, and felt the emotion when wild animals were reunited with caretakers in *Nature: Animal Reunions*.

*Poldark on Masterpiece* returned for a second season. Against a breathtaking backdrop of 18th century Cornwall, Aidan Turner (Poldark), Eleanor Tomlinson (Demelza) and Heida Reed (Elizabeth) returned in the complicated romantic saga based on the novels by Winston Graham.



**FROM TOP:** The cast of *Downton Abbey* season 6. Alastair Bruce, historical advisor for *Downton Abbey*, joined WEDU at local screening events and donor events in both Tampa and Sarasota. New series *Mercy Street*, premiered in January. *The Black Panthers, Vanguard of the Revolution* was featured as part of WEDU's Community Cinema program. Astronaut Scott Kelly shares his view of Earth from the International Space Station.



## WEDU PBS Educational Programming & Services

WEDU continued an unwavering commitment to provide quality educational programming for our youngest citizens and prepare children for school. Each week, WEDU provided more than 76.5 hours of educational programs that inspired children to explore the world around them.

In August, as part of the district's back to school professional development sessions, WEDU presented two workshop sessions on Florida PBS Learning Media to 80 Hillsborough County middle and high school media specialists.

In October, students attending the United Way Suncoast ReadingPals program at New Heights Elementary School in St. Petersburg spent the afternoon with special guest, *Super Why!* Stations were set up with literacy activities taken from *Super Why!* curriculum and each student was provided a free book to take home. Additional information on PBS educational resources and codes for free game downloads were provided to parents in attendance.

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

In the Spring, more than 650 students in 3rd, 4th, and 5th grades at Cleveland, Kenly and West Tampa Elementary Schools participated in the *Cyberchase Step It Up Challenge*. Each morning, students put on a pedometer to keep count of their steps. At the end of each day, they would add that number to their mileage tracker. Throughout the five-week program, teachers came up with clever ways to increase steps each week and students would receive incentives for each new level they would reach. Teachers also received techniques for using the data gathered by

students in creative math activities. WEDU was able to present the program thanks to a grant from THIRTEEN Productions.

This year, WEDU also partnered with the Tampa-Hillsborough County Public Library, Junior League of Tampa, and the Children's Board of Hillsborough County to develop the Mobile Interactive Literacy Opportunity (MILO). The MILO van makes monthly visits to libraries and community centers throughout Hillsborough County bringing free books, a PBS Kids character, arts and crafts, hands-on technology and take home materials for families with information on free PBS digital resources. MILO debuted at the Family Food Fest in Sulphur Springs.

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.

WEDU online resources provide the **PBS Kids**, **PBS Parents** and **Florida PBS LearningMedia** websites with more than 120,000 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](http://americangraduate.org)**

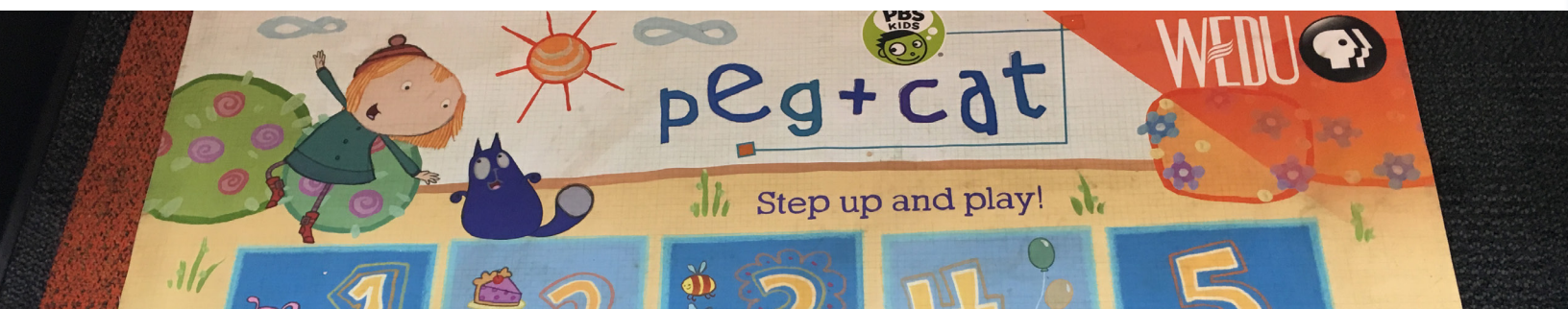
**Visit [florida.pbslearningmedia.org](http://florida.pbslearningmedia.org)**

**Visit [pbskids.org](http://pbskids.org)**

**Visit [pbs.org/parents](http://pbs.org/parents)**

**Visit [studentreportinglabs.com](http://studentreportinglabs.com)**

**FROM TOP:** Educational PBS apps with fun games on iPads were a big hit at the Free Tuesday events at Glazer Children's Museum. WEDU supplies a variety of fun activity sheets for parents to take home.







Learn more at [americangraduate.org](http://americangraduate.org)

## 2015-16 Headlines

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

"Donation from Overstock.com encourages reading readiness"

"PBS Kids characters explore Storybook Forest in Spring Hill"

"Daniel Tiger meets thousands of new friends at Glazer Children's Museum"

"WEDU presents at Mendenhall Elementary School for Black History Month"

"WEDU helps under-served communities get a new way to encourage reading"

"WEDU donation of library corners set to provide programming and resources"

"Families get into the Olympic spirit with WEDU for Free Tuesday at Glazer Children's Museum"

"GiveWell Community Foundation supports WEDU PBS educator workshops"

**For additional headlines, complete stories, event photos, and more, visit [wedu.org](http://wedu.org).**

## WEDU PBS Stories of Champions

On October 1, 2015 WEDU held a special event honoring three outstanding educators for their commitment, courage and innovation in the classroom - Edna Fields Bailey, Kelley Beall and Terry Boehm. These individuals were named American Graduate Champions as part of American Graduate Day. Elizabeth Sembler, Chair of the Board of Directors for the Corporation for Public Broadcasting, and WEDU PBS Board Member, spoke at the event.

The American Graduate initiative is helping to reshape the story from a crisis to an opportunity for success. By celebrating and telling the story of "movers" in the community and inviting others to share their personal "Stories of Champions," American Graduate can inspire millions to identify simple or scalable ways they can become American Graduate Champions. This is the second year that WEDU has named American Graduate Champions. American Graduate Videos are available online at: [www.wedu.org/americangraduate](http://www.wedu.org/americangraduate).

**FROM TOP:** The American Graduate Champions celebration honored Edna Fields, Kelley Beall and Terry Boehm. WEDU hosted a booth at Storybook Forest and provided take home resources for parents and fun activities for the children.

### THE AMERICAN ACADEMY OF PEDIATRICS (AAP)

RECENTLY RELEASED NEW GUIDELINES TO HELP FAMILIES BALANCE MEDIA AND EVERYDAY LIFE.

### PLACING GREATER EMPHASIS ON THE QUALITY

OF THE MEDIA KIDS INTERACT WITH, RATHER THAN THE QUANTITY, AND POINTING TO

# PBS KIDS

## AS THE LEADING RESOURCE FOR EDUCATIONAL PROGRAMMING

The guidelines were released in October 2016.





## 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, historical film screenings and lectures, and much more.

WEDU brought PBS programming to life through community outreach events. This year, WEDU launched its fifth season of Community Cinema, a national civic engagement initiative featuring free screenings of films from the Emmy Award-winning PBS series *Independent Lens*, *Masterpiece*, filmmaker Ken Burns, and WEDU original documentaries and local programs.

WEDU honored Hispanic Heritage Month and kicked off the PBS Arts Fall Festival with an event in GasLight Park in partnership with the Mayor's Food Truck Rally. A schedule of local entertainers from dancers, singers, and poets entertained visitors in the park during lunchtime. The event was held with support of a grant awarded to WEDU.

WEDU continued its efforts to raise awareness about important issues in our community with the WEDU's annual Florida's Kids and Alohool Town Hall meeting; focused on Veteran's issues with public performances and film screenings of *Veterans - The Telling Project*; preserved history with *The Luminaries*, *Preserving The Past - Inspiring the Future*; explored mental health in state-funded mental hospitals, featured local nonprofits and their work in the community, and hosted public affairs and education round tables on WEDU's original local programs.

**"PBS is a leader in addressing important issues."**

Source: Survey Sampling International (SSI), January 2016



**FROM TOP:** Performers gather at the stage in GasLight Park during WEDU's PBS Arts Fall Festival event celebrating Hispanic Heritage Month. Guests enjoy entertainment in the park during WEDU's PBS Arts Fall Festival event. Alastair Bruce, historic advisor to *Downton Abbey*, shares stories from the set for donors in Sarasota. WEDU hosted a preview screening of the Ken Burns film *Jackie Robinson*.

**We think a little rust adds character!**

Donating your used car, truck, RV, boat or motorcycle is easy and tax deductible.

Visit [www.wedu.org/vehicle](http://www.wedu.org/vehicle) and complete the secure donation form. A representative will contact you to guide you through the next step in the car donation process. If you prefer to contact us by phone, please call 888-WEDU-AUTO or 888-933-8288 and one of our representatives will help you with your donation and schedule a free pick-up.

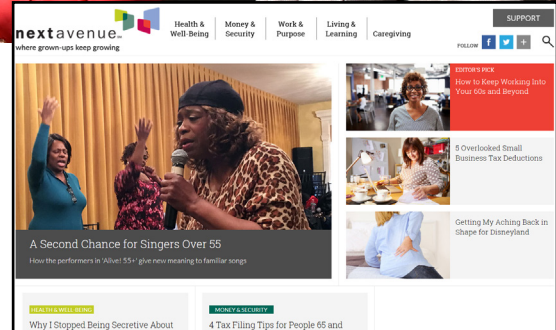




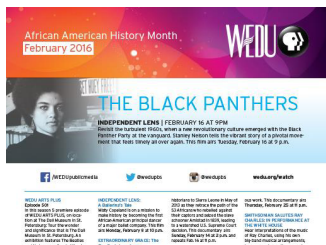
# WEDU PBS Lifelong Learning

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 **11th 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.

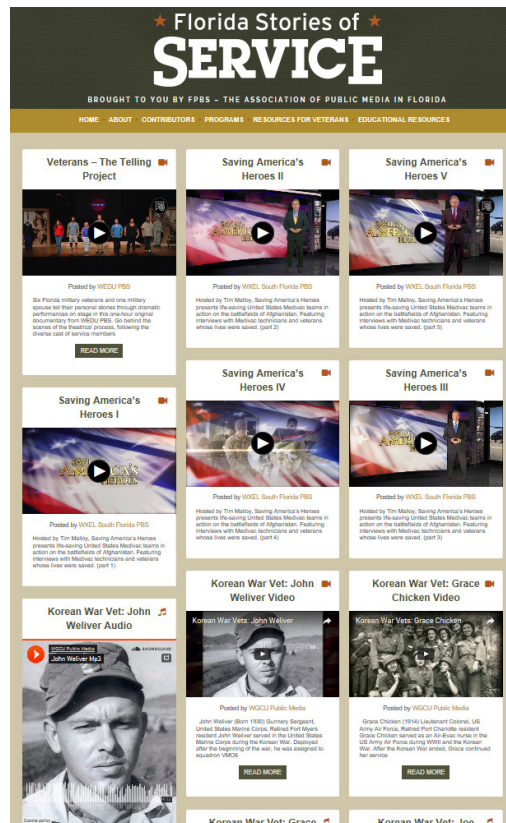
**Next Avenue**, offered locally by WEDU, is a website for the booming 50+ generation tailored to engage, inspire, and inform the more than 100 million people who are transitioning into what many see as a new life stage – a stage between young adulthood and “old old.”



**ABOVE:** Financial professionals earn continuing education credits during WEDU's 11th Annual Estate Planning Seminar. Screenshot of Next Avenue's homepage.



# WEDU PBS Providing Resources



WEDU PBS supplements on-air quality programming with resources to continue the conversation and opportunities for further exploration on vital topics in our communities.

WEDU launched, in partnership with Florida Public Broadcasting Service (FPBS) 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.

WEDU also produces information sheets on topics such as Black History Month, Earth Day, Autism Month and more to provide viewers and event attendees with links to additional topic related articles, videos, and resources.



## WEDU PBS Be More Awards

WEDU held the **11th Annual WEDU Be More Awards** on Thursday, February 4, 2016 at Tropicana Field in St. Petersburg. 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 520 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.

WEDU also featured 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, finalist and winners lists, deadlines and event archives, visit [wedu.org/bemore](http://wedu.org/bemore).**



**FROM TOP:** Winners of the WEDU Be More Encouraged Judge's Choice Award from Sunrise of Pasco enjoy their winning moment during the annual luncheon and ceremony. Winners from multiple categories join hosts Lissette Campos and Jack Harris on stage for photos after the ceremony. Davin's Dream Team Foundation sponsored the event and enjoyed hosting guests at their table. Finalists from nonprofit organization Starting Right, Now host an informational booth during the Hall of Heroes. WEDU's strategic partner, The Community Foundation of Tampa Bay, hosts a table during the Hall of Heroes to encourage participation in the upcoming Give Day Tampa Bay.



## 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 streaming coverage of the Give Day Tampa Bay festivities from 11 a.m. - 7 p.m., which featured more than 90 nonprofits. The local online giving event raised more than \$2 million for local charities.

Each hour was hosted by a local media professional. The line-up included WEDU's Cathy Unruh, Geoff Simon, Rob Lorei, Dalia Colon, local news anchors Lissette Campos, Ian Reitz and Alison Kropf, columnist Ernest Hooper, and Tampa Bay Rays announcer Dewayne Staats.

**ABOVE:** WEDU, in partnership with the Community Foundation of Tampa Bay, hosted the Give Day Tampa Bay Launch event for 200 guests from local nonprofits. Guests observe Give Day Tampa Bay segments. Ian Reitz interviews a local nonprofit during a Give Day Tampa Bay segment.



## 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  
 Allman Promotions  
 Amalie Arena  
 American Stage  
 Amici's Catered Cuisine  
 Apisdorf Charitable Foundation  
 Arcadia Antiques Association  
 Asolo Repertory Theater  
 AT&T  
 The Bank of Tampa  
 Bernard and Mary Ann Powell Foundation  
 Big Cat Habitat Sarasota  
 Bok Tower Gardens  
 Brooksdale Senior Living/Freedom Plaza  
 Caledonian Club of Sarasota  
 Catering by the Family  
 Central Park Performing Arts Center  
 Children's Board of Hillsborough County  
 Children First  
 Circus Arts Conservatory  
 Circus Sarasota  
 City of Tampa  
 Clearwater Jazz Holiday Foundation  
 Colombia Restaurant  
 Community Foundation of Sarasota  
 Community Foundation of Tampa Bay  
 Creative Pinellas  
 Crowley Museum  
 Custom Mobility  
 Dattoli Cancer Center  
 DATZ  
 Drunken Poet Cafe  
 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 Hospital  
 Florida Office of Drug Control  
 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  
 Friday Morning Musicales  
 Friends of the Union Station  
 Frontier Nursing University  
 Glazer Children's Museum  
 Grapevine Communications  
 Greenberg Traurig  
 Gulf Coast Latin Chamber Commerce  
 HART  
 Harry & Jeannette Weinberg Village  
 Helios Education Foundation  
 Henry B. Plant Museum  
 H. Lee Moffitt Cancer Center  
 Historic Green Village  
 HIT Entertainment  
 Hutter White Galleries  
 Imaginarium, LLC.  
 Imperial Symphony  
 Inside the Box  
 Jewish Federation of Sarasota-Manatee  
 The John and Mable Ringling Museum  
 Joy McCann Foundation  
 The Junior League of Tampa  
 The Lakeland Center  
 La Musica International Chamber Music  
 Lake Wales Arts Council  
 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  
 Metropolitan Advertising Co.  
 Metropolitan Ministries  
 Mise en Place  
 Monroe County Tourism/Florida Keys  
 Moon Under Water  
 Mosaic  
 Museum of Fine Arts  
 St. Petersburg  
 Naples, Marco Island & Everglades  
 New College of Florida  
 New Tampa Pediatric Dental  
 Newman's Own Foundation  
 Nielsen  
 Nonprofit Leadership Center of Tampa Bay  
 Northstar Bank  
 Northern Trust Bank  
 Opera Tampa  
 Operation PAR  
 Ounce of Prevention  
 Painters Palate  
 The Palladium at St. Petersburg College  
 Pasco Hernando Early Learning Coalition  
 Pediatric Dental  
 Pediatric Health Care Alliance  
 Pinch A Penny Pools  
 Premier Eye Care of Tampa  
 The Players Theater of Sarasota  
 Polk State Lake Wales Arts Center  
 Publix Charities  
 Raymond James Financial  
 Real People, Real Music  
 Retired Officers Corp. at Freedom Plaza  
 Rotary Club of Sarasota Sunrise

Ruth Eckerd Hall  
 Salt Block Catering  
 Saunders Foundation  
 Senior Friendship Centers  
 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  
 Saunders Foundation  
 Senior Connection Center  
 Senior Friendship Centers  
 Shen Yun Performing Arts  
 Southeastern Guide Dogs  
 Straz Center for the Performing Arts  
 Su Byron Enterprises  
 Sunshine City Antique & Collectibles Show  
 Tampa Bay Times  
 Tampa Bay Outfitters  
 Tampa Theater  
 TECO/An Emera Company  
 The Stuffed Mushroom  
 USF Sundome  
 Van Wezel Performing Arts Hall  
 Verizon  
 Viking Cruise  
 Visit Florida  
 Visit St. Pete/Clearwater  
 Visit Sarasota County  
 Warren Averett  
 Weinberg Village  
 West Coast Black Theater Troupe  
 Wilde Automotive Group  
 Visit Florida

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

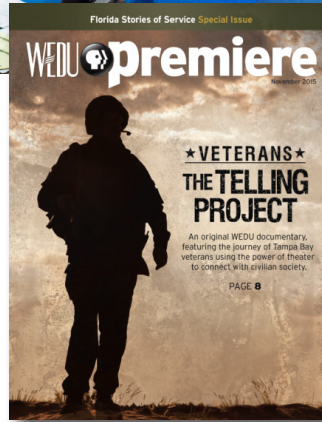
**TOP:** Amy Rettig of Nielsen, long-time sponsor of the WEDU Be More Awards, enjoys the luncheon and ceremony with guests at the Nielsen table. Wayne Heiser, from American Marketing & Mailing Services, Inc. and sponsor of the WEDU Be More Awards, hosts a table during the Hall of Heroes. Michelle Sanchez, Breque Bonner and Debby Johnston of Warren Averett CPA's and Advisors and sponsor of the WEDU Be More Awards, enjoy exploring the Hall of Heroes and meeting the WEDU Be More Awards finalists.



## WEDU PBS Membership

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.

Many members chose 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 newest member benefit, WEDU Passport.



Premiere, WEDU's member magazine, is distributed 11 times each year to more than 23,000 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.

**TOP:** Members from the Krewe of Augustina volunteer to take calls during WEDU's Fall membership drive. Host Shelley Hollingsworth, guest Ed Slott, and host Carey Mobley prepare for another program break during WEDU's Fall membership drive.

## WEDU | Passport



On April 27th, WEDU launched a new member benefit WEDU Passport. WEDU Passport is the new 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 *Downton Abbey* on MASTERPIECE, *How We Got To Now*, *The Great British Baking Show* and more. Visit [www.wedu.org/passport](http://www.wedu.org/passport) for more information.

**"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 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 (14)	Joan DiGangi**	Mr. and Mrs. Joachim D. Jonker, Jr.	Anne and Alex Scott
Kenneth Abele **	Charles M. Desenberg**	Marsha Ann Jordan	Judge Charles Simpson**
Mrs. Ruth T. Abele	Richard and Francine Dobkin	Nancy Karnavicius	H. Curtis Skipper**
Mr. John A. Allen	William Draeger, Jr.	Mr. Martin Knuplesch	Andree Slack**
Barry and Judith Alpert & Family	Phyllis Ensign**	Mr. Thomas J. Landers	Mr. and Mrs. Marshall G. Slaughter
Ms. Marion R. Anthony	Mrs. Rosalyn Estrin	Mr. Gary Lawrence	Ms. Barrie M. Smith
Vivian J. Bauer	Dr. Kent Fanning and	Mr. and Mrs. William Leleszi	Robert H. Smith**
Dee W. Beach	Dr. Jane Fanning	Mr. Warren Loranger	Mrs. Gay R. Stanislawski
Monroe and Suzette Berkman	Charles Farrell	Ms. Margaret Macklin	Ms. Laura L. Starkey
Jerry and Helga Bilik	Ellen S. Fedder	Dr. William Alfred Maillet**	Bill and Barbara Starkey
Miriam and Lewis Blackburn	Aleta and Fred Fisher	John W. Markham III	Mrs. Doris Stillman**
Mrs. Katheryne K. Bosse	Ms. Lois J. Flagg	Mary R. Groves Memorial	Frank J. Stitt**
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Mrs. Hannah G. Bryson	Charlie and Pat Grandmaison	and Mrs. Dorathea J. Chish	Ms. Linda J. Talbot
Henry and Margaret Bucher	Marian Graves**	Sheila McDevitt	Mrs. Catherine P. Tringali
Susan Buck	Sheldon Greenberg	Elyse McGrenra	Kathleen Turner
Rita M. Buckley	Jeff and Linda Griggs	Diane McKendree	Mr. Donald R. Underhill**
Ward and Kathleen Burnham	Mr. Raymond W. Guizzetti**	Mrs. L. V. McNinch	Mr. Arthur Vandroff
Robert and Aida Calafell	Mrs. Ruth Gillette Guth	Ms. Wilda Q. Meier	Alexander Volk
Mr. Diego V. Camarillo	Robert J. Hackett**	Mr. Arthur Miller**	Bill and Sally Wallace
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Guna Carr	Marilyn Harwell	Ms. Wendy Nodin	Mr. John Wasser
Ms. Maria Celentano**	Mr. David C. Haskins**	Arline Nosworthy**	Ethel A. Whittaker Charitable
Mr. David B. Coles	Drs. Frederick and Marilyn Hauser	Marion K. Ogle	Remainder Trust
Mr. Donald Culbertson	David and Barbara Hewitt	Ms. Georgia A. Parsons	Larry and Diane Winegar
Joy McCann Culverhouse	Mr. John Hoadley	Mr. Robert Perez	Mary Worsley
Charitable Remainder Trust	Mrs. Anita K. Holec and	Ms. Mary D. Pyle	Dr. Mamoru Yoshida**
of 2009**	Dr. Sidney W. Holec	Diana and Mohan Rao	Cynthia Gandee Zinober
June Martin Curtiss	Richard and Sharon Hoover	Gary A. Remmen	and Peter Zinober
Nicholas B. Curtiss**	Susan Howarth	Ms. Yova Remsen	
Mark Da Sylva	Nancy Hale Hoyt	Ms. Elaine Robbins	
Andrew Davies	Dr. J. Elizabeth Jeffress	Mr. David E. Robinson	** Deceased
Michael DeNunzio	Mrs. Anna Jeffries	Camille Ann Salls**	
Ms. Margaret Dickenson	Dr. Linda T. Jones	Dr. John F. Schatmeyer	

## 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 (3)  
 Monroe and Suzette Berkman\*\*  
 Frank Brunckhorst  
 Community Foundation of Tampa Bay  
 William and Marietta Crosby  
 Rosemarie Williams  
 Lorraine F. Hubrich  
 Randall and Karen Jordan  
 Gertrude Levett  
 The Edward J and Vivian E Lurie fund  
 within the Community Foundation of  
 Greater St. Petersburg  
 Patrick and Helen McMahon  
 Richard and Francis Powers  
 Liz and Greg Sembler  
 Anne Sherr  
 Bill and Barbara Starkey\*\*  
 Sybiel B. Berkman Foundation  
 Bronson and Stella Thayer  
 The Tracy Foundation  
 Bruce and Dawn Van Fleet

### Gold \$5,000 - \$9,999

Anonymous (3)  
 Bernard F. and Mary Ann  
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 Bob and Aida Calafell  
 Collins Charitable Foundation  
 June Martin Curtiss  
 Jerrí C. de Cordova  
 Don and Jan DeFosset  
 Richard and Francine Dobkin\*\*  
 Susan and Pat Henry  
 The Huisking Foundation  
 Diane and Peter Jacobson  
 Tom and Mary James  
 The Landings Eagle - Irwin Starr,  
 Publisher  
 Steve Laplante  
 Sydney A. McShane  
 Bonnie Salerno  
 Ina Schnell  
 Marvin and Nedda Honig on behalf  
 of The Sidney and Beatrice  
 Albert Foundation  
 Edward Singletary

Robert and Marie Tate

### Silver \$2,500 - \$4,999

Anonymous (5)  
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 Isabel A. Becker  
 Jerry and Helga Bilik  
 Alan and Nancy Bomstein\*\*  
 Richard Bransdorf  
 Robert and Carol Christensen  
 Cynthia Clapp  
 Robert and Robert Geyer  
 Marjorie Goldhirsch  
 Bonnie A. Ison  
 Dr. and Mrs. Philip Kotler  
 Ray Lacroix  
 Michael and Margaret LaRocca  
 Robert S. LaSala  
 Colleen Lundwall  
 James and Suzanne MacDougald  
 Melvin McClellan  
 Cleveland McInnis  
 Susan N. O'Connor  
 Velia Pedrero

Fred and Rita Richman  
 Alma Scheuer  
 Beth Ann Segal  
 Robert and Nancy Shannon  
 Jeffery and Mei-Mei Sparling  
 The David and Virginia Baldwin  
 Foundation  
 J. Thomas and Lavinia Witt  
 Touchton  
 Bill Wagner  
 Christopher Wagstaff  
 Barbara L. Whitcraft and  
 David C. Heinsler  
 Randall and Deborah Zomermaand

### Bronze \$1,000 - \$2,499

Anonymous (27)  
 Dan Adams  
 Sharon D. Allard  
 Paul and Marga Allen  
 Rosemary E. Armstrong and  
 Morris Weinberg

(continued on page 16...)

# WEDU PBS Broadcasters Circle

(...continued from page 15)

Norman Arnold  
 Wilma A. Bailey  
 Harry Bakker  
 Joan Barber  
 Kendall S. Barmonde  
 Andrew and Marion Barnes  
 Mrs. Ann L. Barton  
 Jennifer Battista  
 George and Debbie Baxter  
 John Bean and Alexandra Jupin  
 John Bechler and Betsy  
 Kupperman  
 Thelma J. Clark  
 Al and Brenda Belsito  
 Ben H. Griffin III  
 Irving and Trude Bennett  
 James and Lynnette Bennett  
 David and Pilar Bernd  
 Cathy J. Beveridge  
 John C. and Ruth W. Bierley Fund  
 within the Community  
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 Susan Borozan\*\*  
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 Andrew A. Bragg  
 Leah and Pete Brainard  
 David and Sandy Brandt  
 Evan and Suzanne Brownstein  
 Norman and Susan Bryant  
 Colleen Bunting  
 Margaret H. Burch  
 Alice Burdette  
 Alice Burgess  
 Sherri R. Burke  
 Barry A. Bustillo  
 Mabel Cabot  
 Humberto A. Calderon  
 Janice R. Campbell  
 George and Maria Cantonis  
 Maria Cristina Carelli  
 Gerald and Vicki Carmichael  
 Suzanne Carney  
 Darren Carpenter  
 Guna Carr  
 William and Elisa Carr  
 R. B. Carter  
 Rita Chamberlain  
 Christopher and Sharon Chapman  
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 H. Lawrence Clark  
 Helena L. Claxton  
 Randal Cochrane  
 Anthony and Linda Conrad  
 Carolyn L. Cooley  
 George and Lorraine Cooper  
 Richard and Cornelia Corbett  
 Ellen Cotton and Kate Tiedemann  
 Thomas Gary and Rosann Creed  
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 Nancy L. Dahlberg  
 Joseph and Diane Dallacqua  
 Robert A. and Elizabeth H. Darr  
 Margaret E. Davis  
 Jim and Peggy Davis  
 Joseph De Turris  
 Chan Desaigoudar  
 Dan Doyle, Jr.  
 Frances Di Vella  
 Stephen and Marsha Dickey  
 Ruth G. Dittman  
 Devin Dominguez  
 Justin Donohue  
 William and Jo Ann Draeger  
 Carole Dudas  
 Marian C. Dunn  
 Robert and Judith Ebert  
 Martha T. Edwards  
 David and Barbara Eichenberger  
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 Drs. Kent and Jane Fanning  
 Lois L. Farmer  
 Ellen S. Fedder  
 Mr. and Mrs. Charles Fedorchak  
 Ferguson Foundation, Inc.  
 Gail Fernandes  
 Laurie G. Figg  
 Mary Figg  
 Aleta and Fred Fisher  
 Karen D. Fisher  
 Michael and Barbara Fite  
 Karl and Nancy Flammer  
 Nancy Forbes  
 Loretta C. Ford  
 John and Marlene Forster  
 Eileen Fox  
 Ward J. Curtis, Jr.  
 Vivian R. Frank  
 Thomas and Jacquelyn Franke  
 Donna J. Franzese  
 John Franzone  
 Mrs. Ruth R. Friedman  
 Judith Gadacz  
 Steve and Sandy Gardner  
 Marian S. Gay  
 Yeshawant and Padmaja Ginde  
 GiveWell Community Foundation  
 David A. Glynn  
 Nancy and Owen Godwin  
 Jerome and Sydney Goldstein  
 Col. J. and Lorraine Gontarski  
 Joel and Charlene Goodman  
 Susanna Grady and Tony Morrison  
 George Gray  
 John A. Greiner  
 Jeff and Linda Griggs  
 C. Richard and Doris Guenther  
 Ruth Gillette Guth  
 Maxine M. Guthrie  
 Geertruida Haller  
 Renee Hamad  
 Lynn B. Hamlin  
 Nancy Harris  
 Marilyn Harwell  
 William and Janice Hauelsen  
 Nancy Hauschild  
 Mr. and Mrs. James Hazelton  
 Lynne M. Hensley  
 Joe and Mary Kay Henson  
 Kortney Hightower  
 Lewis H. and Sally Hill  
 George and Bonita Hilton  
 Hinks and Elaine Shimberg  
 Charitable Trust  
 Sidney and Anita Holec  
 Dr. W. G. Hollyfield  
 Ruth E. Holmes  
 Douglas A. Holt  
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 Shirley Hudson  
 Marie Hyman  
 Clyde and Margaret Irwin  
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 Mary Jane Jefferey  
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 Michele L. Kohl  
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 Thomas and Sherry Koski  
 Ernest R. Kretzmer  
 Janice I. Kunkel  
 Gary Lagrandeur  
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 Thomas J. Landers  
 Lynn S. Gay  
 Sylvia Lansky  
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 Herman and Karen Lazzara  
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 Lynn S. Lees  
 Anne Lehto  
 Phil Leigh  
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 Malley's Chocolates  
 Linda Marcelli  
 Robert and Jean Markle  
 Gene and Aldyth Marshall  
 Elizabeth Marshall  
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 Tom J. Mason and Anya  
 Shevchenko-Mason  
 Alfred T. May  
 Thomas McCance  
 McCann Investment Properties  
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 Kathryn McKnight-Moore  
 Dr. Raymond E. McLane  
 McNichols Company & Family  
 L.V. McNinch  
 Claude and Lydia Melll  
 Drs. Fred and Lynne Merriam  
 Geoffrey and Lee Anne Meyer  
 Dr. Murray Miller  
 Estate of Terry M. Edwards  
 Julia Rachler Memorial Fund  
 within the Community  
 Foundation of Pasco County, a  
 division of the Community  
 Foundation of Tampa Bay  
 Monroe E. And Suzette M.  
 Berkman Foundation  
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 Virginia O'Connor  
 John O'Hearn  
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 Andrew and Beatrice Schultz  
 Vel Sermulis  
 Irene P. Sherif  
 Rosemary H. Sherman  
 Steven and Barbara Sherwin  
 Hinks and Elaine Shimberg  
 Heidi and Scott Shimberg  
 Garrett and Janel Shinn  
 Adrienne Shirk



# WEDU PBS Broadcasters Circle (...continued from page 16)

Allen Siegel  
 Donald and Jane Silverburg  
 Geoffrey Simon and  
 Andrea Graham  
 Don and Virginia Sink  
 Carol and David Sjolund  
 Jane T. Smiley  
 William and Sally Snyder  
 Karl R. Sohleerg  
 Faith Spalding  
 Joanne Spencer  
 Cyrus and Joanne Spurlino  
 Kathryn St Clair  
 St. Croix Valley Foundation  
 Foye and Elizabeth Staniford  
 Laura L. Starkey  
 Mary Stedman

Solomon Stollman  
 Richard J. Stolte  
 Frances Storey  
 Coleen Story  
 William and Kathleen Stover  
 Irvin Strathmam  
 Tim and Christine Strickland  
 Charles Strub  
 Edwin and Dorothy Sved  
 Bunny Tabatznik  
 Kyle Taylor  
 The Albert Goodstein  
 Family Foundation  
 David and Pilar Bernd  
 Andra Todd Dreyfus  
 Gail L. Tuchak  
 Susan and Jeffrey Turner

Michael and Karen Urette  
 Ray and Emily Varnell  
 Michele Vatalaro  
 Anne P. Von Rosenstiel  
 Hoenle Family Foundation  
 Rebecca C. Walker  
 Bill and Sally Wallace  
 Jack Walsh  
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 Paul and Gail Whiting  
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 William Stark Jones Foundation  
 Jane and Jerry Williams\*\*  
 Tom and Carol Williams

Judith A. Wilman  
 Carolyn M. Wilson\*\*  
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 Alvin and Barbara Wolfe  
 Henry and Evelyn Woodward  
 George and Sandra Yamarik  
 Gerald Youngman  
 Paul S. Zalon  
 Cynthia and Peter Zinober  
 R. F. and Patricia Zupancic

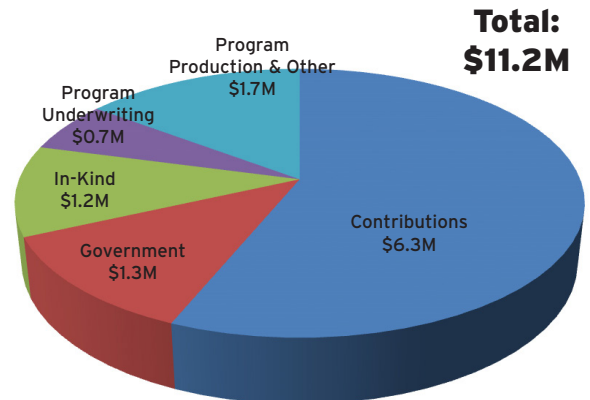
\*\*These Broadcasters Circle Members have made additional generous memorial donations to the A. Bronson Thayer Programming Fund. Many thanks to Monroe and Suzette Berkman for their leadership of the fund in memory of our friend Bronson. (Every attempt was made to ensure that all names are correct at time of printing.)

## WEDU PBS Financial Statement of Activities

### REVENUES

Contributions and gifts	\$ 5,083,205
Governmental Grants	1,343,436
In-kind contributions	1,224,406
Program underwriting	681,780
Program production and other	1,657,628
Investment Income	1,224,217
<b>TOTAL REVENUES</b>	<b>\$ 11,214,672</b>

### FY16 Revenue by Source

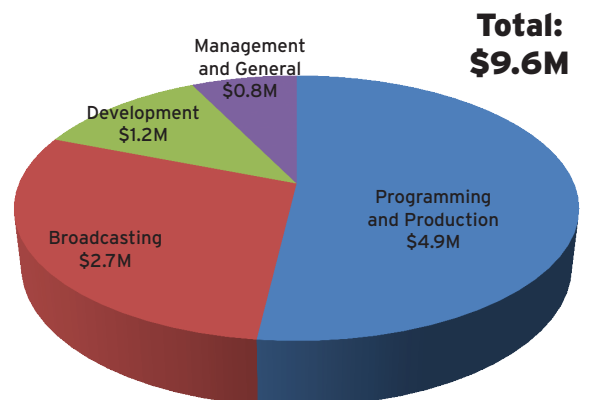


An electronic copy of full financial data is available online at [www.wedu.org/about](http://www.wedu.org/about)

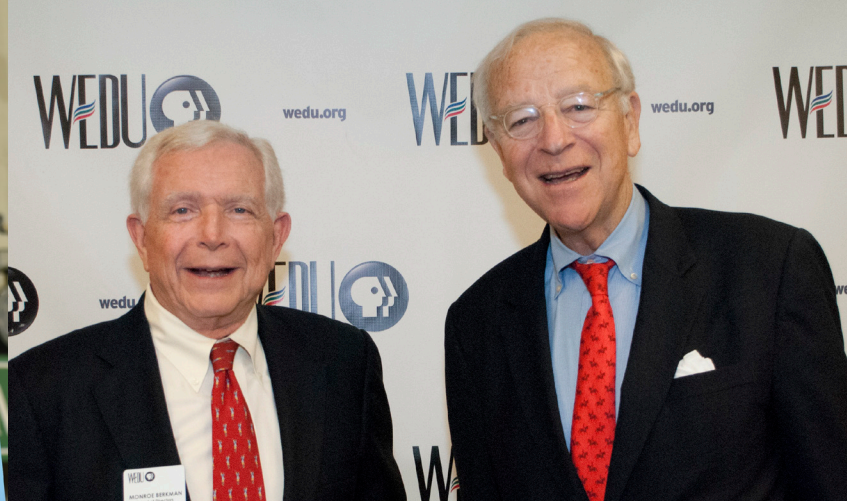
### EXPENSES

Program services	
Programming and production	\$ 4,871,413
Broadcasting	<u>2,678,093</u>
	\$ 7,549,506
Supporting services	
Fundraising and membership	\$ 1,229,478
Management and general	<u>792,621</u>
<b>TOTAL EXPENSES</b>	<b>\$ 9,571,605</b>
Revenues in excess of expenses	\$ 1,643,067
Other changes in net assets	(95,285)
<b>CHANGE IN NET ASSETS</b>	<b>1,547,782</b>
<b>NET ASSETS-BEGINNING OF FY2016</b>	<b>18,963,689</b>
<b>NET ASSETS-END OF FY2016</b>	<b>\$ 20,511,471</b>

### FY16 Expenses by Function



An electronic copy of full financial data is available online at [www.wedu.org/about](http://www.wedu.org/about)



## 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 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.

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:

WEDU's Administration and Human Resources Office  
813-739-2922 • [www.wedu.org/about/employment](http://www.wedu.org/about/employment)



**FROM TOP:** Board Chair Cathy Unruh makes the opening comments at the 11th Annual WEDU Be More Awards held at Tropicana Field in St. Petersburg. Board members Monroe Berkman and A. Bronson Thayer chat during WEDU's annual board reception. Board members Barry Alpert, Marilyn Harwell, and Dick Dobkin mingle with other board members during the annual WEDU board reception. Board member Geoff Simon offers comments on charitable giving during WEDU and The Community Foundation of Tampa Bay's annual Estate and Tax Planning Seminar. Gene Marshall, WEDU Board member, hosts a table during WEDU's Fall Donor Appreciation Luncheon.

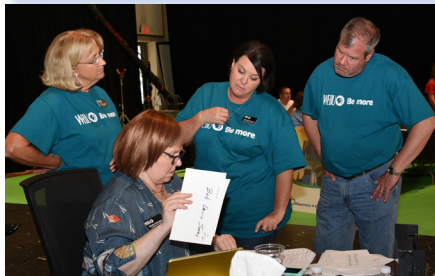


## WEDU PBS Staff

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

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.



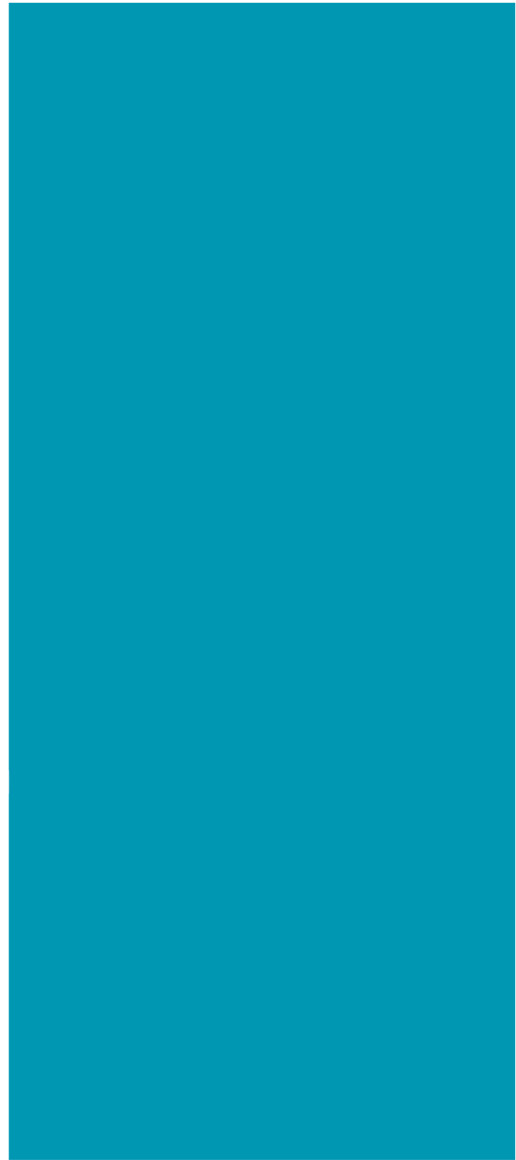
**FROM TOP:** WEDU staff members Debra Freidberg, Billy Somerville, Allison Hedrick, Erin West, Heather Fullenkamp, and Larry Jopek enjoy the DOWNTON ABBEY finale event held at the historic Tampa Theatre. WEDU hosted more than 20 Downton Abbey themed events over the series 6 season run. Staff members Debra Freidberg, Maltee Ramlochan, Claire O'Connor-Solomon, Devin Dominguez, and Leah Brainard served as a committee to oversee the refresh of WEDU's exterior landscaping. Tiffany Rauchmiller, Yulia Rogers, and Billy Somerville join one of the newest PBS character Jet Propulsion during Comic Con in Tampa. Jeanne Rainey, Susan Howarth, Susanne Niccum, and Jack Conely prepare for the next guest during the Give Day Tampa Bay live streaming event. Colleta Henry reviews the upcoming broadcast schedules for WEDU's 4 channels. Videographer Danny Bruno captures guests arriving for the Give Day Tampa Bay event. Maltee Ramlochan and Iris Valle are joined by Elmo during Give Day Tampa Bay. WEDU served as the media headquarters during the community fundraising event.



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Get WEDU PBS on Amazon Fire TV, Apple TV and Roku.

Learn more at [www.wedu.org/watch](http://www.wedu.org/watch).

**FRONT COVER PHOTOS:** WEDU served as the media headquarters for Give Day Tampa Bay and helped raise awareness for local nonprofits with an 8 hour live stream event.  
**INSIDE COVER PHOTO:** Courtesy of READY JET GO! © 2015 Wind Dancer Films.  
**BACK COVER PHOTO:** WEDU staff members enjoyed holiday lunch and festivities.



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