

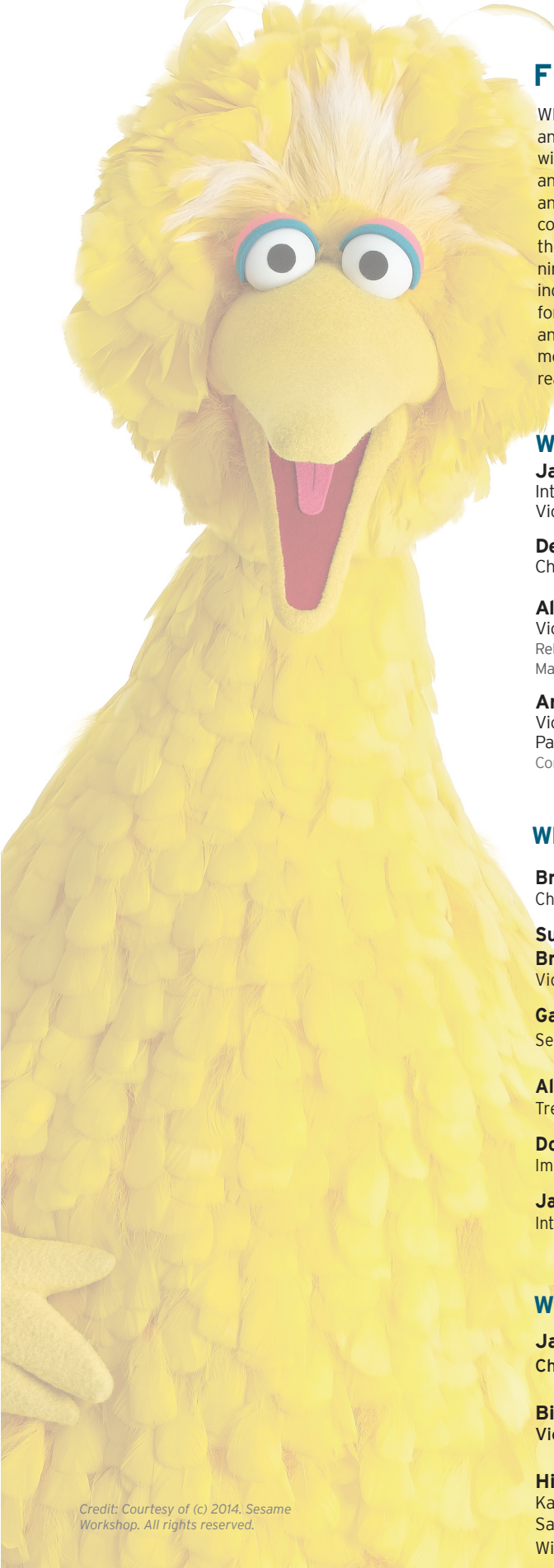


Your PBS Station

Trusted Valued Essential

2018 Annual Report

October 1, 2017 - September 30, 2018



Florida West Coast Public Broadcasting, Inc.

WEDU PBS is West Central Florida's 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 along with federal and state dollars, the organization offers a wealth of award-winning inspirational, educational and enlightening content over a variety of multi-media platforms including: television content, wedu.org and various social media platforms, monthly member magazine *Premiere*, educational outreach activities and 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 home-bound and a vital educational source for the youngest members of society. WEDU prides itself on its position in the Tampa Bay, Sarasota and St. Petersburg communities 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 2018).

WEDU EXECUTIVE STAFF

Jack Conely (jconely@wedu.org)
Interim President and Chief Executive Officer
Vice President of Content

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)

Arden Robbins (arobbins@wedu.org)
Vice President of Marketing and Community Partnerships (Print Advertising; On-Air Underwriting; Corporate Sponsorships)

Claire O'Connor Solomon (coconnor@wedu.org) Senior Vice President of Development (Membership; Pledge Drives; Donor Services; Matching Gifts Program; Planned Giving; Broadcasters Circle; Canvassing; Vehicle Donations)

Kay Siudzinski, PHR, SHRM-CP (ksudzinski@wedu.org) Human Resource Manager

Frank Wolynski (fwolynski@wedu.org)
Vice President of Broadcasting (Engineering; Technical Services)

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Credit: Courtesy of (c) 2014. Sesame Workshop. All rights reserved.



Americans have named PBS and stations the nation's most trusted institution for 16 years running.

Source: Marketing & Research Resources, Inc. (M&RR), February 2019



Dear Friends of WEDU,

The past year in particular has been one filled with exciting up's and difficult down's for WEDU. We began FY2018 by becoming West Central Florida's sole PBS station. And, WEDU became one of the first PBS stations in the country to offer six broadcast channels when we added two new channels!

This exciting change for WEDU could not have been accomplished without many long hours and dedicated work from WEDU's board and staff. Of course the most dedicated to this herculean effort was Susan Howarth, WEDU's President & CEO. Sadly, Susan passed away in September after fighting a courageous battle with cancer. Susan and WEDU's Board of Directors entrusted me with the honor of serving as WEDU's Interim President & CEO while a national search was conducted. Susan requested that no memorial be held on her behalf. But, we honor her more than four decades of service to public broadcasting by carrying on with the commitment to quality programming that she had championed throughout her career. And it is in Susan's honor, we carry on....

With the addition of WEDU's new channels and as we celebrate WEDU's 60th Anniversary year which began on October 27, 2018, on-air programming continues to be the foundation in providing mission driven content that informs, inspires, entertains and enhances the lives of West Central Florida's citizens.

WEDU PBS brings the best in science, education, music, dance, drama, and public affairs to the more than five million people we serve. Our engaging local programs include FLORIDA THIS WEEK, SUNCOAST BUSINESS FORUM, UP CLOSE WITH CATHY UNRUH, WEDU ARTS PLUS, WEDU QUEST, and THAT'S ALL I'M SAYING WITH ERNEST HOOPER. We produce these local programs because we are passionate about the communities of West Central Florida and believe you are too! If you missed any of the episodes, I invite you to watch them online at wedu.org.

WEDU PBS offers multiple ways to connect with us by bringing these programs to life in the community through outreach events and online services. Florida PBS LearningMedia serves 100,000 teachers and 540,000 students across the state, an online resource with more than 125,000 PBS educational videos, games, and lesson plans for use in the classroom at no charge to educators. Each month, 100 new resources are added to Florida PBS LearningMedia. Of special note, Florida has the 4th highest usage rate of the service in the country. WEDU enhances our community outreach with special town halls, documentaries, and roundtable discussions on topics of community importance such as autism, veterans' issues, the opioid crisis and more.

WEDU PBS continues strong partnerships with organizations such as Gulf Coast Community Foundation, Pinellas Community Foundation, The Community Foundation of Sarasota, and The Community Foundation of Tampa Bay. On Give Day 2018, in partnership with The Community Foundation of Tampa Bay, more than \$1.7 million was raised for local charities when WEDU served as the Media Headquarters, producing a live 8-hour broadcast of the event.

All of these services and content are made possible by viewer donations, corporate support, and the continued investment of state and federal dollars. We are honored that you put your trust in the one place that can take you any place.

Jack Conely
WEDU PBS
Interim President and Chief Executive Officer
Vice President of Content



"We are proud to announce Florida West Coast Public Broadcasting has earned our fourth consecutive 4-star rating."

Source: Charity Navigator, February 2019

This is Charity Navigator's highest possible rating and indicates the Florida West Coast Public Broadcasting (WEDU PBS) adheres to sector best practices and executes its mission in a financially efficient way. Attaining a 4-star rating verifies that Florida West Coast Public Broadcasting exceeds industry standards and outperforms most charities in their area of work.

Only 17% of the charities evaluated have received at least 4 consecutive 4-star evaluations, indicating that Florida West Coast Public Broadcasting outperforms most other charities in America. This exceptional designation from Charity Navigator sets Florida West Coast Public Broadcasting apart from its peers and demonstrates to the public its trustworthiness.



Susan Howarth, WEDU President and CEO, dies at 66 following battle with cancer

Susan Howarth, longtime public media leader and WEDU PBS President and CEO, died on September 5 following a courageous battle with cancer. She was 66. Howarth was named WEDU President and CEO in April 2010 and was the fifth president and chief executive officer of WEDU.

Over her 8-year tenure, Howarth led the organization through a period of growth that included an expanded roster of local on-air programming, including original documentaries such as the Emmy® Award winning *Too Close To Home - Human Trafficking in Tampa Bay*. WEDU also added three new local series including *WEDU ARTS PLUS*, *WEDU QUEST*, and *THAT'S ALL I'M SAYING WITH ERNEST HOOPER*.

Under Howarth's tenure the station also significantly expanded its community outreach efforts offering a robust collection of community film screenings and panel discussion events that have tackled topics ranging from youth homelessness and veterans' issues to race relations and more. WEDU's educational outreach efforts were also expanded with the addition of free teacher workshops utilizing Florida PBS Learning Media and PBS resources, kids' events providing free educational resources to families and educators, and the donation of multimedia PBS resources to local libraries.

Like her many colleagues throughout the public broadcasting community, Howarth was passionate about sharing the story of public broadcasting and its value and commitment to serving communities. This was never more important than in 2011 when funding for public broadcasting stations in Florida was eliminated from the state budget. Howarth was instrumental in collaborating with each of the public television stations and public radio stations in Florida to make a case for the impact that public broadcasting provides the communities they serve in educational resources and life-long learning. Funding for the Florida stations was restored the following fiscal year.

Howarth ushered WEDU through its most recent addition of two new channels, making WEDU one of the first public broadcasting stations in the nation to have six channels of programming in its coverage area. In October 2017, the expanded service included 24/7 programming dedicated to PBS Kids and Create® TV. Making use of new technology, WEDU added essentially all of WUSF-TV's programming when the area's secondary PBS station ceased broadcasting in October 2017 and WEDU became the only PBS station serving West Central Florida.

Howarth was a 43-year veteran of public broadcasting. In honoring her wishes and dedication to public broadcasting, memorial donations can be made to the Susan Howarth Memorial Fund WEDU PBS at 1300 N Boulevard, Tampa, FL 33607.





WEDU PBS **Significantly Expands Programming** for Viewers in West Central Florida

WEDU became one of the first PBS stations in the country to have six channels of programming in its coverage area on Monday, Oct. 16. The expanded service includes two new channels with 24/7 programming on dedicated topics: PBS KIDS and Create® TV, which features inspiring how-to shows.

WEDU PBS also added a host of popular shows like DOC MARTIN, FATHER BROWN, PENELOPE KEITH'S HIDDEN VILLAGES, MIDSOMER MURDERS, THE CORONER and A PLACE TO CALL HOME to WEDU's existing channels. Essentially all of the PBS programming that was previously seen on WUSF-TV, which ceased its programming on Oct. 15, can now be found on WEDU's channels.

"WEDU is excited to serve the community with even more programming that will educate, inform and enrich our viewers' lives," said Susan Howarth, president and CEO of WEDU PBS. "With these changes, our viewers will see the same quality programming they've come to know from WEDU PBS over the past 60 years, along with even more educational and entertaining programs for every age and interest."

With the addition of PBS KIDS, WEDU also broadcasts PBS KIDS shows 24 hours a day and offers a live stream, making it easy for children to watch their favorite series during primetime and other after-school hours when viewing among families is high. Viewers also have access to additional educational resources that will soon be available for teachers and parents as a companion to the programming on the channel. PBS KIDS features popular, educational programs like "Sesame Street," "Arthur," and "Daniel Tiger's Neighborhood."

More often called "do-it-yourself," the program genres seen on Create® TV include viewers' favorite public television series and specials on cooking, travel, home improvement, gardening, arts and crafts, and other lifestyle interests. Programs include "Cook's Country," "Garden Smart," "Wyland's Art Studio," and "This Old House."

Schedules for all six channels can be found online at www.wedu.org/schedule.

Some viewers who use a digital antenna needed to rescan for channels so they could access the new PBS KIDS and Create® TV channels. More information is available at www.fcc.gov/rescan.

TOP: WEDU staff members and Elmo took more than 2,000 viewer calls during a phone bank set up to answer questions about the new WEDU channels. Staffers helped viewers find their new channel numbers, filled them in on new programs, and assisted with rescanning.



WEDU PBS Local Productions

We're proud to announce that The National Academy of Television Arts and Sciences has honored WEDU PBS, West Central Florida's PBS station, with two Suncoast Regional Emmy® Awards. The first Suncoast Regional Emmy® Award was presented for Sea Turtles Nesting, a segment of WEDU's local production WEDU QUEST. The second Emmy® went to WEDU's original documentary THE FEMININE TOUCH: THE STRUGGLE FOR EQUALITY IN MEDICINE. A third Emmy® nomination also went to WEDU's town hall meeting AUTISM: BREAKTHROUGH TO HOPE.

WEDU PBS produces a collection of local programs, documentaries and town halls meetings:

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.

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 a variety of local artists.

Host Geoff Simon sat down with our area's most influential and successful leaders and entrepreneurs in West Central Florida on SUNCOAST BUSINESS FORUM.

Ernest Hooper, host of THAT'S ALL I'M SAYING, tackled topics that focused on the opioid crisis, education, music and Florida history.

Each week, Rob Lorei hosted FLORIDA THIS WEEK. This moderated discussion provided viewers with informed, lively conversations with an array of some of the area's brightest political analysts.

There's always something new to explore and learn on WEDU QUEST! This monthly series captured the latest breakthroughs in science, technology and education.

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

FROM TOP: Cathy Unruh sits down with Water Smart Tots for a taping of UP CLOSE. Dalia Colon, host of WEDU ARTS PLUS profiles a local artist for an episode. Geoff Simon interviews David A. Straz on Suncoast Business Forum. Ernest Hooper leads a panel discussion for an episode of THAT'S ALL I'M SAYING. FLORIDA THIS WEEK Host Rob Lorei prepares to discuss local news with his panel of guests. Dr. Shannon McQuaig-Ulrich is on set to record a segment of WEDU QUEST.





WEDU PBS National Programs

Now with six channels, 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.

There was no shortage of quality drama on WEDU with programs like CALL THE MIDWIFE, POLDARK, ANNE OF GREEN GABLES and THE MINIATURIST. In January, VICTORIA returned and viewers were able to follow Victoria's dramatic story, from the time she became queen in 1837 at age 18.

GREAT PERFORMANCES gave viewers a front row seat to amazing performances of AN AMERICAN IN PARIS THE MUSICAL, RODGERS & HAMMERSTEIN'S THE SOUND OF MUSIC, JOHN LEGUIZAMO'S ROAD TO BROADWAY, and HAL PRINCE: A DIRECTOR'S JOURNEY.

The summer of 2018 was full of great programs to explore as part of the Summer of Adventure. Programs such as NO PASSPORT REQUIRED, KINGDOMS OF THE SKY, and WONDERS OF MEXICO ensured that there was plenty to explore on WEDU during the hot summer months.

New series AMANPOUR & COMPANY launched in September and examined the global issues, domestic news and trends impacting the world. FRONTLINE THE FACEBOOK DILEMMA asked the question "Is Facebook more harmful than helpful" during the yearlong investigation that went inside the truth and consequences of Facebook's global rise to power.

We discovered how one institution has met the changing demands of healthcare for 150 years and what that can teach us about facing the modern challenges of patient care in THE MAYO CLINIC: FAITH - HOPE - SCIENCE.

PBS is the **Most Trusted** news and public affairs network

Source: Marketing & Research Resources, Inc. (M&RR), February 2019

FROM TOP: The cast of CALL THE MIDWIFE; Ross and Demelza of POLDARK; Chef Marcus Samuelsson and guest on NO PASSPORT REQUIRED; Christiane Amanpour of AMANPOUR & COMPANY; the cast of AN AMERICAN IN PARIS THE MUSICAL; THE MAYO CLINIC.



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 hours of educational programs that inspired children to explore the world around them.

WEDU presented nearly 25 workshops and conference sessions, serving more than 475 educators, families, early learning providers, media-specialists and pre-service teachers enrolled in area colleges.

State-wide conference presentations included the Florida After School Association (FASA) conference and the Florida Association for the Education of Young Children (FLAEYC) conference.

Approximately 20 family engagement events provided educational experiences and valuable take-home materials to more than 35,000 children and families.

Three of our most successful programs, Free Tuesdays, Storybook Forest and PBS Kids Fun Zone at the Florida State Fair are highlighted below.

The WEDU PBS Kids Fun Zone, created through a partnership with the Florida State Fair Authority, featured appearances by more than 15 PBS Kids characters, fun crafts, and a variety of educational take home resources for families. The event was open daily throughout the run of the fair, February 8-19. In addition to character appearances, visitors were invited to “test drive” PBS Kids apps at WEDU’s Mobile Learning Lab, dance along to music videos streamed through the new PBS Kids PLUG & PLAY and just generally have lots of fun! Thousands of children and families were served during the event and feedback from attendees was very positive.

WEDU online resources provide the PBS Kids, PBS Parents and Florida PBS LearningMedia websites with thousands of educational resources for parents, caregivers and teachers to help children build critical skills. The sites offer free access to cross-platform learning resources, interactive games, and PBS videos:

Visit americangraduate.org

Visit florida.pbslearningmedia.org

Visit pbskids.org

Visit pbs.org/parents

Visit studentreportinglabs.com

TOP: Guests enjoy WEDU PBS Kids activities during Free Tuesday at the Glazer Children’s Museum. Guests explore educational apps along WEDU PBS Kids activities during Free Tuesday at the Glazer Children’s Museum.





Learn more at americangraduate.org

2017-18 Headlines

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

“WEDU PBS Hosts PBS Kids 24/7Channel Launch Events at Local Westfield Malls”

“WEDU Helps Celebrate Read Across America at Great Exploration’s Museum in St. Petersburg”

“WEDU PBS Presents Two Sessions at the Pasco County School District’s PLACE After-School Conference”

“WEDU PBS Publishes Its First Self-Paced Interactive Lesson on Florida PBS Learning Media”

“WEDU PBS Hosts Interactive Parent/Child Workshop Featuring Peg + Cat at Explorations V Children’s Museum in Lakeland”

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

TOP: A dance party gets ready to kick off with Peg + Cat at the WEDU PBS Kids Fun Zone during the Florida State Fair. **BELOW:** A ribbon cutting is held at the Mulberry Public Library for the newly installed WEDU PBS Phyllis L. Ensign Library Corner.

WEDU PBS Kids Fun Zone

WEDU hosted the WEDU PBS Kids Fun Zone at the Florida State Fair. The event featured appearances by more than 15 PBS Kids characters, fun crafts, and a variety of educational take home resources for families. The event was open from 10:00 a.m. - 6:00 p.m. daily throughout the run of the fair from February 8 - 19.

In addition to character appearances, visitors were invited to “test-drive” PBS Kids apps at WEDU’s Mobile Learning Lab, dance along to music videos streamed through the new PBS Kids Plug & Play. Thousands of children and families were served during the event to explore everything WEDU PBS has to offer and to have lots of fun!

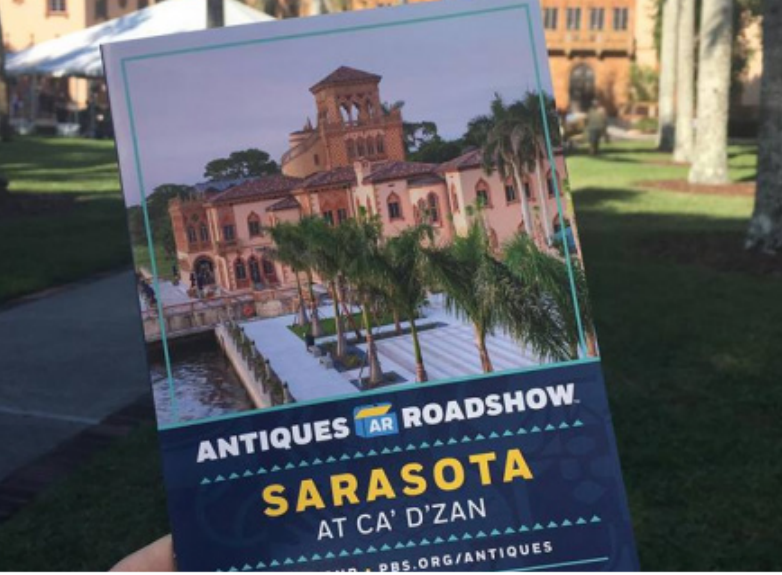
WEDU PBS Library Corners

In November 2015, WEDU received a very generous bequest from a long-time viewer. The \$4 million gift was the largest gift ever to WEDU. WEDU placed Mrs. Ensign’s gift into WEDU’s Endowment, which is providing long-term support for WEDU’s operating budget. WEDU continued to donate library corners this year.

The library corners include a bookshelf with a robust collection of PBS Kids books, DVDs, CDs for the library’s lending collection, a reading rug, 2 electronic tablets loaded with PBS apps, 6 turnkey activity sessions with educational materials, a family resource guide, activity sheets, bookmarks, pencils, and more. WEDU also provides the library staffs from each location a free training session on Florida PBS LearningMedia, PBS Read-Aloud Program, and PBS Kids Lab.

WEDU PBS Phyllis L. Ensign Library Corners are now open at libraries in Lake Wales, Safety Harbor, North Port, Sarasota, Mulberry, Bradenton and Tampa. WEDU plans to open a minimum of 20 library corners.





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 hosted a series of events with Julia Colin Davison and Bridget Lancaster, the hosts of AMERICA'S TEST KITCHEN. As part of the launch for the new season, WEDU hosted a community event in Sarasota and a donor luncheon with cooking demonstrations and tastings. Guests learned about kitchen skills and food safety tips and heard behind the scenes stories from the show.

WEDU participated in the Be My Neighbor Block Party hosted by the Tampa Theatre ahead of a screening of the documentary "Won't You Be My Neighbor."

WEDU hosted two community preview events for the premiere of LITTLE WOMEN. On April 19, we were joined by approximately 400 guests at Polk Theatre in Lakeland. On April 26, we hosted approximately 350 guests at Tampa Theatre in Tampa.

Approximately 60 guests joined WEDU for American Stage in the Park at Demen's Landing in St. Petersburg. The annual event was held on a beautiful spring evening and included food and entertainment from American Stage Theatre.



"PBS is a leader in addressing important issues."

Source: Survey Sampling International (SSI), January 2018

FROM TOP: WEDU hosted ANTIQUES ROADSHOW at the Ca' D'Zan in Sarasota to tape three episodes for the upcoming season. Julia Colin Davidson and Bridget Lancaster from AMERICA'S TEST KITCHEN were the special guest presenters during two WEDU events in Sarasota and Tampa. Following their presentation, the hosts of AMERICA'S TEST KITCHEN signed books and posed for photos with guests. WEDU Staff Members Caroline Orr and Billy Somerville prepare to greet guests at the Be My Neighbor Block Party hosted by Tampa Theatre. WEDU guests grab refreshments prior to the start of the American Stage in the Park performance.

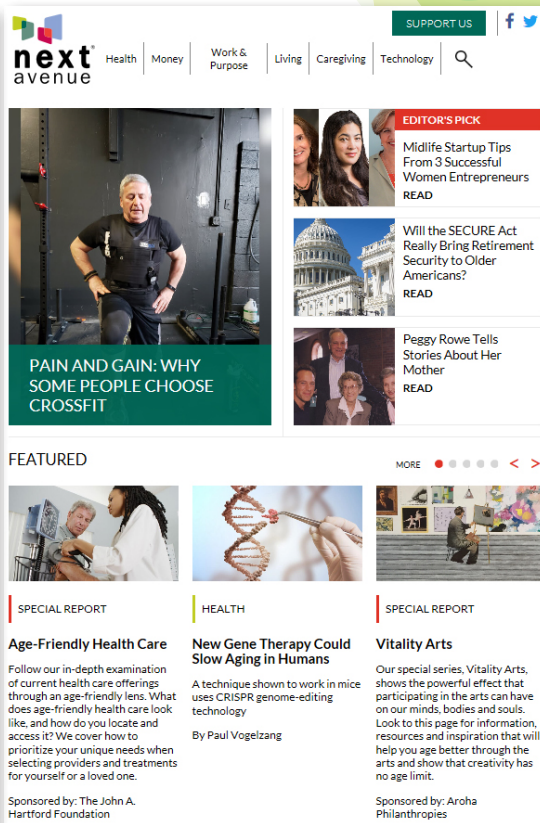
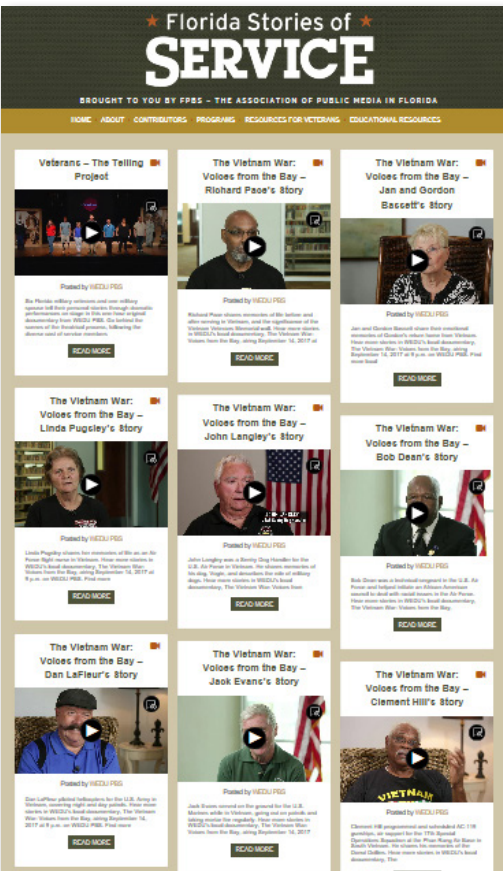


WEDU PBS Lifelong Learning

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 **13th 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.

ABOVE: Financial professionals earned continuing education credits during WEDU's 13th Annual Estate and Tax Planning Seminar. Guests at the 13th Annual Estate and Tax Planning Seminar network over breakfast before the first speaker begins.

WEDU PBS Provides Resources



WEDU hosts, 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.

Next Avenue.org, 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.”



WEDU PBS Be More Awards

WEDU held the **13th Annual WEDU Be More Awards** on Thursday, February 22, 2018 at the Bryan Glazer Family JCC in Tampa. The event, created by WEDU, recognized and applauded the outstanding and often unrecognized efforts of West Central Florida's nonprofit organizations, and individuals that support them. More than 460 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, finalists and winners lists, deadlines and event archives, visit wedu.org/bemore.



FROM TOP: Lissette Campos of ABC Action News and co-host of the WEDU Be More Awards grabs a photo with Vicki Sokolik of Starting Right, Now. Guest of the WEDU Be More Awards visit with finalists during the Hall of Heroes. Jayla Jones, a finalist from the Girls Scouts of West Central Florida settle in at their table before the ceremony begins. Pyramid, Inc. took home the Be More Entertaining, duPont Registry Special Events Award.



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 eight full hours of live on-air and 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 \$1.7 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 Colón, Shelley Hollingsworth, local news anchors Lissette Campos (ABC Action News), Allison Kropff (WTSP), and columnist Ernest Hooper (Tampa Bay Times).

ABOVE: Staff members from WEDU PBS and The Community Foundation of Tampa Bay gather for a photo at the close of the 8-hr. Give Day Tampa Bay broadcast. Cathy Unruh, WEDU Board Member and host of Up Close, checks in on the total donations raised during the Give Day Tampa Bay broadcast. Studio 1 at WEDU was full of activity during the 8-hr. broadcast of Give Day Tampa Bay.

Photos courtesy of: Tacy Briggs-Troncoso Photography

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 (15)	Rosalyn Estrin	Joachim and Nina Jonker	Yova Remsen**
Anonymous**	Dolores Evensen**	Marsha Ann Jordan	Peter L. Richard
Kenneth** and Ruth T. Abele	Drs. Kent and Jane Fanning	Nancy Karnavicius	David E. Robinson
John Allen	Reid D. Farrell, Jr. and Dale L. Willard	Camilla D. Kilgroe	Nancy Romanoff**
Barry and Judith Alpert and Family	Sharon Firestone**	Martin Knuplesch	Dr. Jack F. Ross
Marion R. Anthony	Aleta and Fred Fisher	The LaGattuta Charitable Fund	Mary Sacher**
Judith Ann Baker	Lois J. Flagg**	Helping the young, aged, disadvantaged and providing enlightenment. A fund within Raymond James Charitable.**	Cecelia Saunders
Emma Banks**	Martin Fleischman**	Thomas J. Landers	Dr. John F. Schatmeyer
Vivian J. Bauer	Erika Fontaine**	The Landings Eagle - Irwin P. Starr, Publisher**	Anne and Alex Scott
Dee W. Beach	John and Marlene Forster	Gary Lawrence	Mary L. Shay Trust**
Monroe and Suzette Berkman	Gilles Charles and Sharla Fouquet	William and Nancy Leleszi	Walter** and Frances Sherman
Jerry and Helga Bilik	James M. Furey**	Warren Loranger	Marshall and Jan Slaughter
Miriam and Lewis Blackburn	Navin Gandhi	Margaret Macklin	Barrie M. Smith
Marion L. Blake**	Jonathan A. Geden in memory of William J. and Nancy C. Geden	Joanne Malles	Gay R. Stanislawski
Alan and Nancy Bomstein	Anita S. Gilligan	John W. Markham III	Laura L. Starkey
Katheryne K. Bosse	David A. Glynn	Daniel F. Marselle	Bill and Barbara Starkey
John and Ann Boyd	Lynn Grady	William M. McCutcheon and Doratheia J. Chisholm McCutcheon	Susan L. Stobo
Leah and Pete Brainard	Kathy Graham	Sheila M. McDevitt, Esq.	Julie Stolwitz
Susan E. Brower	Charlie and Pat Grandmaison	Elyse McGrenra	Paul Susmin**
Hannah G. Bryson	Sheldon Greenberg	Diane McKendree	Linda J. Talbot
Henry and Margaret Bucher	Jeff and Linda Griggs	Mary Beth McLeod	J. Alden and Daria E. Tansey
Susan Buck	Mary R. Groves Memorial Foundation	L.V. McNinch	Mary H. and Mark R. Tlachac
Rita M. Buckley	Ruth Gillette Guth	Kathleen E. Mura	Catherine P. Tringali and Matthew L. Tringali**
Ward and Kathleen Burnham	Robert J. Hackett and Dorothy A. Hackett**	The Estate of Norman and Virginia Nelson**	Kathleen Turner
James Kevin Burns**	Evelyn N. and Robert J. Hallowell Charitable Foundation**	Kathleen Nicol**	Donald Underhill**
Bob and Aida Calafell	Jeanne Hamill**	Wendy Noden	Frederic M.** and Dr. Winifred B. Upchurch
Diego V. Camarillo	Carol Harmon	Marion K. Ogle	Alexander Volk
Duncan C. Campbell	Marilyn Harwell	Muriel O'Neil WEDU Support Fund of the Community Foundation of Sarasota County**	Robert and Doris I. Wagner**
Guna Carr	Drs. Frederick and Marilyn Hauser	Laraine H. and Joseph O'Neill	William** and Sally Wallace
Guy Cavalluzzi	David and Barbara Hewitt	Georgia A. Parsons	Diane Ward
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continued on page 14...

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We think a little rust adds character!

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Visit 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 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
Arcadia Antiques Association
Asolo Repertory Theater
At Home Floors, Inc.
The Bank of Tampa
Bernard and Mary Ann Powell
Foundation
Big Cat Habitat Sarasota
Blue Buffalo
Bok Tower Gardens
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Central Park Performing
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Children First
Circus Arts Conservatory
Circus Sarasota
City of Tampa
Clearwater Jazz Holiday
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of Sarasota
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Creative Pinellas
DATZ
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The Mahaffey Theater
Explorations V
The Florida Aquarium
Florida Blue
Florida Cancer Specialists
Florida Dance Theatre
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Florida Dept. of Veterans Affairs
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The Florida Orchestra
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Florida Southern College
Florida State Fair Authority
Florida Studio Theatre
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Lake Wales Arts Council
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Keys
Moon Under Water
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
Opera Tampa
Ounce of Prevention
The Palladium at
St. Petersburg College
Pasco Hernando Early Learning
Coalition
Pediatric Health Care Alliance
Pinch A Penny Pools
Premier Eye Care of Tampa
The Players Theater of Sarasota
Polk State Lake Wales Arts Center
Polk Theatre
Publix Charities
Raymond James Financial
Retired Officers Corp. at
Freedom Plaza
Richter Publishing LLC
Rotary Club of Sarasota Sunrise
RP Funding Center
Ruth Eckerd Hall
Salt Block Catering
Saunders Foundation

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
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Institute
Straz Center for the
Performing Arts
Su Byron Enterprises
Sunshine City Antique &
Collectibles Show
Tampa Bay Parenting
Tampa Bay Times
Tampa Theater
TECO/An Emera Company
The Stuffed Mushroom
USF Sundome
Van Wezel Performing Arts Hall
Viking Cruise
Visit St. Pete/Clearwater
Visit Sarasota County
West Coast Black Theater Troupe
Wiide Automotive Group

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



Premiere, WEDU's member magazine, is distributed monthly to more than 30,000 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: Donors to WEDU enjoyed a VIP experience during America Stage's annual outdoor performance at Demen's Landing. Guests enjoyed reserved VIP seating, food from Moon Under Water, beverages and a show.

WEDU PBS Membership

WEDU's members make it possible to broadcast 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 local programs like SUNCOAST BUSINESS FORUM, WEDU ARTS PLUS, FLORIDA THIS WEEK, UP CLOSE WITH CATHY UNRUH, WEDU QUEST, and THAT'S ALL I'M SAYING WITH ERNEST HOOPER, offer free community outreach events, or provide teachers classroom-ready resources.

Many members choose 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 member benefit, WEDU Passport.

WEDU | Passport



Being a member of WEDU has many benefits. WEDU Passport has become a member favorite. WEDU Passport is the newest 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 VICTORIA on MASTERPIECE, CALL THE MIDWIFE, THE GREAT BRITISH BAKING SHOW and more.

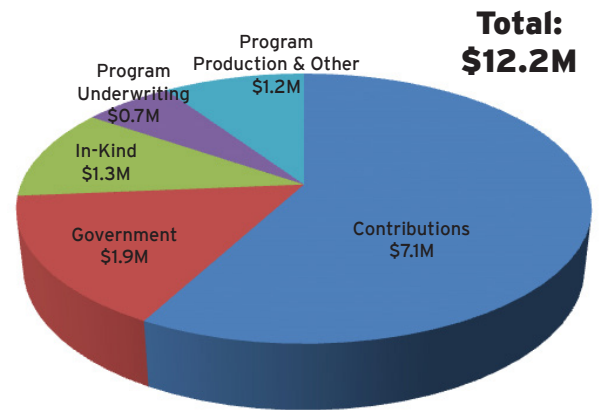
Visit www.wedu.org/passport for more information.

WEDU PBS Financial Statement of Activities

REVENUES

Contributions and Gifts	\$ 5,484,549
Governmental Grants	1,934,714
In-kind contributions	1,342,116
Program underwriting	734,600
Program production and other	1,160,554
Investment Income	1,627,634
TOTAL REVENUES	\$ 12,284,167

FY18 Revenue by Source

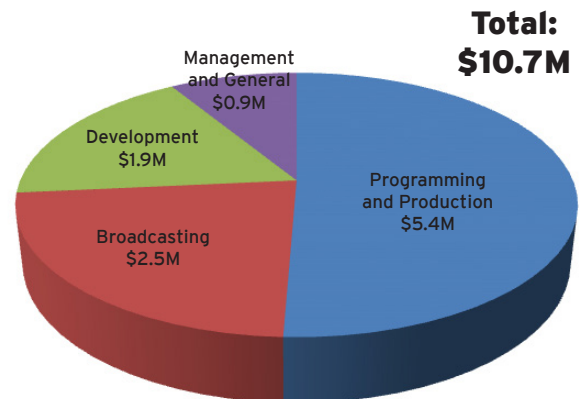


An electronic copy of full financial data is available online at www.wedu.org/about

EXPENSES

Program services	
Programming and production	\$ 5,421,121
Broadcasting	2,448,160
	\$ 7,869,281
Supporting services	
Fundraising and membership	\$ 1,899,117
Management and general	938,713
TOTAL EXPENSES	\$ 10,707,111

FY18 Expenses by Function



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

Revenues in excess of expenses	\$ 1,577,056
Other changes in net assets	(18,114)

CHANGE IN NET ASSETS	1,558,942
NET ASSETS-BEGINNING OF FY2018	21,731,039
NET ASSETS-END OF FY2018	\$ 23,289,981

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

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

Find out how you can plan a gift to WEDU PBS

Contact WEDU PBS at (813) 739-2959





WEDU PBS Board of Directors

WEDU's Board of Directors is comprised of outstanding community leaders from throughout WEDU's 16-county viewing area who give generously of their time and talent.

Directors 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. As board members, their duty is to engage 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.

COMMUNITY ADVISORY BOARD: WEDU's Community Advisory Board consists of volunteers active in communities throughout WEDU's 16-county coverage area. Members serve as ambassadors for the organization, volunteer at WEDU events and keep WEDU up to date on the needs of their communities.

INTERNSHIPS: Interns worked on a variety of projects including working on WEDU's local productions; taping on-air spots; assisting with editing; working with the WEDU Be More Awards; assisting with a variety of outreach events and working on graphic design and general public relations.

VOLUNTEERS: 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 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



FROM TOP: WEDU President and CEO Susan Howarth is joined by WEDU Board Member Monroe Berkman during a VIP Donor Luncheon with the hosts of AMERICA'S TEST KITCHEN. WEDU Board Member Suzanne Oaks Brownstein welcomes guests to the 13th Annual WEDU Be More Awards. WEDU Board Members Gene Marshall, Marilyn Harwell and Barry Alpert pose in the photo booth during the annual WEDU Board Reception. Dr. Edward Hamilton and WEDU Community Advisory Board Members Roberta Hamilton and Jeff Griggs join WEDU staff member Claire O'Connor Solomon during an ANTIQUES ROADSHOW VIP Donor Dinner. WEDU Community Advisory Board Member Colleen Lundwall and WEDU staff member Larry Winegar escort SUPER WHY! during a WEDU Phyllis L. Ensign Library Corner Ribbon Cutting event in Bradenton.



WEDU PBS Staff

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

WEDU also continued to provide 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, community event planning and much more.



FROM TOP: WEDU staff members gather for a group photo to commemorate the conclusion of the ANTIQUES ROADSHOW taping of three episodes in Sarasota. Staff members worked the event and recruited more than 300 volunteers to pull off a day that hosted more than 3,000 guests. WEDU staff members Larry Wineger, Arden Robbins and Sheena Aubut greet arriving guests at an ANTIQUES ROADSHOW VIP dinner event in Bradenton. WEDU staff members and Community Advisory Board members greet visiting appraisers at an ANTIQUES ROADSHOW VIP dinner event in Bradenton. WEDU production team members, Ken Cherry, Jim Ciotoli, Scott Pfundheller, Spencer Briggs and Pam Webb monitor the on-air presentation of Give Day Tampa Bay. WEDU staff members Gwyneth Feldhake, Debra Friedberg and Joyce Cotton welcome guests to a VIP luncheon featuring the hosts of AMERICA'S TEST KITCHEN. WEDU staff videographer Danny Bruno captures b-roll during the Hall of Heroes at the WEDU Be More Awards. President and CEO Susan Howarth directs hosts and guests along with Jack Conely and Caroline Orr during Give Day Tampa Bay.



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

Learn more at www.wedu.org/watch.

FRONT COVER PHOTOS: On October 16, WEDU added two new channels. Adding Create TV and PBS 24/7 makes WEDU one of the few PBS stations in the country that broadcasts six channels.

INSIDE COVER PHOTO: Courtesy of (c) Sesame Workshop. All rights reserved.

BACK COVER PHOTO: Elmo helps man the phone bank and answer viewer questions about WEDU's new channel additions.



WEDU



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