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## **WEDU RECEIVES LARGEST GIFT IN STATION HISTORY** ***The Joy McCann Foundation gives \$1 million to the public television station***

Tampa, FL August 25, 2006—WEDU, west central Florida’s community-owned public television station, recently received the largest gift in the station’s 48-year history. The Joy McCann Foundation continues a lengthy history of giving by its founder, Joy McCann Culverhouse, by making a \$1,000,000 leadership gift to WEDU. The Foundation gift is the largest in WEDU’s history. This generous Joy McCann Foundation grant is unique in its comprehensive approach to supporting WEDU in that it is designated for various operating programs, capital costs and long-term endowment. “It will touch every aspect of WEDU, and the gift will impact all of what we do in the future,” said Dick Lobo, WEDU President and CEO.

A focus of the Joy McCann Foundation is advancing opportunities for school age children to develop academic curiosity and build a strong intellectual base upon which to grow. With this focus in mind, The Joy McCann Foundation grant has designated \$70,000 for children’s educational programming and WEDU’s literacy outreach program, *Ready to Learn*. The financial support provided will also allow WEDU to continue to foster community partnerships with area schools, libraries and government agencies to further promote literacy and learning.

Over \$400,000 was allocated to capital expenses associated with a state-of-the-art HD digital editing suite and a flexible, mobile TV production truck. The McCann Foundation supported those capital expenditures to help increase the station’s local production capabilities and to enable high definition production in the field. WEDU will now have the increased ability to be in the community, across the wide coverage area, taping local TV programming.

To sustain WEDU’s ability to create new local programs, the McCann Foundation has designated \$500,000 to create an endowment, named The Joy McCann Foundation Local Programming Endowment. The income generated from this endowment will be used to support local programs within their first two years of production, with an emphasis on creating pilot TV programs. The McCann Foundation allocated

## **WEDU RECEIVES LARGEST GIFT, PAGE 2**

\$25,000 for a medical TV magazine series pilot. It is the intention of the McCann Foundation that the medical magazine pilot and future endowment-supported pilot episodes will be used to cultivate a strong donor-base for new locally-produced programs.

The Joy McCann Foundation is a private family foundation established in 1999 to support excellence in medical and nursing education, research and patient care; the role of the visual and performing arts in enhancing community life, academic achievement of student athletes; educational programs that nurture individual achievement; and community programs that enrich the lives of children, students, women and underserved populations.

WEDU is West Central Florida's primary PBS station, serving Tampa, St. Petersburg and Sarasota. It is the most-watched PBS station in Florida, broadcasting to 16 counties. WEDU is supported primarily through individual memberships.

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