



**DATE:** December 8, 2008

**FOR IMMEDIATE RELEASE**

**Media Contact:** Laura Turner  
Vice President of Communications  
800.354.9938 ext. 2240

## **WEDU RECEIVES HIGHEST RATING FROM CHARITY NAVIGATOR FOR THE FOURTH STRAIGHT YEAR**

**Tampa, FL** – Florida West Coast Public Broadcasting, Inc (dba) **WEDU**, recently received *Charity Navigator's* coveted 4-star rating for sound fiscal management for the fourth consecutive year. This rating is the highest honor awarded by America's premiere charity evaluator, and recognizes **WEDU** for exceeding industry standards and outperforming similar charities.

This 'exceptional' four star rating, earned for WEDU's ability to efficiently manage and grow its finances, proves that **WEDU** is worthy of the public's trust and differentiates it from its peers. "Only six percent of the charities evaluated by *Charity Navigator* have received four consecutive 4-star evaluations", President and CEO of *Charity Navigator*, Ken Berger stated, "indicating that Florida West Coast Public Broadcasting/**WEDU** outperforms most charities in America in its efforts to operate in the most fiscally responsible way possible."

Over the last six years, **WEDU** President and CEO Richard M. Lobo has led the staff to work diligently to foster creative fundraising practices coupled with professional fiscal responsibility. "We're proud of the work we've done – and are continuing to do – to receive and maintain this honor for the fourth year," Lobo stated. "The WEDU Board of Directors and staff are making very effort to ensure that we honor our mission of providing programming and outreach efforts to meet our community's ever-changing needs, Lobo stated, being recognized by *Charity Navigator* for these efforts is very rewarding and particularly important in the current economic climate." This outstanding recognition by *Charity Navigator* is just the latest in the mounting exceptional achievements for **WEDU**; the station has been nominated and has received numerous Emmy® awards over the last several years for its local programming, as well as State and National awards for various special events and outreach endeavors.

**-more-**

## WEDU Receives Four Stars for the Fourth Year

*Charity Navigator*, a national organization that rates over 1.5 million non-profits annually, works to guide intelligent giving and highlight the fine work of efficient charity organizations. Driven by these two objectives, *Charity Navigator* evaluates, classifies and rates organizations, aiming to advance a more efficient and responsive philanthropic marketplace. However, only charities dependent on support from individual givers are evaluated, eliminating charities with the majority of funding received from government grants.

Using charity's information gathered from tax returns, organizations are rated based on two broad categories of financial health: organizational efficiency and organizational capacity. Analyzing a charity's efficiency reveals how well it will function day to day and how organizations will use their support today. Efficient organization's fundraising efforts stay in line with the scope of programs and services they provide, devoting the majority of spending to the programs and services they exist to provide. This evaluation provides givers with how well charities are positioned to pursue long-term, systemic change.

As the nonprofit segment continues to grow at an unparalleled pace, knowledgeable donors are demanding more accountability, transparency and quantifiable results from the organizations they choose to support with their hard-earned dollars. *Charity Navigator*, which has itself been praised by *The New York Times* and *The Chronicles of Philanthropy* for their method of applying data-driven analysis to the charitable sector, shines light on efficient charities, such as **WEDU**, and provides donors with essential information needed to give supporters greater confidence in their charitable choices. More information on Charity Navigator and the WEDU (Florida West Coast Public Broadcasting, Inc.) four-star rating report can be found at [www.charitynavigator.org](http://www.charitynavigator.org).

WEDU, a 501(c)(3) organization, is west central Florida's primary PBS station reaching 16 counties including the Tampa, St. Petersburg, Pasco, Polk and Sarasota areas through multiple media platforms including on-air broadcasting and online experiences that broaden horizons, transport and transform and open gateways to new ideas and new worlds. For more information about WEDU programming, TV schedules, channel guides, special events, outreach efforts and community partnerships visit [www.wedu.org](http://www.wedu.org) or call 800.354.9338.