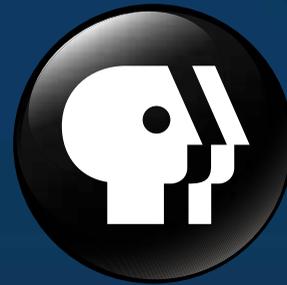




Your PBS Station

**Trusted
Valued
Essential**

WEDU



2017 Annual Report

October 1, 2016- September 30, 2017

Florida West Coast Public Broadcasting, Inc.

WEDU 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, 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

Jack Conely (jconely@wedu.org)
Vice President of Content (On-air Programming; WEDU PBS 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)

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)

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

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*Director Emeritus
†Past Chair

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Lynn Robbins



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.



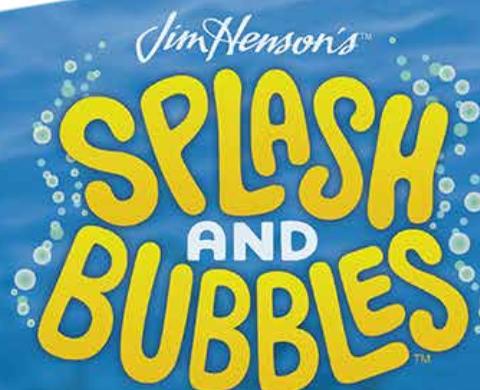
WORLD Channel is home to unexpected stories from award-winning filmmakers and public media's best news and current affairs programs. Exclusive WORLD Channel programs can be watched online at worldchannel.org.



The Florida Channel broadcasts news and current affairs programs from Tallahassee.



Premiered Nov. 23, 2016



“Americans have named PBS and stations the **nation’s most trusted institution** for 15 years running.”

Source: Marketing & Research Resources, Inc. (M&RR), January 2018



A Letter from the **WEDU PBS President & CEO**

Dear Friends of WEDU,

It has been another incredible year for WEDU PBS! WEDU’s on-air programming continues to be the foundation in providing mission driven content that informs, inspires, entertains and enhances lives of West Central Florida’s citizens.

WEDU has 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, WEDU QUEST, and THAT’S ALL I’M SAYING WITH ERNEST HOOPER. We’ve produced these local programs because we’re passionate about the communities of West Central Florida and we believe that you are too! If you missed any episodes, I invite you to watch them online at wedu.org.

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 130,000 PBS educational videos, games, and lesson plans for use in the classroom at no charge to educators. We continued our community outreach with a collection of special town halls, documentaries, and roundtable discussions around autism, Veterans, and education.

WEDU also continued strong partnerships with organizations like The Community Foundation of Tampa Bay, which helped raise more than \$1.7 million for local charities on Give Day when WEDU served as the Media Headquarters and produced a live 8-hour stream of the event.

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.

We’re glad you’re along with us on this journey. Thank you for your generous continued support of WEDU PBS.

Susan Howarth

Susan Howarth
WEDU President and Chief Executive Officer

FY 2017 Channel Guide

Visit 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 through September 30, 2017. Channel lineups are subject to change.



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 THAT'S ALL I'M SAYING WITH ERNEST HOOPER. WEDU's local programs, documentaries and town halls continued to engage viewers.

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 Big Cat Rescue, Faith House Community Garden, Florida Orchestra music director Michael Francis, and many more.

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.

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 Gainor, CEO of Dairy Queen; Larry R. Thompson, president of Ringling College of Art and Design; Nick Friedman, co-founder of College Hunks Hauling Junk and Moving, and others.

Ernest Hooper, host of THAT'S ALL I'M SAYING, tackled the topic of concussions in the NFL, education, music and Florida history. 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.

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

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

FROM TOP: Cathy Unruh sits down with Big Cat Rescue for a taping of UP CLOSE. Dalia Colon, host of WEDU ARTS PLUS profiles a local artist for an episode. Geoff Simon interviews a local business leader. 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 tape a segment of WEDU QUEST.





WEDU PBS **Autism: Breakthrough to Hope**



WEDU hosted a live taping of a community conversation about autism. Families and caregivers of children or adults with autism, professional experts, business leaders and companies who advocate through education and employment discussed autism and other related disabilities. The program highlighted some of the struggles and successes through personal experience.

Prior to the taping, guests were able to mingle with a variety of organizations that serve the autism community. A companion website page was also developed to include information for local resources available within the community.



Additional video resources were also provided on the companion webpage at www.wedu.org/autism. They included related programs from PBS NEWSHOUR and Independent Lens.

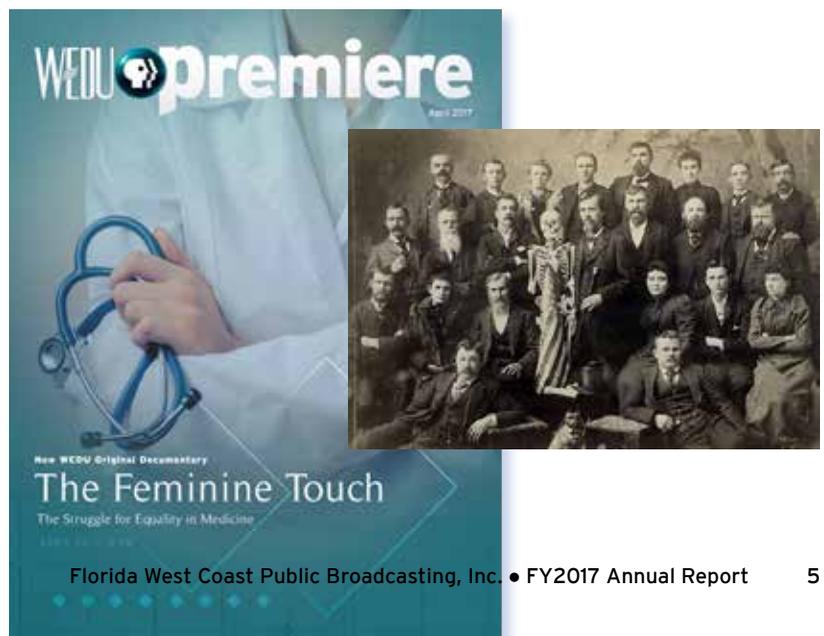
FROM TOP: Cathy Unruh hosts the Autism: Breakthrough to Hope townhall taped live in the WEDU studio.

Local organizations hosted booths in the lobby of WEDU prior to the taping of the autism townhall.

WEDU PBS **Original Documentary**

WEDU continued its legacy of great storytelling with the newest documentary, **THE FEMININE TOUCH - THE STRUGGLE FOR EQUALITY IN MEDICINE** which tells the story of Andrew Taylor Still.

In 1892, Andrew Taylor Still did the unimaginable when he accepted women and men equally in his new medical school. The *Feminine Touch* showcases the valiant women who rose above adversity to become osteopathic physicians in those early years, and includes today's prominent female DOs who carry on that legacy. Their fight for equality is intertwined with the struggles of osteopathic medicine to be accepted as a valid scientific practice, illuminating how osteopathic medicine developed into the flourishing profession it is today.





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.

While viewers were still missing DOWNTON ABBEY on MASTERPIECE, there was no shortage of quality drama programs on WEDU. In January, VICTORIA premiered and viewers were able to follow Victoria's dramatic story, from the time she became queen in 1837 at age 18 through her relationship with Lord Melbourne, her first prime minister, and her courtship and marriage to Prince Albert.

GREAT PERFORMANCES allowed viewers to gain intimate access to Lin-Manuel Miranda and his colleagues during the two years leading up to the Broadway opening of the Pulitzer Prize and Tony Award-winning musical megahit Hamilton.

The summer of 2017 was full of great programs to explore as part of the Summer of Adventure. Programs such as THE STORY OF CHINA, BIG PACIFIC, and GREAT YELLOWSTONE THAW ensured that there was plenty to explore on WEDU during the hot summer months.

We also explored America's wild side with WILD ALASKA LIVE by joining zoologists Chris Kratt and Martin Kratt on an adventure through Alaska's wilderness to capture animals taking part in Alaska's summer feast. This impressive project aired live over three nights in July.

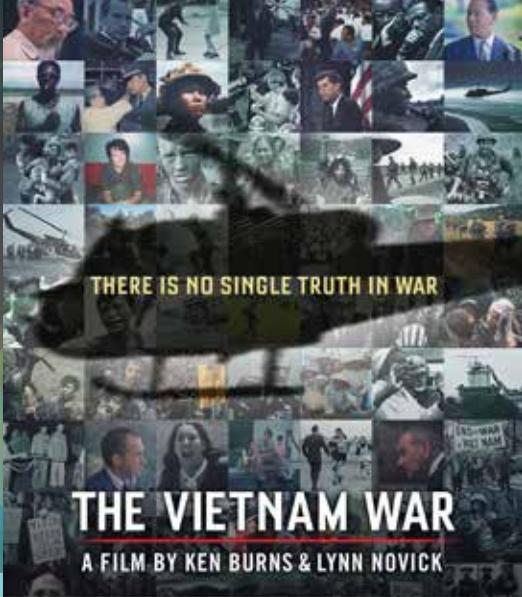
Viewer favorite PBS NEWSHOUR continued to keep viewers informed, and topics viewers wanted to know more about were featured as FRONTLINE explored OUT OF GITMO, NFL'S CONCUSSION CRISIS and TERROR IN EUROPE.

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

Source: Survey Sampling International (SSI), January 2017



FROM TOP: Jenna Coleman as Victoria. Courtesy of ITV Plc. HAMILTON'S AMERICA Phillipa Soo and Lin-Manuel Miranda. Courtesy of Joan Marcus. PBS Summer of Adventure. Judy Woodruff, host of PBS NEWSHOUR. Chris Kratt, host of WILD ALASKA LIVE. Courtesy of Petr Cihhart.



WEDU PBS **Spotlights Veterans**

Ken Burns and Lynn Novick's ten-part, 18-hour documentary series, *THE VIETNAM WAR*, premiered on WEDU PBS in Septmeber and told the epic story of one of the most consequential, divisive, and controversial events in American history as it has never before been told on film.

Visceral and immersive, the series explored the human dimensions of the war through revelatory testimony of nearly 80 witnesses from all sides—Americans who fought in the war and others who opposed it, as well as combatants and civilians from North and South Vietnam.

Ten years in the making, the series included rarely seen and digitally re-mastered archival footage from sources around the globe, photographs taken by some of the most celebrated photojournalists of the 20th Century, historic television broadcasts, evocative home movies, and secret audio recordings from inside the Kennedy, Johnson, and Nixon administrations.

THE VIETNAM WAR featured more than 100 iconic musical recordings from greatest artists of the era and haunting original music from Trent Reznor and Atticus Ross as well as the Silk Road Ensemble featuring Yo-Yo Ma.

WEDU PBS **Original Documentary**

As a companion to *THE VIETNAM WAR* by Ken Burns, WEDU produced a local documentary featuring local Vietnam Veterans from the bay area. *THE VIETNAM WAR: VOICES FROM THE BAY* focuses on those who fought, those who picketed, and those who escaped to the sunshine state for a better life. In this documentary, we heard from hometown heroes who were shot down and others who survived years of combat. Many weren't welcomed home and are still dealing with the traumatic effects of the war years later.

In the process of producing this powerful documentary, WEDU collected stories from local vietnam veterans and have placed them online at www.wedu.org/vietnam/stories.

"Each month, nearly 100 million people watch their local PBS station"

Source: Nielsen NPower, 10/2015-9/2016



Meg Ginnetti, right, volunteered to go to Vietnam as an Air Force nurse. Ginnetti cared for more than 100 patients a day in Da Nang.



Dan LaFleur served in an Army helicopter unit in Vietnam.



Son Phan, center and dressed in uniform, stands with his wife, children and adoptive parents. Phan came to the U.S. as a child and now serves in the Navy.



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 over a dozen workshops and conference sessions, serving more than 300 educators, families, early learning providers, media-specialists and pre-service teachers enrolled in area colleges. Presentations included strategies for incorporating PBS resources into learning environments and featured Florida PBS LearningMedia and PBS Kids Ready To Learn. State-wide conference presentations included the Florida After School Association (FASA) Conference and the One Goal Summer Early Learning Conference.

More than 25 family engagement events provided educational experiences and valuable take-home materials to approximately 15,000 children and families. These successful events were made possible through WEDU partnerships with a variety of community organizations, including area museums, libraries and other non-profit organizations serving the children of West Central Florida. Three of our most successful programs, Free Tuesdays, Storybook Forest and MILO are highlighted below.

Children Board Free Tuesdays are bi-monthly family engagement events created in partnership with Glazer Children's Museum. Each event provides a PBS character appearance, fun educational/craft activities and giveaways, at no cost, to attendees. Free Tuesdays are supported by a grant from the Children's Board of Hillsborough County.

Storybook Forest is free family literacy event, hosted in partnership with the Early Learning Coalition of Pasco and Hernando Counties in collaboration with the Annual Children's Week celebration.

The Mobile Interactive Literacy Opportunity (MILO) was created through a partnership with the Tampa-Hillsborough County Public Library and Junior League of Tampa. The MILO van made 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. The project was supported by a grant from the Children's Board of Hillsborough County.

The Cyberchase Step It Up program at Sanders Memorial Elementary, a S.T.E.A.M (Science, Technology, Engineering, Art, and Mathematics) Magnet in Pasco County, began on April 3. More than 600 students and teachers participated in the program that combines math and fitness to increase daily steps over a five week period. The Step It Up program was made possible by a grant award to WEDU PBS from Thirteen Productions LLC.

WEDU online resources provide the **PBS Kids**, **PBS Parents** and **Florida PBS LearningMedia** websites with more than 130,000 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

Visit florida.pbslearningmedia.org

Visit pbskids.org

Visit pbs.org/parents

Visit studentreportinglabs.com

FROM TOP: Peg+Cat make a visit to the Glazer Children's Museum during Free Tuesday. WEDU provided a variety of activities, games, and character appearances at the Glazer Children's Museum during Free Tuesday.





Learn more at americangraduate.org

2016-17 Headlines

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

"WEDU PBS Presents a Session at the Florida Afterschool Alliance Conference"

"WEDU PBS hosts a PBS Digital Resource Workshop at Polk State College"

"WEDU Awarded \$10k Grant from WNET to Host Cyberchase Step it Up Challenge in Pasco County Public Schools"

"WEDU Helps Celebrate Read Across America at Great Exploration's Museum in St. Petersburg"

"WEDU Awarded \$3k Grant from the GiveWell Community Foundation in Pasco County to Provide Teacher Workshops"

"WEDU Awarded \$10k Grant from the Fred Rogers Company and PNC Bank to Fund Be My Neighbor Day at Glazer Children's Museum"

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

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 to WEDU in its 58 year history. Donors who make a planned gift to the station through a will are designated as Visionaries. WEDU placed Mrs. Ensign's gift into WEDU's Endowment, which is providing long-term support for WEDU's operating budget. Those funds are supporting projects that we believe will honor Mrs. Ensign's gift such as her love of reading to children at the local library.

This year, WEDU launched the opening of a collection of WEDU PBS Phyllis L. Ensign Library Corners at four local libraries, with a goal of 20. That means WEDU PBS Phyllis L. Ensign Library Corners will be inspiring and educating thousands of children throughout West Central Florida.

The library corners include a bookshelf with a robust collection of PBS Kids books, DVDs, and CDs for the library's lending collection. The library corners also include a reading rug, 2 electronic tablets loaded with PBS apps, a collection of 6 turnkey activity sessions with educational materials, take-home materials including 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 has worked extensively with the public library systems to provide additional community outreach activities. Thanks to the generous bequest from Mrs. Ensign, we now have the opportunity to add a permanent platform of WEDU's multi-media PBS Kids Resources to the public libraries' collections. It's a powerful and exciting opportunity to help inspire a love of learning in children.

WEDU PBS Phyllis L. Ensign Library Corners are currently open at libraries in Lake Wales, Safety Harbor, North Port, and Sarasota. 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 new hosts of AMERICA’S TEST KITCHEN. As part of the launch for the new season, WEDU hosted a donor event with cooking demonstrations and tastings in the afternoon. In the evening, WEDU hosted a free community event featuring kitchen skills and food safety tips with the engaging hosts. The events were held at The Epicurean Hotel in Tampa.

While we were sad to see the DOWNTON ABBEY series end, a new MASTERPIECE series began capturing our viewers attention when WEDU hosted an advance screening of VICTORIA at the Polk Theatre in Lakeland. Approximately 350 guests attended to welcome the new program.

In early March, WEDU hosted a free preview film screening of THE FAVORED STRAWBERRY. The film, which features local farmers from Plant City, explored the strawberry industry and the challenges it faces. The film screening was followed by a panel discussion with the filmmakers and local farmers.

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 2017

FROM TOP: Julia Colin Davison and Bridget Lancaster provide a cooking demonstration in The Epicurean Theatre. WEDU Board Member Brian Keenan and Cynthia Keenan get an AMERICA’S TEST KITCHEN cookbook signed during a special event. Guests pose with a standee of Victoria during an advanced screening event at The Polk Theatre in Lakeland. Dalia Colon, host of WEDU ARTS PLUS, hosts a panel discussion following the preview screening of THE FAVORED STRAWBERRY. Guests at WEDU’s special event get ready for a great performance at American Stage in the Park at Demen’s Landing in St. Petersburg.



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 **12th 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 12th Annual Estate and Tax Planning Seminar. Financial expert, Ed Slott, was the keynote speaker during the 12th Annual Estate and Tax Planning Seminar held in partnership with the Community Foundation of Tampa Bay.

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 **12th Annual WEDU Be More Awards** on Thursday, February 23, 2017 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 480 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.



FROM TOP: A winner during the WEDU Be More Awards enjoys his organization's winning moment during the annual luncheon and ceremony. The winner of the WEDU Be More Positive Award join hosts Lissette Campos and Jack Harris for photos after the ceremony. One guest is moved to tears during the WEDU Be More Awards Ceremony.

Finalists from the Girl Scouts of West Central Florida and Project Prosper, Inc. host informational tables during the Hall of Heroes just before the start of the 12th Annual WEDU Be More Awards.



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 \$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 Colon, Shelley Hollingsworth, local news anchors Lissette Campos, Alison Kropf, and columnist Ernest Hooper.

ABOVE: Lissette Campos prepares to speak with Wilma Norton from the Community Foundation of Tampa Bay while the crew looks on. A variety of guests from local schools to animal shelters were featured during the 8 hour live event. WEDU, in partnership with the Community Foundation of Tampa Bay, served as media headquarters for Give Day Tampa Bay.

Photos courtesy of: Tacy Briggs-Troncoso Photography



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&T
 The Bank of Tampa
 Bernard and Mary Ann Powell
 Foundation
 Big Cat Habitat Sarasota
 Blue Buffalo
 Bok Tower Gardens
 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
 Community Foundation
 of Sarasota
 Community Foundation
 of Tampa Bay
 Creative Pinellas
 Dattoli Cancer Center
 DATZ
 Drunken Poet Cafe
 Duke Energy Center for the Arts -
 The Mahaffey Theater
 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 State Fair Authority
 Florida Studio Theatre
 Florida Wineries
 Florida's Historic Coast
 Friends of the Union Station
 Frontier Nursing University
 Glazer Children's Museum
 Grapevine Communications
 Great Explorations Children's
 Museum
 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
 Imaginarium, LLC.
 Inside the Box
 Jewish Federation of
 Sarasota-Manatee
 The John and Mable
 Ringling Museum
 Joy McCann Foundation
 The Junior League of Tampa
 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
 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
 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
 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
 Shen Yun Performing Arts
 Southeastern Guide Dogs
 St. Luke's Cataract & Laser
 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
 Verizon
 Viking Cruise
 Visit Florida
 Visit St. Pete/Clearwater
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For more information on how to become a community partner and support WEDU PBS, contact: **Marketing and Community Partnerships at (813) 739-2900.**

TOP: Lynn Christina, from The Tampa Bay Times, hosts a sponsor table during the 12th Annual WEDU Be More Awards Hall of Heroes. Wilma Norton from The Community Foundation of Tampa Bay speak with Thomas Mantz of Feeding America Tampa Bay during the 12th Annual WEDU Be More Awards Hall of Heroes. Guests at the 12 Annual WEDU Be More Awards visit with event sponsor Warren Averett during the Hall of Heroes.

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 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 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 (13)	Richard and Francine Dobkin	Marsha Ann Jordan	Yova Remsen**
Ruth T. Abele	Kathryn J. Douglas	Nancy Karnavicius	David E. Robinson
John Allen	William Draeger, Jr.	Camilla D. Kilgroe	Cecelia Saunders
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Emma Banks**	Aleta and Fred Fisher	helping the young, aged, disadvantaged and providing enlightenment. A fund within Raymond James Charitable.**	Betty J. Seifert
Vivian J. Bauer	Lois J. Flag**		Mary L. Shay Trust**
Dee W. Beach	John and Marlene Forster		Marshall and Jan Slaughter
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Jerry and Helga Bilik	Nevin Gandhi	Thomas J. Landers	Gay R. Stanislawski
Miriam and Lewis Blackburn	Jonathan A. Geden in memory of William J. and Nancy C. Geden	Gary Lawrence	Laura L. Starkey
Marion L. Blake**		William and Nancy Leleszi	Bill and Barbara Starkey
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Duncan C. Campbell	Marilyn Harwell	Wilda Q. Meier	Diane Ward
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Joseph De Turris	Anna Jeffries	Gary A. Remmen	Cynthia and Peter Zinober
Michael DeNunzio	Dr. Linda T. Jones		** Deceased
Margaret Dickenson	Joachim and Nina Jonker		
Joan DiGangi**			

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!

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Premiere, WEDU's member magazine, is distributed 11 times each year to more than 28,000 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: Staff members from the Cheesecake Factory join hosts Carrie Mobley and Shelley Hollingsworth on set. The Give Back team volunteered to take calls during WEDU's membership drive.

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 newest member benefit, WEDU Passport.

WEDU | Passport



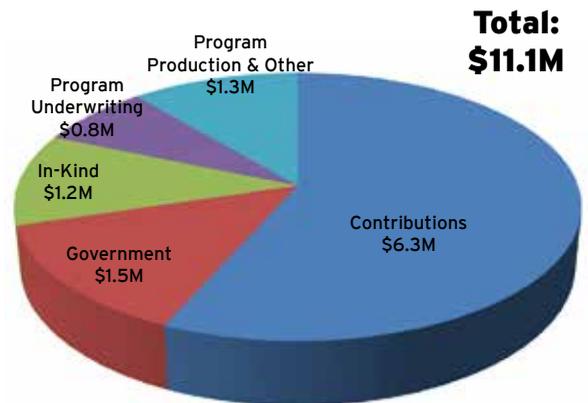
Being a member of WEDU has many benefits. WEDU Passport has become a member favorite. WEDU Passport is the newest member benefit that provides members with extended access to an on-demand library of quality public television programming. Featuring both PBS and select local programming, WEDU Passport allows viewers to watch even more episodes of their favorite shows, including DOWNTON ABBEY on MASTERPIECE, INDIAN SUMMERS, POLDARK, THE GREAT BRITISH BAKING SHOW and more. Visit www.wedu.org/passport for more information.

WEDU PBS Financial Statement of Activities

REVENUES

Contributions and Endowment Earnings	\$ 4,611,801
Governmental Grants	1,515,312
In-kind contributions	1,235,359
Program underwriting	829,392
Program production and other	1,238,880
Investment Income	1,686,408
TOTAL REVENUES	\$ 11,117,152

FY17 Revenue by Source

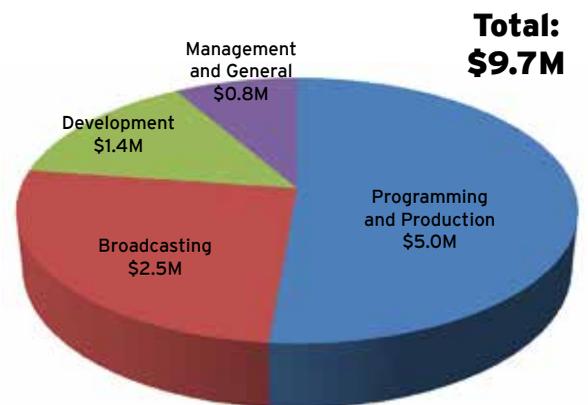


An electronic copy of full financial data is available online at www.wedu.org/about

EXPENSES

Program services	
Programming and production	\$ 4,989,047
Broadcasting	2,514,887
	\$ 7,503,934
Supporting services	
Fundraising and membership	\$ 1,397,493
Management and general	812,522
TOTAL EXPENSES	\$ 9,713,949

FY17 Expenses by Function



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

Revenues in excess of expenses	\$ 1,403,203
Other changes in net assets	(183,635)

CHANGE IN NET ASSETS	1,219,568
NET ASSETS-BEGINNING OF FY2017	20,511,471
NET ASSETS-END OF FY2017	\$ 21,731,039

"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.

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 the WEDU Be More Awards; assisting with a variety of outreach events raising awareness about Autism, 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



FROM TOP: Board member Cathy Unruh chats with Jack Harris and a guest at the start of the 12th Annual WEDU Be More Awards at the Bryan Glazer Family JCC in Tampa. Board member Brian Keenan honors board member Bill Starkey as a Lightning Community Hero during a WEDU Board meeting. Board members Garrett Shin and Geoff Simon prepare for the panel discussion during the WEDU PBS and Community Foundation of Tampa Bay Estate and Tax Planning Seminar. Board Chair Don DeFoeset and board member Alan Bomstein visit with WEDU Be More Awards finalists during the Hall of Heroes. Board member Heidi Shimberg welcomes guests to the Bryan Glazer Family JCC and the WEDU Be More Awards.



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: Take One: You can't help but have fun when there's a horse at the station! Take Two, we're ready now: WEDU staff videographer Danny Bruno tapes WEDU Arts Plus Host Dalia Colon as she interviews a guest during WEDU's live stream of the 2017 Give Day Tampa Bay community fundraising event. Jack Conely gets ready for the next guest during WEDU's live stream of Give Day Tampa Bay. Kristine Kelly and Larry Jopek review the on-air guest list during the live stream of Give Day Tampa Bay. Joyce Cotton and Gail Talor greet guests as they arrive at WEDU, the headquarters for Give Day Tampa Bay. Bryan Miehle and Pam Webb provide audio visual support during the WEDU PBS and Community Foundation of Tampa Bay's annual Estate and Tax Planning Seminar. Debra Friedberg and Allison Hedrick greet guests as they arrive for the WEDU PBS and Community Foundation of Tampa Bay's annual Estate and Tax Planning Seminar. Jeanne Rainey, Tiffany Cato, Devin Dominguez, Yulia Rogers, and Iris Valle prepare for the arrival of guests as they arrive at WEDU, the headquarters for 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: Children enjoyed activities and a visit from Curious George during the opening of a WEDU PBS Phyllis L. Ensign Library Corner.

INSIDE COVER PHOTO: Courtesy of SPLASH AND BUBBLES TM & © 2016 The Jim Henson Company. © Herschend Enterprises. All Rights Reserved.

BACK COVER PHOTO: John Zentler (freelancer) and WEDU staff Pam Webb and Danny Bruno prep for the the 12th Annual WEDU Be More Awards.



Florida West Coast Public Broadcasting, Inc.

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1300 N Boulevard • Tampa, Florida 33607
813.254.9338 • 800.354.9338

WEDU Sarasota Offices
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