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WEDU PBS Earns Coveted 4-Star Rating from Charity Navigator



Tampa, FL (June 13, 2016) — Strong financial health and commitment to accountability and transparency have earned **Florida West Coast Public Broadcasting, Inc. (WEDU PBS)** a 4-star rating from Charity Navigator, America’s largest independent charity evaluator.

Since 2002, using objective analysis, Charity Navigator has awarded only the most fiscally responsible organizations a 4-star rating. In 2011, Charity Navigator added 17 metrics, focused on governance and ethical practices as well as measures of openness, to its ratings methodology. These Accountability and Transparency metrics, which account for 50

percent of a charity’s overall rating, reveal which charities operate in accordance with industry best practices and whether they are open with their donors and stakeholders. On June 1, 2016, Charity Navigator upgraded their methodology for rating each charity’s financial health with CN 2.1. These enhancements further substantiate the financial health of four star charities.

“WEDU’s exceptional 4-star rating sets the organization apart from its peers and demonstrates its trustworthiness to the public,” according to **Michael Thatcher**, President and CEO of Charity Navigator. “Only a quarter of charities rated by Charity Navigator receive the distinction of our 4-star rating. This adds WEDU to a preeminent group of charities working to overcome our world’s most pressing challenges. Based on its 4-star rating, people can trust that their donations are going to a financially responsible and ethical charity when they decide to support WEDU.”

“It’s important our donors trust that we’re using their donations wisely to provide quality programming and services to the community,” said **Susan Howarth**, WEDU President and CEO. “Our 4-star Charity Navigator rating demonstrates to supporters our continued good governance and financial accountability.”

Rating information about Florida West Coast Public Broadcasting, Inc. (WEDU PBS) and more about charitable giving are available free of charge on www.charitynavigator.org. More-detailed information about the rating for Florida West Coast Public Broadcasting, Inc. (WEDU PBS) is available to Charity Navigator site visitors who become registered users, another free service.

ABOUT CHARITY NAVIGATOR

Charity Navigator, www.charitynavigator.org, is the largest charity evaluator in America and its website attracts more visitors than all other charity rating groups combined. The organization helps guide intelligent giving by evaluating the Financial Health and Accountability & Transparency of more than 8,000 charities. Charity Navigator accepts no advertising or donations from the organizations it evaluates, ensuring unbiased evaluations, nor does it charge the public for this trusted data. As a result, Charity Navigator, a 501 (c) (3) public charity itself, depends on support from individuals, corporations and foundations that believe it provides a much-needed service to America’s charitable givers. Charity Navigator, can be reached directly by telephone at (201) 818-1288, or by mail at 139 Harristown Road, Suite 101, Glen Rock, N.J., 07452.

ABOUT WEDU PBS

WEDU is West Central Florida’s leading PBS station reaching 16 counties through media platforms including on-air programming and online experiences 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, station website, www.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: Survey Sampling International (SSI), January 2016). For more information, program schedules or to support WEDU visit www.wedu.org; WEDU Public Media on Facebook and Twitter (@wedupbs) or call (813) 254-9338.

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