Florida West Coast Public Broadcasting, Inc.

WEDU is West Central Florida’s primary 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.

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WEDU’S Spanish language service, V-me, meets the growing need for quality educational television in Tampa Bay’s Spanish speaking community.

*Director Emeritus †Past Chairman

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.

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.

Broadcasting from 6 a.m. to 6 p.m. daily, 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.

From 6 p.m. to 6 a.m. The Florida Channel broadcasts news and current affairs programs from Tallahassee.
A Letter from the WEDU PBS President & CEO

Dear Friends of WEDU,

WEDU PBS has broadcast the highest quality programs for almost 60 years. WEDU’s on-air programming is the foundation in providing mission driven content that informs, inspires, entertains and enhances the lives of West Central Florida’s citizens.

While we said good-bye to viewer favorite Downton Abbey this year, we brought you new drama with Mercy Street and the return of Call the Midwife, Sherlock and Poldark. Other national programs like Nature, NOVA, Sesame Street, Peg + Cat, In Performance at the White House, Frontline, and PBS NEWSHOUR have 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, and WEDU Quest. We also launched a new local series, That’s All I’m Saying with Ernest Hooper. This newest program is thanks to the proceeds from a generous $4 million bequest from Phyllis L. Ensign. Her gift has also provided paid internship opportunities with another one of WEDU’s local programs Suncoast Business Forum. We’ve produced these local programs because we’re passionate about the communities of West Central Florida and we believe that you are too!

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 120,000 PBS educational videos, games, and lesson plans for use in the classroom at no charge to educators. We continued our community outreach with a fifth season of Community Cinema and hosted a collection of documentaries, special town halls and roundtable discussions around Veterans, education and kids and alcohol. WEDU also continued strong partnerships with organizations like The Community Foundation of Tampa Bay, which helped raise more than $2 million for local charities on Give Day.

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. Thank you for your generous continued support of WEDU PBS.

Susan Howarth
WEDU President and Chief Executive Officer

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“PBS provides excellent value for tax dollars.”

Source: Survey Sampling International (SSI), January 2016
WEDU PBS Receives Historic Gift

WEDU was honored to announce the receipt of a $4 million bequest from the estate of Phyllis L. Ensign. According to friends of Mrs. Ensign, Phyllis almost exclusively watched WEDU. The only exception would be if she was watching one of the channels with the stock market ticker running across the bottom of the screen. The $4 million bequest is the largest gift to WEDU, West Central Florida’s primary PBS station, in its 58 year history. Donors who make a planned gift to the station are designated as Visionaries.

During a bequest presentation event held at the WEDU Berkman Family Broadcast Center on November 5th, Cathy Unruh, WEDU’s Board Chair, outlined that the funds would support projects including the creation of a paid internship initiative for WEDU’s local series Suncoast Business Forum and the production of WEDU’s newest series, That’s All I’m Saying with Ernest Hooper. The bulk of the funds would be placed into WEDU’s endowment.

WEDU also planned to honor Mrs. Ensign’s love of reading to children by donating a multimedia library corner to at least 16 libraries throughout WEDU’s 16 county viewing area.

If you would like more information about WEDU and becoming a Visionary or charitable donor, please visit: www.wedu.org.

WEDU PBS New Series That’s All I’m Saying

WEDU’s newest series premiered on Thursday, October 8th at 8:30 p.m. The first episode of That’s All I’m Saying with Ernest Hooper explored what Tampa Bay is doing to support area nonprofits and how the community can make a bigger impact through charitable giving.

Program host, Ernest Hooper, is the East Hillsborough Bureau Chief and columnist at the Tampa Bay Times. His commentaries about families, community issues and political perspectives have helped Ernest connect with readers over the years, but he’s probably best known for his signature tagline. That’s All I’m Saying with Ernest Hooper brings Ernest’s community insight to television.

FROM TOP: Russell and Teresa Jenkins, friends of Phyllis L. Ensign, Susan Howarth, WEDU President and CEO, Cathy Unruh, WEDU Board Chair, and John Slaughter, representative for Phyllis L. Ensign’s estate during the Ensign bequest announcement event. Susan Howarth addresses the guests in attendance during the Ensign bequest announcement. A sample library corner display during the Ensign announcement event. Chris Davis, Elizabeth Frazier, David Jezek, and Marlene Spalten join host Ernest Hooper during the first episode of That’s All I’m Saying with Ernest Hooper.
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 our newest series That's All I'm Saying with Ernest Hooper. WEDU’s local programs, documentaries and town halls continued to engage viewers.

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 the Westcoast Black Theatre Troupe, mermaids at Weeki Wachee State Park, St. Petersburg band The Real Clash, and Veterans open mic night.

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 Urban E Recycling, Florida Railroad Museum, Veterans of Color, and many more.

Each week, Rob Lorei hosts Florida This Week. This moderated discussion providers 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.

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 Ramil, TECO CEO; Kim Gilder, founder of the MoneyShow; Liz Smith, CEO of Bloomin’ Brands; Mindy Grossman, CEO of HSNi, and others.

There’s always something new to explore and learn on WEDU Quest! This monthly series captures the latest breakthroughs in science, technology and education. This season, WEDU Quest explored cyber threats, expanding your memory, research and medical treatment of sea turtles, 3D printing and robotics, and brain surgery for a Parkinson patient.

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

“PBS is a trusted & safe place to watch television”

Source: Survey Sampling International (SSI), January 2016
WEDU PBS Spotlights Veterans

As part of the national Telling Project initiative to connect veterans and the public through the power of theater, this team of local vets created dramatic performances from their personal experiences and performed them live at local theaters. In their own words, the veterans produced an artistic and therapeutic work, expressing on stage what is often challenging to address in everyday life.

WEDU PBS filmed the compelling journey from storytelling to stage for Veterans - The Telling Project, a 60-minute documentary. The film went behind the scenes of the theatrical process and followed the diverse cast of service members during five months of drawing on powerful experiences during boot camp, duty stations and combat deployment. They offered unflinching accounts of post-traumatic stress disorder, traumatic brain injuries, military sexual assault, amputation and struggles with suicide, as well as the humor, sense of belonging and honor they found in service, as well as their difficult transitions back into society.

“More than anything, these performances empowered me. It's enabled me to connect to my story again. Though some of them are negative stories, I value feeling those emotions again because it allows me to see how far I've come.”
- Taylor Urruela, cast member

WEDU Screens Veterans of Color

In 2000, the United States Congress established the Veterans Project to preserve and make accessible personal accounts of American war veterans. These oral histories would enable future generations to hear directly from veterans the realities of their experiences and better understand the realities of war.

In 2008, the Manasota ASALH appointed a committee to launch the Veteran's History Project in the local area. The Ringling College of Art and Design partnered with ASALH to film individual veterans of color in the area. Local veterans were contacted and thirty-one interviews were conducted. From the interviews, the documentary Veterans of Color was produced to help the wider community understand the challenges faced by people of color during their lifetimes.

WEDU hosted a preview screening of the documentary at the Ringling College of Art and Design in Sarasota. Following the screening, WEDU taped a special episode of Up Close with Cathy Unruh with some of the Veterans featured in the film. Both the documentary and special episode of Up Close premiered on WEDU PBS in November 2015.

FROM TOP: The cast of Veterans - The Telling Project performed in front of live audiences around Tampa Bay. Veteran Taylor Urruela shares his story during a live performance of Veterans - The Telling Project. WEDU hosted a preview screening of Veterans of Color at the Ringling College of Art & Design in Sarasota. Host Cathy Unruh prepares for guests featured in Veterans of Color during a taping of Up Close with Cathy Unruh in Sarasota.
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.

This year, we said good-bye to the Crawley family and *Downton Abbey on Masterpiece*. WEDU hosted an on-air marathon over New Years Eve, community preview events for the final season with special guest Alastair Bruce, and an advance screening of the final episode. It was a great send off for the popular PBS series.

Following the final chapter of *Downton Abbey*, there was no lack of drama with the series premiere of *Mercy Street*. The new program follows a colorful cast of characters - doctors, nurses, contraband laborers and Southern loyalists - who intersect in the chaotic world of Union-occupied Alexandria, Virginia, and the Mansion House Hospital in the early years of the Civil War.

WEDU honored Black history month with a collection of programs from *Independent Lens*, *American Masters*, and WEDU original local productions. WEDU also hosted six community film screenings of *The Black Panthers: Vanguard of the Revolution*.

Viewer favorite *PBS Newshour* continued to keep viewers informed, and topics viewers wanted to know more about were featured as *Frontline* explored *Putin’s Way*, *Escaping ISIS: Supplements and Safety*; and *The Fantasy Sports Gamble*.

Science and nature programs followed astronaut Scott Kelly’s record breaking 12-month mission on the international space station with *A Year In Space*, explored isolated islands on *Globe Trekker*, and felt the emotion when wild animals were reunited with caretakers in *Nature: Animal Reunions*.

*Poldark on Masterpiece* returned for a second season. Against a breathtaking backdrop of 18th century Cornwall, Aidan Turner (Poldark), Eleanor Tomlinson (Demelza) and Heida Reed (Elizabeth) returned in the complicated romantic saga based on the novels by Winston Graham.

*FROM TOP:* The cast of *Downton Abbey* season 6. Alastair Bruce, historical advisor for *Downton Abbey*, joined WEDU at local screening events and donor events in both Tampa and Sarasota. New series *Mercy Street*, premiered in January. *The Black Panthers, Vanguard of the Revolution* was featured as part of WEDU’s Community Cinema program. Astronaut Scott Kelly shares his view of Earth from the International Space Station.
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 76.5 hours of educational programs that inspired children to explore the world around them.

In August, as part of the district’s back to school professional development sessions, WEDU presented two workshop sessions on Florida PBS Learning Media to 80 Hillsborough County middle and high school media specialists.

In October, students attending the United Way Suncoast ReadingPals program at New Heights Elementary School in St. Petersburg spent the afternoon with special guest, Super Why! Stations were set up with literacy activities taken from Super Why! curriculum and each student was provided a free book to take home. Additional information on PBS educational resources and codes for free game downloads were provided to parents in attendance.

WEDU provided special character appearances throughout the year. Every other month, children were able to learn and interact with their favorite PBS Kids’ characters at the Glazer Children’s Museum. The Cat in the Hat, Clifford, Curious George, Pet + Cat, Sid the Science Kid, and others made appearances.

In the Spring, more than 650 students in 3rd, 4th, and 5th grades at Cleveland, Kenly and West Tampa Elementary Schools participated in the Cyberchase Step It Up Challenge. Each morning, students put on a pedometer to keep count of their steps. At the end of each day, they would add that number to their mileage tracker. Throughout the five-week program, teachers came up with clever ways to increase steps each week and students would receive incentives for each new level they would reach. Teachers also received techniques for using the data gathered by students in creative math activities. WEDU was able to present the program thanks to a grant from THIRTEEN Productions.

This year, WEDU also partnered with the Tampa-Hillsborough County Public Library, Junior League of Tampa, and the Children’s Board of Hillsborough County to develop the Mobile Interactive Literacy Opportunity (MILO). The MILO van makes 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. MILO debuted at the Family Food Fest in Sulpher Springs.

WEDU offered families content not only on-air, but also online, on mobile devices and on the ground to help kids build critical skills. Increasingly, WEDU is serving West Central Florida children wherever they live, learn, and play through educational and engaging PBS content.

WEDU online resources provide the PBS Kids, PBS Parents and Florida PBS LearningMedia websites with more than 120,000 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: Educational PBS apps with fun games on iPads were a big hit at the Free Tuesday events at Glazer Children’s Museum. WEDU supplies a variety of fun activity sheets for parents to take home.
2015-16 Headlines

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

“Donation from Overstock.com encourages reading readiness”

“PBS Kids characters explore Storybook Forest in Spring Hill”

“Daniel Tiger meets thousands of new friends at Glazer Children’s Museum”

“WEDU presents at Mendenhall Elementary School for Black History Month”

“WEDU helps under-served communities get a new way to encourage reading”

“WEDU donation of library corners set to provide programming and resources”

“Families get into the Olympic spirit with WEDU for Free Tuesday at Glazer Children’s Museum”

“GiveWell Community Foundation supports WEDU PBS educator workshops”

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

WEDU PBS Stories of Champions

On October 1, 2015 WEDU held a special event honoring three outstanding educators for their commitment, courage and innovation in the classroom - Edna Fields Bailey, Kelley Beall and Terry Boehm. These individuals were named American Graduate Champions as part of American Graduate Day. Elizabeth Sembler, Chair of the Board of Directors for the Corporation for Public Broadcasting, and WEDU PBS Board Member, spoke at the event.

The American Graduate initiative is helping to reshape the story from a crisis to an opportunity for success. By celebrating and telling the story of “movers” in the community and inviting others to share their personal “Stories of Champions,” American Graduate can inspire millions to identify simple or scalable ways they can become American Graduate Champions. This is the second year that WEDU has named American Graduate Champions. American Graduate Videos are available online at: www.wedu.org/americangraduate.

FROM TOP: The American Graduate Champions celebration honored Edna Fields, Kelley Beall and Terry Boehm. WEDU hosted a booth at Storybook Forest and provided take home resources for parents and fun activities for the children.
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 launched its fifth season of Community Cinema, a national civic engagement initiative featuring free screenings of films from the Emmy Award-winning PBS series Independent Lens, Masterpiece, filmmaker Ken Burns, and WEDU original documentaries and local programs.

WEDU honored Hispanic Heritage Month and kicked off the PBS Arts Fall Festival with an event in GasLight Park in partnership with the Mayor’s Food Truck Rally. A schedule of local entertainers from dancers, singers, and poets entertained visitors in the park during lunchtime. The event was held with support of a grant awarded to WEDU.

WEDU continued its efforts to raise awareness about important issues in our community with the WEDU’s annual Florida’s Kids and Alcohol Town Hall meeting; focused on Veteran’s issues with public performances and film screenings of Veterans - The Telling Project; preserved history with The Luminaries, Preserving The Past - Inspiring the Future; explored mental health in state-funded mental hospitals, featured local nonprofits and their work in the community, and hosted public affairs and education round tables on WEDU’s original local programs.

“PBS is a leader in addressing important issues.”
Source: Survey Sampling International (SSI), January 2016

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 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 11th 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.”

WEDU PBS Providing Resources

WEDU PBS supplements on-air quality programming with resources to continue the conversation and opportunities for further exploration on vital topics in our communities.

WEDU launched, 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.

WEDU also produces information sheets on topics such as Black History Month, Earth Day, Autism Month and more to provide viewers and event attendees with links to additional topic related articles, videos, and resources.
WEDU PBS Be More Awards

WEDU held the 11th Annual WEDU Be More Awards on Thursday, February 4, 2016 at Tropicana Field in St. Petersburg. 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 520 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.

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 $2 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, local news anchors Lissette Campos, Ian Reitz and Alison Kropf, columnist Ernest Hooper, and Tampa Bay Rays announcer Dewanye Staats.

ABOVE: WEDU, in partnership with the Community Foundation of Tampa Bay, hosted the Give Day Tampa Bay Launch event for 200 guests from local nonprofits. Guests observe Give Day Tampa Bay segments. Ian Reitz interviews a local nonprofit during a Give Day Tampa Bay segment.
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
Amici’s Catered Cuisine
Apisdorf Charitable Foundation
Arcadia Antiques Association
Asolo Repertory Theater
AT&T
The Bank of Tampa
Bernard and Mary Ann Powell Foundation
Big Cat Habitat Sarasota
Bok Tower Gardens
Brooksdale Senior Living/Freedom Plaza
Caledonian Club of Sarasota
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
Colombia Restaurant
Community Foundation of Sarasota
Community Foundation of Tampa Bay
Creative Pinellas
Crowley Museum
Custom Mobility
Dattoli Cancer Center
DATZ
Drunken Poet Cafe
Elysian Fields
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 Studio Theatre
Florida Wineries
Florida’s Historic Coast
Friday Morning Musicale
Friends of the Union Station
Frontier Nursing University
Gazer Children’s Museum
Grapevine Communications
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
HIT Entertainment
Hutter White Galleries
Imaginarium, LLC.
Imperial Symphony
Inside the Box
Jewish Federation of Sarasota-Manatee
The John and Mable Ringling Museum
Joy McCann Foundation
The Junior League of Tampa
The Lakeland Center
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
The Mahaffey Theater
Mama Razzi Foto
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
Painters Palette
The Palladium at St. Petersburg College
Pasco Hernando Early Learning Coalition
Pediatric Dental
Pediatric Health Care Alliance
Pinch A Penny Pools
Premier Eye Care of Tampa
The Players Theater of Sarasota
Polk State Lake Wales Arts Center
Publix Charities
Raymond James Financial
Real People, Real Music
Retired Officers Corp. at Freedom Plaza
Rotary Club of Sarasota Sunrise
Ruth Eckerd Hall
Salt Block Catering
Saunders Foundation
Senior Friendship Centers
St. Petersburg College
St. Petersburg Science Festival
St. Petersburg Opera
Sarasota Ballet
Sarasota Concert Association
Sarasota Film Society
Sarasota Magazine
Sarasota Opera
Saunders Foundation
Senior Connection Center
Senior Friendship Centers
Shen Yun Performing Arts
Southeastern Guide Dogs
Straz Center for the Performing Arts
Su Byron Enterprises
Sunshine City Antique & Collectibles Show
Tampa Bay Times
Tampa Bay Outfitters
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
Visit Sarasota County
Warren Averett Weinberg Village
West Coast Black Theater Troupe
Wilde Automotive Group
Visit Florida

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

TOP: Amy Rettig of Nielsen, long-time sponsor of the WEDU Be More Awards, enjoys the luncheon and ceremony with guests at the Nielsen table. Wayne Heiser, from American Marketing & Mailing Services, Inc. and sponsor of the WEDU Be More Awards, hosts a table during the Hall of Heroes. Michelle Sanchez, Breque Bonner and Debby Johnston of Warren Averett CPA’s and Advisors and sponsor of the WEDU Be More Awards, enjoy exploring the Hall of Heroes and meeting the WEDU Be More Awards finalists.
WEDU PBS Membership

WEDU's members make it possible to broadcast four channels 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 weekly programs like WEDU ARTS PLUS or FLORIDA THIS WEEK, offer free film screenings and community forums, or give teachers classroom-ready resources.

Many members chose 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.

Top: Members from the Krewe of Augustina volunteer to take calls during WEDU’s Fall membership drive. Host Shelley Hollingsworth, guest Ed Slott, and host Carey Mobley prepare for another program break during WEDU’s Fall membership drive.

Premiere, WEDU’s member magazine, is distributed 11 times each year to more than 23,000 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.

On April 27th, WEDU launched a new member benefit WEDU Passport. WEDU Passport is the new 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, How We Got To Now, The Great British Baking Show and more. Visit www.wedu.org/passport for more information.

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

The donors listed here 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
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.

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** Deceased

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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(continued on page 16...)

Florida West Coast Public Broadcasting, Inc. ● FY2016 Annual Report 15
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Drs. Fred and Lynne Merriam
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Heidi and Scott Shimberg
Garrett and Janet Shinn
Adrienne Shirk

WEDU PBS Broadcasters Circle
(...continued from page 15)
These Broadcasters Circle Members have made additional generous memorial donations to the A. Bronson Thayer Programming Fund. Many thanks to Monroe and Suzette Berkman for their leadership of the fund in memory of our friend Bronson. (Every attempt was made to ensure that all names are correct at time of printing.)

WEDU PBS Financial Statement of Activities

REVENUES

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions and gifts</td>
<td>$5,083,205</td>
</tr>
<tr>
<td>Governmental Grants</td>
<td>$1,343,436</td>
</tr>
<tr>
<td>In-kind contributions</td>
<td>$1,224,406</td>
</tr>
<tr>
<td>Program underwriting</td>
<td>$681,780</td>
</tr>
<tr>
<td>Program production and other</td>
<td>$1,657,628</td>
</tr>
<tr>
<td>Investment Income</td>
<td>$1,224,217</td>
</tr>
<tr>
<td><strong>TOTAL REVENUES</strong></td>
<td><strong>$11,214,672</strong></td>
</tr>
</tbody>
</table>

EXPENSES

<table>
<thead>
<tr>
<th>Function</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program services</td>
<td></td>
</tr>
<tr>
<td>Programming and production</td>
<td>$4,871,413</td>
</tr>
<tr>
<td>Broadcasting</td>
<td>$2,678,093</td>
</tr>
<tr>
<td>Supporting services</td>
<td></td>
</tr>
<tr>
<td>Fundraising and membership</td>
<td>$1,229,478</td>
</tr>
<tr>
<td>Management and general</td>
<td>$792,621</td>
</tr>
<tr>
<td><strong>TOTAL EXPENSES</strong></td>
<td><strong>$9,571,605</strong></td>
</tr>
</tbody>
</table>

Revenues in excess of expenses               | $1,643,067 |
Other changes in net assets                  | (95,285)   |

**CHANGE IN NET ASSETS**                     | $1,547,782 |
**NET ASSETS-BEGINNING OF FY2016**           | $18,963,689 |
**NET ASSETS-END OF FY2016**                 | $20,511,471 |

FY16 Revenue by Source

Total: $11.2M

Contributions: $6.3M
Program Production & Other: $1.7M
Program Underwriting: $0.7M
In-Kind: $1.2M
Government: $1.3M

FY16 Expenses by Function

Total: $9.6M

Programming and Production: $4.9M
Broadcasting: $2.7M
Development: $1.2M
Management and General: $0.8M

An electronic copy of full financial data is available online at www.wedu.org/about
INTERNSHIPS: WEDU continued to host a robust internship program. Interns worked on a variety of projects including working on WEDU's local productions; taping on-air spots; assisting with editing; working with WEDU's Community Cinema or WEDU Be More Awards programs; assisting with a variety of outreach events raising awareness about human trafficking, 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

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.

FROM TOP: Board Chair Cathy Unruh makes the opening comments at the 11th Annual WEDU Be More Awards held at Tropicana Field in St. Petersburg. Board members Monroe Berkman and A. Bronson Thayer chat during WEDU’s annual board reception. Board members Barry Alpert, Marilyn Harwell, and Dick Dobkin mingle with other board members during the annual WEDU board reception. Board member Geoff Simon offers comments on charitable giving during WEDU and The Community Foundation of Tampa Bay’s annual Estate and Tax Planning Seminar. Gene Marshall, WEDU Board member, hosts a table during WEDU’s Fall Donor Appreciation Luncheon.

Be More, Be Involved.

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WEDU PBS Staff

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

WEDU staff provided production support services for a number of local nonprofits, including the University of Tampa's Sykes Hall of Fame Speaker Series. WEDU also provided 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 and so much more.

FROM TOP: WEDU staff members Debra Freidberg, Billy Somerville, Allison Hedrick, Erin West, Heather Fullenkamp, and Larry Jopek enjoy the DOWNTON ABBEY finale event held at the historic Tampa Theatre. WEDU hosted more than 20 Downton Abbey themed events over the series 6 season run. Staff members Debra Freidberg, Maltee Ramlochan, Claire O'Connor-Solomon, Devin Dominguez, and Leah Brainard served as a committee to oversee the refresh of WEDU's exterior landscaping. Tiffany Rauchmiller, Yulia Rogers, and Billy Somerville join one of the newest PBS character Jet Propulsion during Comic Con in Tampa. Jeanne Rainey, Susan Howarth, Susanne Niccum, and Jack Conely perpare for the next guest during the Give Day Tampa Bay live streaming event. Colleta Henry reviews the upcoming broadcast schedules for WEDU's 4 channels. Videographer Danny Bruno captures guests arriving for the Give Day Tampa Bay event. Maltee Ramlochan and Iris Valle are joined by Elmo during Give Day Tampa Bay. WEDU served as the media headquarters during the community fundraising event.

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Learn more at  www.wedu.org/watch.