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WEDU PBS Significantly Expands Programming for Viewers in West Central Florida

Addition of two new channels makes WEDU PBS's programming one of the most robust in the country



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Tampa, FL– WEDU will become one of the first PBS stations in the country to have six channels of programming in its coverage area on Monday, Oct. 16. The expanded service includes two new channels with 24/7 programming on dedicated topics: PBS KIDS and Create® TV, which features inspiring how-to shows.

WEDU PBS also adds a host of popular shows like “Doc Martin,” “Father Brown,” “Penelope Keith’s Hidden Villages,” “Midsomer Murders,” “The Coroner,” and “A Place to Call Home” to its existing channels. Essentially all of the PBS programming that was previously seen on WUSF-TV, which will cease its programming on Oct. 15, can now be found on WEDU’s channels.

“WEDU is excited to serve the community with even more programming that will educate, inform and enrich our viewers’ lives,” said Susan Howarth, president and CEO of WEDU PBS. “With these changes, our viewers will see the same quality programming they’ve come to know from WEDU PBS over the past 60 years, along with even more educational and entertaining programs for every age and interest.”

With the addition of PBS KIDS, WEDU will broadcast PBS KIDS shows 24 hours a day and offer a live stream, making it easy for children to watch their favorite series during primetime and other after-school hours when viewing among families is high. Viewers also have access to additional educational resources that will soon be available for teachers and parents as a

companion to the programming on the channel. PBS KIDS features popular, educational programs like “Sesame Street,” “Arthur,” and “Daniel Tiger’s Neighborhood.”

More often called “do-it-yourself,” the program genres seen on Create[®] TV include viewers’ favorite public television series and specials on cooking, travel, home improvement, gardening, arts and crafts, and other lifestyle interests. Programs include “Cook’s Country,” “Garden Smart,” “Wyland’s Art Studio,” and “This Old House.”

Starting Oct. 16, the new channels will be available in WEDU PBS’s coverage area on digital channels 3.5 and 3.6, and on Frontier channels 472 and 473. WEDU PBS is working with other cable providers to add the new channels. WEDU’s four existing channels – WEDU/PBS HD, WORLD, the Florida Channel, and WEDU PLUS – will air as they typically have on both cable and digital channels. Schedules for all 6 channels can be found online at www.wedu.org/schedule.

Viewers who use a digital antenna may need to rescan for channels so they can access the new PBS KIDS and Create[®] TV channels on Oct. 16. More information is available at www.fcc.gov/rescan.

ABOUT WEDU PBS

WEDU is West Central Florida’s 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 (Marketing & Research Resources, Inc. M&RR, January 2017). 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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