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William G. and Marie Selby Foundation Awards \$75,000 Grant to WEDU PBS, Florida West Coast Public Broadcasting, Inc.



Tampa, FL — WEDU PBS announced today that the **William G. and Marie Selby Foundation** has awarded the public broadcasting station with a \$75,000 grant in support of equipment purchases for expanded programming initiatives.

Earlier this year, WEDU announced that the station planned to expand programming with the addition of two more channels to its lineup following the sale of WUSF-TV, the secondary PBS station serving West Central Florida in the FCC spectrum auction. The new channels will include the popular DIY channel **Create TV** and a new 24-7 channel, **PBS Kids**, aimed at ensuring a robust collection of PBS programming is available to viewers.

“WEDU PBS is committed to serving its mission and providing the PBS programs that viewers have come to know and love. With the announcement of WUSF-TV going off the air, WEDU is working diligently to ensure that viewers don’t lose their favorite programs. This generous grant from the Selby Foundation will assist with a portion of the equipment investment WEDU will need to make to broadcast the two new channels and added programming. With this help, viewers will soon be able to find all of their PBS favorites being provided by one station,” said Allison Alvarez Hedrick, WEDU PBS Vice President of Communications.

WEDU PBS hopes to launch the new channels sometime this fall and is working to secure the needed equipment and broadcast rights to programs they do not already have on their schedule. To learn more about the FCC spectrum auction and new channels coming to WEDU PBS, viewers can visit www.wedu.org/spectrum.

ABOUT WEDU PBS

WEDU is West Central Florida’s primary 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 (ORC International’s DualFrame CARAVAN, 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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