WEDU PBS, serving the 16 counties of West Central Florida, exists to serve the public good and to aid in the creation of an informed citizenry. Through quality programming using new technologies and community outreach, WEDU fulfills the needs of individuals for education, information, and culture enabling people and communities to connect, to grow, and to lead more fulfilling lives. WEDU educates, informs and enriches lives.

WEDU PBS provides informative, enlightening, locally-based public affairs and informational programming which serves audiences not served by commercial stations in our market. Programs such as Florida this Week; Up Close with Cathy Unruh; Suncoast Business Forum; WEDU Arts Plus; WEDU Quest; That’s All I’m Saying with Ernest Hooper, as well as a collection of specials, documentaries, and town hall meetings all have focused on in-depth coverage of local subjects and current community issues that cannot be explored nearly as well with the 30-second sound bites typically found on commercial TV.

For more than 60 years, WEDU has not only been an advocate and provider of educational services and resources for any age on-air, but WEDU also goes beyond the broadcast with community service events throughout 16 counties in West Central Florida.

WEDU PBS hosts Give Day Tampa Bay serving as event Headquarters for fourth year

On May 1st, WEDU PBS served as the headquarters for Give Day Tampa Bay in partnership with the Community Foundation of Tampa Bay. Throughout the 8 hour live broadcast and event, WEDU staff members and volunteers greeted guests arriving to take part in the live broadcast of the community fundraising effort and activities in the community that raised $1.7 million in donations for area nonprofit organizations.
WEDU PBS partnered with The Junior League of Tampa to honor Luminaries

The Junior League of Tampa in partnership with WEDU PBS presented The Luminaries – an annual recognition program to showcase outstanding individuals, as exemplified by inspiring leadership, commitment to lasting community impact through advocacy, and achievement of prominence or distinction in a particular sphere.

This leadership award takes recognition a step further by vividly capturing and preserving the influential stories of the award recipients through the creation of a primetime WEDU PBS broadcast of The Luminaries documentary and a permanent collection of digital biographies and display at the Tampa Bay History Center.

THE LUMINARIES
Preserving the Past. Inspiring the Future.

THE LUMINARIES AWARD LUNCHEON
The luncheon will showcase – for the first time – the digital biographies of the 2018 Luminaries.
Friday, May 11, 2018
at the Bryan Glazer Family JCC
Registration opens at 11:30 a.m. • Event begins at 12 noon

TELEVISION BROADCAST PREMIERE
Friday, June 1st at 9 p.m. on WEDU PBS
WEDU presents The Luminaries, a 30-minute program revealing how the lives of the 2018 award recipients have made a lasting impact on the Tampa Community.

Mary Lynn Ulrey
CEO of DAGCO Behavioral Health, JLT Sustainer, voice for FASD and 2016 “Leader of the Year” for her service to Hillsborough County and the State of Florida.

Rosemary Henderson
Past President of The Junior League of Tampa, JLT Sustainer, former Chairman of the Board for Metropolitan Ministries, founding member of Holy Trinity Presbyterian Church, and strong advocate for equity and Tampa’s youth.

T. Terrell Sessums
Of Counsel at Saleem & Low Group, Former Speaker of the House, Florida House of Representatives, past Trustee of the University of South Florida, University of Tampa and Florida Southern College.

For information about becoming a sponsor or to purchase tickets, please visit: jltampa.org/luminaries
WEDU PBS Hosts Fun zone at 2018 Florida State Fair

The WEDU PBS Kids Fun Zone at the Florida State Fair featured appearances by more than 15 PBS Kids characters, fun crafts, and a variety of educational take home resources for families.

The event was open from 10 a.m. – 6 p.m. daily throughout the run of the fair, February 8 – 19, 2018. In addition to character appearances, visitors were invited to “test drive” PBS Kids apps at WEDU’s Mobile Learning Lab, dance along to music videos streamed through the new PBS Kids PLUG & PLAY and just generally have lots of fun! Thousands of children and families were served during the event.

WEDU PBS Participates in Storybook Forest

The 9th Annual Storybook Forest free family literacy event, hosted in partnership with the Early Learning Coalition of Pasco and Hernando Counties was held on March 10, 2018. The outdoor event features storybook themed booths from area organizations serving young children. In addition to character appearances by PBS Kids favorites, WEDU also offered fun activities, Nature Cat Explore the Outdoors binoculars and a variety of take home materials for families.

WEDU PBS donates multimedia library corners to local libraries

WEDU PBS is donating Phyllis L. Ensign Library Corners to local libraries. The multimedia library corners include a collection of PBS character books, tablets, reading rug, DVDs, bookshelf, a collection of lesson plans and activities for library events, bookmarks, hands on activities and take home resources for parents and educators. WEDU PBS hosted two more library corner ribbon cutting events at the University Community Library, Tampa (3/26) and South Manatee Library, Bradenton (9/13) in 2018.
13th Annual WEDU Be More Awards

Reach in the Community:
The 13th Annual WEDU Be More Awards were held on February 22, 2018 at Bryan Glazer Family ICC in Tampa after a year-long awareness campaign for not only the event, but the nonprofit organizations that were being honored for their work in the community.

Applicants and nominees came from all corners of WEDU’s 16 county viewing area. The event provides much needed mission awareness for nonprofits in West Central Florida.

Partnerships:
WEDU partners with a variety of organizations throughout the duration of this event including nonprofits and corporate partners such as: The Bank of Tampa, Nielsen, duPont Registry, TECO, American Marketing and Mailing Services, ABC Action News, Tampa Bay Times and others.