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, engages and inspires.

WEDU PBS provides informative, enlightening, locally-based public affairs and educational 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 hosted first ever Block Party and Open House, celebrating 60th anniversary

On October 20th, WEDU PBS invited the community to take part in the WEDU PBS Block Party and Open House. This event featured characters like Peg + Cat, Cat in the Hat and the headliner, Daniel Tiger. While the kids enjoyed the PBS KIDS Fun Zone, the two bounce obstacle courses or face painting, those a bit older were able to take a tour though our studios and enjoy a selection of food trucks. Live music and speakers kept our guests engaged, including Chef Kevin Belton, the Hummingbirds and other local talent.
WEDU PBS launched Production with a Purpose summer camp

The 2019 Production with a Purpose summer camp was a partnership between WEDU PBS, The Boys & Girls Club and Think Big for Kids. It was designed to give high school students the opportunity to learn about television production while exploring career paths and gaining job readiness skills. Our goal was to create excitement about learning, production, diverse careers and skill building.

WEDU PBS partnered with Hillsborough Children’s Board for Free Tuesday at Glazer Children’s Museum

Every other month, the Children’s Board of Hillsborough County and WEDU PBS partner up to open the doors of Glazer Children’s Museum, free of charge. From noon until it closes, WEDU PBS takes over an area of museum with fun activities, tech labs and a special visit from a PBS KIDS character, including Daniel Tiger, Ready JET Go, Cat in the Hat and many more!

WEDU PBS helped local educators take flight with Soar in 4

WEDU PBS hosted a series of learning celebrations in partnership with the Soar in 4 program, the School District of Manatee County, the Bishop Museum of Science and Nature and Manatee County Public Libraries. These FREE events featured fun, educational activities for children and families, great take-home materials, and meet and greet appearances by PBS Kids characters.
WEDU PBS partnered with The Junior League of Tampa to honor Luminaries

WEDU PBS in partnership with The Junior League of Tampa presented The Luminaries – the annual recognition program showcased 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 displayed at the Tampa Bay History Center.
14th Annual Be More Awards

Reach in the Community:
The 14th Annual WEDU Be More Awards were held on February 28, 2019 at Bryan Glazer Family JCC 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.