



FLORIDA WEST COAST PUBLIC BROADCASTING







# Where you communicate speaks volumes about your organization.

WEDU is West Central Florida's only PBS broadcaster, serving 16 counties including Hillsborough, Pinellas, Pasco, Polk, Sarasota, and Manatee.

Financially supported by the community, we offer a wealth of award-winning inspirational, educational, and enlightening content on local, national, and international levels over a variety of multimedia platforms including: television, digital, social media, and WEDU PBS Premiere, our monthly member magazine.

# **OUR MISSION**

# **Educate. Explore. Engage.**

WEDU PBS provides quality multimedia content and community outreach to our audience. Our mission is to educate, explore, and engage to inspire a lifetime of learning and discovery. We serve the public good and enable our community to connect, grow and become active participants in shaping the future.

# WHY WE ARE SPECIAL

- WEDU began broadcasting over 60 years ago, but continues to grow and now broadcasts on six HD channels.
- WEDU excels by broadcasting cultural, musical, international, and educational programming.
- WEDU's focus on the local community has resulted in the station being regarded as a beacon of trust for men, women, and children from every walk of life no matter their age, ethnicity, or socioeconomic status.
- WEDU hosts many educational outreach activities and a myriad of special events each year.
- WEDU is a nonprofit organization and therefore <u>not</u> profit-driven. Its main focus is to enrich the lives of people in the community and beyond through content that encompasses in-depth reporting, analysis, and commentary.

# **OUR COMMUNITY PARTNERS**

- Provide financial or in-kind support to WEDU, fundraising, events, or community engagement through the provision of donations, products or services.
- Share common interests, values, messages, and mission thereby gaining something valuable together which could never be gained separately.

# We are

# a multimedia resource











### **ON AIR**

• Broadcasts on six digital channels daily:

WEDU PBS WEDQ PBS

PBS Kids NHK WORLD-JAPAN Create TV World Channel

- Serves the 13th largest TV market in the United States and the largest in the state of Florida.
- Signal reaches nearly 6 million people on Florida's West Coast.

## **IN PRINT**

### **PREMIERE MAGAZINE**

- Member benefit distributed monthly to informed, educated subscribers.
- Mailed to over 39,000 members, major donors, and community partners, plus emailed to another 4,500 digital-only members.
- Features local and national PBS programming articles as well as program highlights, primetime schedules, and station updates.

# ON THE WEB WEDU.ORG

- Connects viewers to their favorite locally-produced TV programming on their computer or mobile device.
- Community resource for the arts and social issues that impact our community.
- Website gets 75,000 to 90,000 views per month.

# IN YOUR INBOX PREVIEW ENEWSLETTER

• WEDU distributes *Preview*, a weekly email newsletter to over 80,000 subscribers.

# IN OUR COMMUNITY

- WEDU outreach initiatives focus on community, education, inspiration, and appreciation that correspond directly with our local and national PBS programming.
- Brings a heightened sense of community and reaches hundreds of thousands of people through multiple platforms.
- Gains notoriety, popularity and unsolicited media coverage.
- WEDU has earned our eighth consecutive 4-star rating from Charity Navigator.



Our main channel features the best of public broadcasting. WEDU serves as our community's largest classroom, the largest stage for the arts, and a trusted window to the world. Programming includes PBS favorites like Masterpiece, Antiques Roadshow, NOVA, Nature and PBS News Hour, as well as locally-produced programs that bring local perspective to global issues.

# WEDQ PBS

WEDQ expands upon our main channel, featuring even more drama, science, history, arts, news, public affairs, cooking, and more.

#### **ADDITIONAL CHANNELS:**

- PBS KIDS
- Create® TV
- WORLD™
- NHK WORLD-JAPAN

The Florida Channel is available 24/7 at thefloridachannel.org

### **WEDU ORIGINAL SHOWS**

- WEDU Arts Plus
- Florida This Week
- Suncoast Business Forum

## WEDU ORIGINAL CONTENT

#### **GREATER**

A unique series showcasing communities throughout the 16 West Central Florida counties in our service area.

- Greater Sarasota
- Greater St. Petersburg
- Greater Ybor City
- Greater Lakeland

#### SUSTAIN

Groundbreaking digital initiative that strengthens the essential bond between our community and the environment.

- Bite by Bite: Sustainable Eats
- High Water Marks
- Eco-focused digital reels

# **WEDU EVENTS**

WEDU hosts children's events, community conversations, and film screenings throughout the year. Sponsorship opportunities are available.

### **BE MY NEIGHBOR DAY**

A fun family day in the neighborhood that welcomes the community to celebrate kindness and caring neighbors at WEDU PBS Studios.



AMERICAN EXPERIENCE



ALL CREATURES GREAT AND SMALL





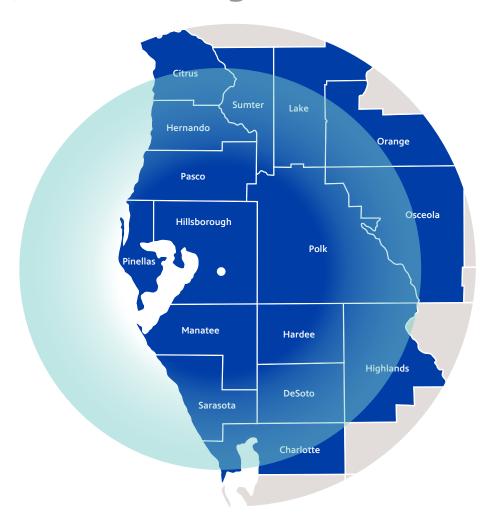


ANTIQUES ROADSHOW

NOVA

**DANIEL TIGER'S NEIGHBORHOOD** 

# WEDU () PBS Covering West Central Florida



Spectrum	
3	WEDU PBS
604	NHK WORLD-JAPAN
605	WEDQ
606	WORLD
617	PBS KIDS
618	Create TV
1003	WEDU PBS HD

Xfinity	
3/4/17	WEDU PBS
201/1197	WORLD
202/1198	NHK WORLD-JAPAN
203/1016/1199	WEDQ
205/1184	PBS KIDS
206/1185	Create TV
440	WEDU PBS HD
441	WEDQ HD

Frontier FiOS		
3	WEDU PBS	
471/475	NHK WORLD-JAPAN	
472	Create TV	
473	PBS KIDS	
474	WORLD	
476	WEDQ	
503	WEDU PBS HD	
516	WEDQ HD	

Dish Networks		
3	WEDU PBS	
16	WEDQ HD	

Direct TV	
3	WEDU PBS HD
16	WEDQ HD

WOW!	
3	WEDU PBS
136	NHK WORLD-JAPAN
137	WEDQ
138	WORLD
905	WEDU PBS HD
	·

Over the Air		
3.1	WEDU PBS HD	
3.2	WORLD	
3.3	NHK WORLD-JAPAN	
3.4	WEDQ HD	
3.5	PBS KIDS	
3.6	Create TV	

FLORIDA WEST COAST PUBLIC BROADCASTING, INC. | Updated 10/22/2024.



# **ON-AIR CREATIVE GUIDELINES**

WEDU is a non-commercial broadcaster. While we must adhere to certain standards for regulating how we recognize the Community Partners that support us, we are a perfect branding opportunity that ties your company with the most trusted name in television: PBS. WEDU's Community Partnerships Team will be happy to guide you through the creative process and/or production.

## **Spot Length:**

WEDU on-air messages are :15 (fifteen) and :30 (thirty) seconds long.

# **Acceptable Spot Elements:**

- •O n-air messages usually begin with your company's name or logo displayed visually.
- Your company's identifiable symbols and animated logos, etc. are welcome.
- •You may use a recognized spokesperson's voice and instrumental music as background.
- •You can also repeat your company's slogan or tagline, as long as it meets FCC standards (our review committee can advise on these guidelines).
- •You can show products, mention up to four (4) features, or highlight consumers or employees instead of products.
- •Your message can include phone numbers, website addresses, physical addresses, etc.
- •U se of value-neutral statements, visuals of products, photos of your location—both interior and exterior—are all acceptable.

Nonprofit organizations that underwrite programs or productions have slightly different requirements. Ask your WEDU representative for details about on-air copy.

### **FCC Guidelines:**

Messages must remain non-commercial. Examples of acceptable statements can be found below.

#### **Utilize:**

- Facts such as "with ten locations in the Bay Area"
- Company benefits such as "featuring new and used cars"
- Phrases such as "more information available at" or "details at"

#### Avoid:

- Calls to action ("call us," "come on down," "visit us soon," or "ask about our products")
- Comparative and qualitative language (such as "more than anyone," "no one compares," or "discount rates")
- Inducements to buy (like "lifetime guarantee" or "today only")
- Any pricing information (i.e. "50% off" or "homes and lots starting at...")

All Community Partner messages are reviewed on a case-by-case basis by a review committee comprised of WEDU management.



# **ADVERTISING GUIDELINES**

FOR PRINT AND DIGITAL EDITIONS OF THE MAGAZINE

#### For Businesses and Organizations Seeking Placement in Our Monthly Publication (Print and Digital)

Thank you for your interest in advertising in **WEDU PBS** *Premiere Magazine*, our monthly member-exclusive publication reaching over 42,000 engaged, community-minded readers across West Central Florida.

To ensure your message aligns with our editorial standards and complies with **FCC and PBS underwriting policies,** please follow these guidelines when submitting your advertisement for inclusion in the magazine.

#### **SPECIFICATIONS**

 PDF file: exported with all fonts outlined/included, and all images embedded. No bleed necessary, unless ad is a full page design (in which case, please include .25" bleed on all sides)

\*Other acceptable file types if 300dpi: .JPG / .JPEG / .PNG

• DIMENSIONS:

Quarter-page 3.8"wide x 4.9"high Half-page, vertical 3.8"wide x 9.9"high Half-page, horizontal 7.75"wide x 4.9"high

Full-page 8.25"wide x 10.75"high +.25" bleed

 Ensure ad file is high-resolution (300+ dpi) and uses a CMYK color profile

#### **Message Tone and Language**

Per PBS, IRS, and FCC regulations, ad content must be **informational**, **nonpromotional**, **& noncommercial** in tone.

#### **Design Tips**

- Keep copy minimal and legible at print size (general rule: no text below 7pt. font size)
- Ensure all logos & images are high-resolution (300+ dpi)
- Align ad design with the tone & values of public media: respectful, educational, and community-focused

#### **PROHIBITED Content**

- Calls-to-action or inducement to purchase, sell, or use any company, service, facility, or product (e.g. "Call now" / "Act now" / "Donate" / "Get yours today")
- Comparative or qualitative language (e.g. "best," "premier," "leading," "award-winning")
- Pricing or value statements (e.g., "only \$99" / "save 20%" / "free shipping")
- Endorsements or testimonials
- Financial or other incentives, monetary promotions, or discounts
- Direct references to product availability or urgency (e.g. "limited time only")

#### **PERMITTED Content**

- Factual descriptions of your organization and/or services
- Contact information (phone, website URL, address)
- Event information (date, location, purpose)
- Mission-based messaging (e.g., support for the arts, education, or environment)

#### **Review & Approval**

All advertisements are subject to editorial review and approval by WEDU PBS staff. We reserve the right to request edits or reject submissions that do not meet compliance standards or do not align with our mission.













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