

2026 PARTNERSHIP KIT

BROADCAST



LOCAL PRODUCTIONS



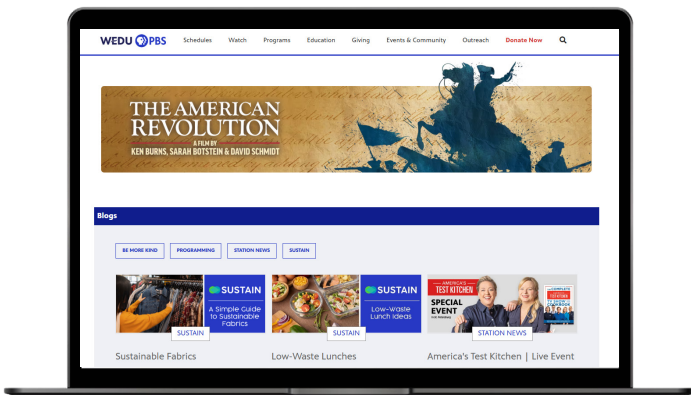
PRINT



STREAMING

WEDU PBS  **Passport**

DIGITAL MEDIA



EVENTS



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 our community, we offer a wealth of award-winning inspirational, educational, and enlightening content on local, national, and international levels over a variety of platforms including: broadcast television, digital media, social media, and WEDU PBS *Premiere Magazine*, our monthly member program guide.

OUR MISSION

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 is a nonprofit organization and therefore not 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.
- WEDU began broadcasting nearly **70** 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.

OUR COMMUNITY PARTNERS

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

WEDU partners with our clients to deliver the greatest reach, the smoothest process, and the most comprehensive partnership experience. We're dedicated to developing strong, long-term relationships that drive success and maximize impact—and we're here for you every step of the way.

FOR SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

Please reach out to one of our Underwriting Team Members:

ARDEN ROBBINS	VP of Marketing & Community Partnerships	arobbins@wedu.org / 813-739-2901
JOYCE COTTON	Director, Marketing & Community Partnerships	jcotton@wedu.org / 813-739-2904
JEN BARRY	Associate Director, Marketing & Community Partnerships	jbarry@wedu.org / 941-468-6948
HOLLY BROWN	Associate Director, Marketing & Community Partnerships	hbrown@wedu.org / 813-995-1177
JOSHUA MELWANI	Marketing Assistant	jmelwani@wedu.org / 813-273-5746

Your support for **WEDU PBS** helps sustain the mission of **public media in our community**.

We are a *multi-community marketing resource with the inventory to deliver your message to more than 7 million households.*

BROADCASTING

- Deliver your message on-air across WEDU's digitally-available channels:
WEDU PBS / **WEDQ PBS** / **PBS KIDS** / **Create TV**
- We serve the **13th largest TV market** in the United States and the largest in the state of Florida.
- Our signal reaches over **7 million** residents & **16 counties** on Florida's West Coast including Hillsborough, Pinellas, Pasco, Polk, Sarasota, and Manatee.

PRINT

PREMIERE MAGAZINE

- Member benefit distributed monthly to local informed and educated subscribers.
- Mailed to over **42,000** members, major donors, and community partners, plus **4,700** digital-only members.
- Features local and national PBS programming descriptions as well as program highlights, primetime schedules, and station news & updates.

DIGITAL / ONLINE

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 **145,000+** views per month.

STREAMING & WEDU PBS PASSPORT

LOCAL ON NATIONAL

- **Local on National (LoN)** preroll allows :15-second local underwriting spots run nationally on PBS Passport before shows like American Experience, Nature, NOVA, and Masterpiece, reaching an engaged, educated audience.
- **PBS KIDS Streaming** prerolls allow :15 or :30-second underwriting spots to run before top children's shows like *Daniel Tiger's Neighborhood*, *Wild Kratts*, *Sesame Street*, and *Curious George*, connecting sponsors with families in a safe, educational environment.

EMAIL

PREVIEW NEWSLETTER

- WEDU PBS distributes *Preview*, a weekly email newsletter and watch list, to over **87,000** subscribers.

EVENTS

- WEDU outreach initiatives focus on community, education, inspiration, and appreciation that align directly with our local and national PBS programming:
 - Be My Neighbor Day** — an annual free community event; 6,000 attended in 2025.
 - America's Test Kitchen LIVE!** — a live, hands-on culinary event; 800 attended our two 2025 events.
 - An Evening with Rick Steves** — your favorite travel guru, live at the Tampa Theatre!
- For ten years, WEDU has proudly held a 4-star rating on Charity Navigator, reflecting our ongoing commitment to trust and transparency.



Underwriting Spots Available (15 or 30 seconds)

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. Programs include PBS favorites like *Masterpiece*, *Antiques Roadshow*, *NOVA*, *Nature* and *PBS News Hour*, as well as WEDU's locally-produced programs that bring local perspective to global issues.



Underwriting Spots Available (15 or 30 seconds)

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



Underwriting Spots Available (15 or 30 seconds)

Often called "do-it-yourself" or DIY, the program genres seen on Create® TV include viewers' favorite public television series and specials on food, travel, home & garden, arts & crafts, fitness and other lifestyle interests.

PBS KIDS STREAMING

Pre-Roll Spots Available (15 or 30 seconds)

Underwriting opportunities alongside trusted, family-friendly programs such as *Daniel Tiger's Neighborhood*, *Wild Kratts*, *Sesame Street*, and *Odd Squad*. These non-skippable spots reach parents and caregivers in a safe, educational environment—building brand trust, positive association, and meaningful engagement with families across our local community.

WEDU PBS ORIGINAL CONTENT

WEDU ORIGINAL SHOWS

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

GREATER

Unique local series showcasing the diverse communities throughout the 16 counties in our West Central Florida service area.

So far, we've covered unique stories in:

- *Sarasota*
- *St. Petersburg*
- *Ybor City*
- *Lakeland*
- *Odessa*
- *and more to come!*

SUSTAIN

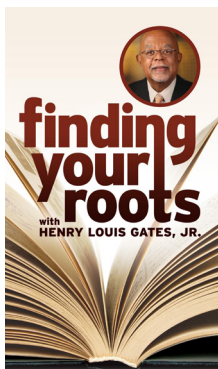
Groundbreaking digital initiative that strengthens the essential bond between our community and the environment.

- *Bite by Bite: Sustainable Eats*
- *Good Natured*
- *High Water Marks*
- *O2O: Path to Connection*
- *Saving the Florida Wildlife Corridor*



WEDU PBS EVENTS

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



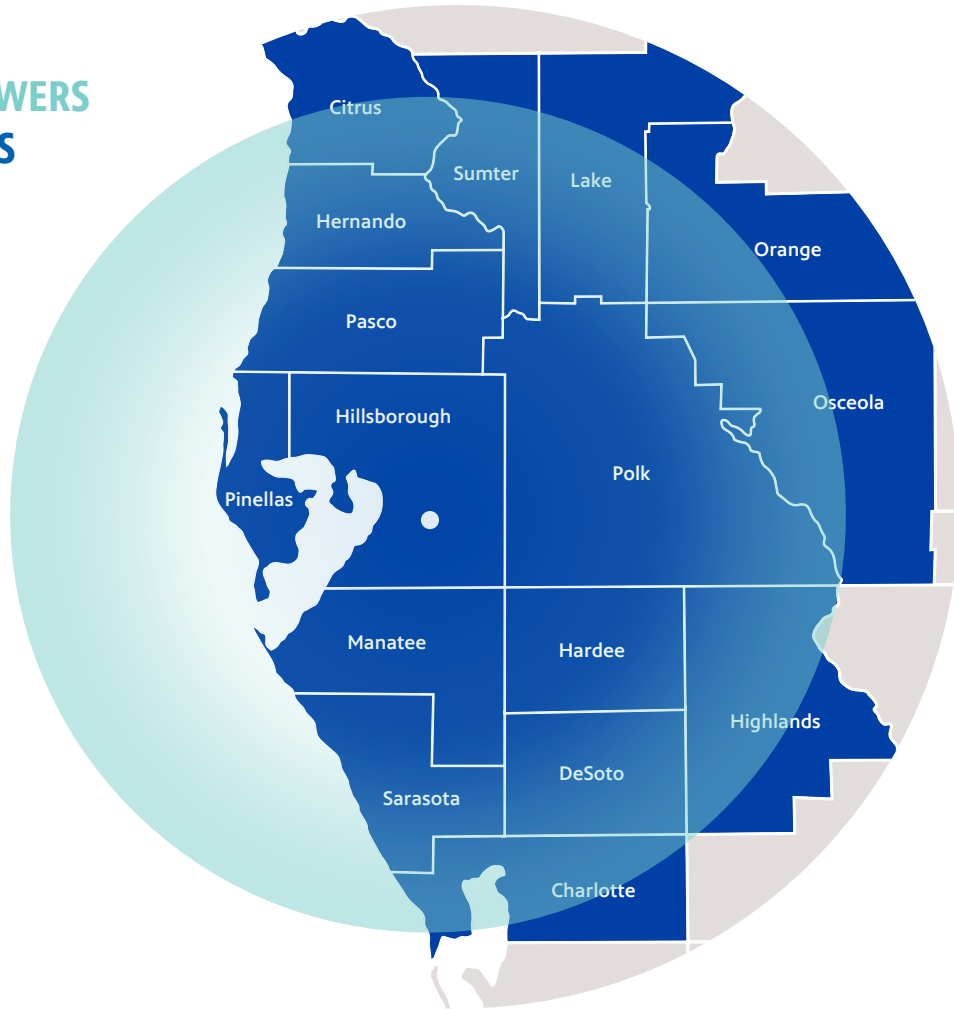
WEDU PBS Passport

Pre-Roll Spots Available (15 or 30 seconds)

WEDU PBS Passport is a member benefit offering extended, on-demand access to a library of quality public television and more, including popular series like *Nature*, *American Experience*, *Antiques Roadshow*, *Finding Your Roots*, *NOVA*, and *Masterpiece*, plus arts, music, science, history, and lifestyle programs such as *Austin City Limits* and films from Ken Burns.

WEDU PBS HAS WEST CENTRAL FLORIDA COVERED

Reaching over
7 MILLION VIEWERS
in **16 COUNTIES**



Spectrum

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

Dish Networks

3	WEDU PBS
16	WEDQ HD

Direct TV

3	WEDU PBS HD
16	WEDQ 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

WOW!

3	WEDU PBS
136	NHK WORLD-JAPAN
137	WEDQ
138	WORLD
905	WEDU PBS 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

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

CREATIVE GUIDELINES: ON-AIR / BROADCAST & STREAMING

WEDU PBS is a noncommercial 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 to tie your company with the **most trusted name in television: PBS***. WEDU PBS' Community Partnerships Team will be happy to guide you through the creative process and/or production.

SPOT LENGTH

On-air and streaming message length is **15 or 30 seconds** long.

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

ACCEPTABLE SPOT ELEMENTS

- On-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.
- You can show products, mention features, or highlight consumers or employees.
- Your message can include phone numbers, website addresses, physical addresses, etc.
- Use of value-neutral statements, product visuals, and photos of your location are all acceptable.

CREATIVE GUIDELINES: PREMIERE MAGAZINE (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.
**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 **300+ dpi** and uses a **CMYK** color profile.

Message Tone and Language

Per PBS, IRS, and FCC regulations, advertising content must be **informational, nonpromotional, and 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

Review & Approval

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

PERMITTED Content

- Factual descriptions, such as *"...with ten locations in the Tampa Bay area"*
- Contact info (phone, website, address)
- Company benefits, such as *"...featuring new and used cars"*
- Event information (date, location, URL)
- Mission-based messaging (e.g., support for the arts, education, or environment)
- Phrases such as *"more information available at..."* or *"details at..."*

PROHIBITED Content

- Calls-to-action, such as *"call us," "come on down," "visit us soon,"* or *"ask about our products"*
- Comparative or qualitative language, such as *"more than anyone," "no one compares,"* or *"discount rates"*
- Pricing or value statements, such as *"only \$99"* or *"save 20%"* or *"free shipping"*
- Endorsements or testimonials
- Financial or other incentives, monetary promotions, or discounts
- Direct references to product availability or urgency, such as *"limited time only"*

**PLEASE SUBMIT ALL ADS VIA EMAIL TO
JMELWANI@WEDU.ORG**