



2023 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

Florida West Coast Broadcasting (WEDU PBS) | February 2024



WEDU PBS is a public service and educational media organization dedicated to serving members, viewers, and the community. For 65 years, WEDU has been a champion and provider of educational services and quality content for all ages.

In addition to television broadcasts, WEDU offers multimedia content and community outreach across 16 counties in West Central Florida. These efforts aim to foster connections, facilitate growth, and empower individuals and communities to lead more fulfilling lives. Our mission is to educate, explore, and engage, igniting a lifelong journey of learning and discovery.



2023 LOCAL CONTENT AND SERVICE REPORT ON-AIR, ONLINE, IN THE COMMUNITY

WEDU offers our audience informative, enlightening, locally based public affairs, and educational programming. Our lineup includes shows like *Florida This Week*, *Suncoast Business Forum*, *WEDU Arts Plus*, and *Greater Ybor City*, along with a variety of specials, documentaries, and community conversations that delve into local subjects and issues. Our vision at WEDU is to serve as a trusted and essential media resource, providing diverse storytelling.

GREATER YBOR CITY

Greater Ybor City is a groundbreaking digital docuseries from WEDU PBS exploring the captivating stories in our backyards. Through intimate and immersive stories, *Greater Ybor City* celebrates the power of the local Ybor community in a new way, with timely, impactful storytelling that highlights the best of the region and creates digital neighborhoods to keep us connected.

PUBLIC SQUARE: CLIMATE CHANGE

Climate experts say the most important thing we can do to fight climate change is talk about it. *Public Square: Climate Change*, hosted by Justin Shaifer, guides a discussion that ultimately leads back to you and how to help fight the impacts of climate change in West Central Florida.

RISE OF THE RAYS: A DEVIL OF A STORY

Rise of the Rays: A Devil of a Story is an epic telling of the twisting, wacky, emotional events that finally brought Major League Baseball to Tampa Bay. The documentary film presents baseball's storied history in the community, the unsung heroes behind the scenes, and the decades-long struggle to finally land the Rays.



***The Sarasota Experience* Film Screening**

Hosted at The Sarasota Opera House, the evening featured an exclusive screening of *The Sarasota Experience*, a WEDU PBS and Triforce Pictures documentary telling the celebrated and little-known stories from the region. This event included a Q&A session with Director Shaun Greenspan and special guests from the film.



***Alma's Way* Bilingual Premiere Party**

WEDU hosted its first-ever Spanish-language film event with the premiere of *Alma's Way: Alma Goes to Puerto Rico*. This free community event was held at the Polk Theatre in Lakeland, where families were invited to join the celebration with Puerto Rican festivities, giveaways, and a dance party.



***America's Test Kitchen* Live Event**

America's Test Kitchen co-hosts Julia Collin Davison and Bridget Lancaster joined WEDU live at a special event hosted at the Palladium Theater in St. Petersburg. The event featured Julia and Bridget for an interactive evening of conversation, kitchen skills, and menu inspiration as they shared recipes from "The Complete Small Plates Cookbook", followed by a lively Q&A session.



Be My Neighbor Day

The Be My Neighbor Day Block Party invited families of all ages to WEDU PBS Studios to celebrate kindness and caring neighbors! The annual event featured games, music, station tours, and more, including the chance to meet and take photos with Daniel Tiger and Katerina Kittycat.



First Responders: Last to Ask

This WEDU Special is a documentary exploring mental health challenges of local first responders. Their jobs leave them little time to recover from traumatic exposure. They battle the stigma and potential consequences of asking for help. Through their stories, we create awareness and compassion for this beloved community.



SUSTAIN

In the midst of recent record-breaking global temperatures, wildfires and severe storms, climate change commanded the world's attention. To provide a local perspective in a pivotal time, WEDU launched SUSTAIN, a comprehensive, multi-platform initiative dedicated to examining the deep-rooted connections our community shares with the environment. Within SUSTAIN, we produce original content on a wide spectrum of topics, including climate science, weather phenomena, mental well-being, sustainable food practices, lifestyle choices and critical public affairs issues. We joined forces with the Florida Wildlife Corridor Foundation to advocate for state conservation efforts and environmentally focused legislation. As a steadfast partner in public service, WEDU remains committed to delivering vetted information and profound exploration of the complex, fragile, and beautiful environs of West Central Florida.



Youth Media Challenge

WEDU established a youth media program for middle and high school students to address public media's "missing middle." The program has been successful with partners implementing multiple sessions at six schools in Tampa.

About WEDU PBS WEDU is West Central Florida's PBS station reaching 16 counties through on-air programming, multimedia content, and community outreach that broaden horizons, transport and transform, and open gateways to new ideas and worlds. Financially supported by the community, the organization offers a wealth of award-winning inspirational, educational, and enlightening content over various platforms, including six television channels, the station's website (wedu.org), social media platforms, monthly member magazine *Premiere*, educational outreach activities, and special events. WEDU's focus on the local community has made the station a beacon of trust for adults and children of every lifestyle, regardless of age, ethnicity, or socio-economic status. WEDU is a treasured community resource. WEDU prides itself on its position in the Tampa Bay community and surrounding areas as a leader, partner, and member of PBS, America's most trusted media institution (M&RR, March 2022). For more information, program schedules, or to support WEDU, visit wedu.org or call (813) 254-9338.