

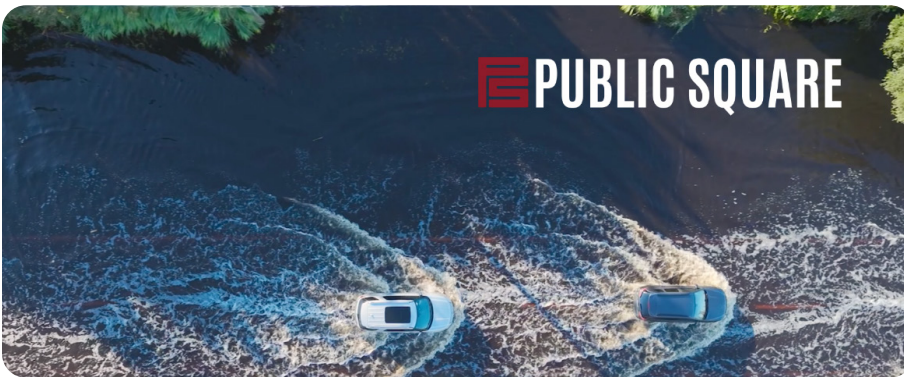
2022 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

Florida West Coast Broadcasting (WEDU PBS) | March 2023

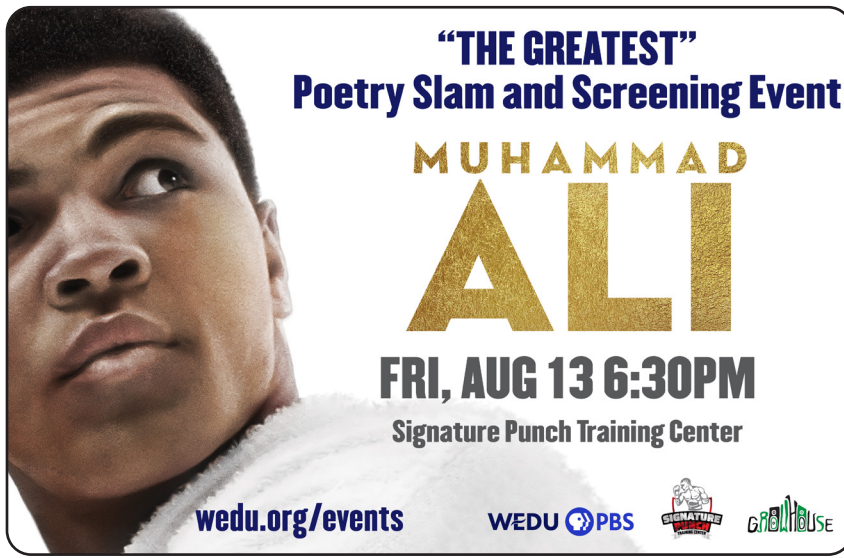


WEDU PBS is a public service and educational media organization that serves members, donors, viewers, and the community. For 65 years, WEDU has been an advocate and provider of educational services and quality content for all ages.

Beyond the television broadcast, WEDU PBS provides multimedia content and community outreach throughout 16 counties in West Central Florida, enabling people and communities to connect, grow, and lead more fulfilling lives. Our mission is to educate, explore, and engage, inspiring a lifetime of learning and discovery.



WEDU PBS provides our audience with informative, enlightening, locally based public affairs and educational programming. Programs such as *Florida This Week*; *Suncoast Business Forum*; *WEDU Arts Plus*; *Greater Sarasota*; *Up Close with Cathy Unruh*; *That's All I'm Saying with Ernest Hooper*, as well as a collection of specials, documentaries, and community conversations focused on in-depth coverage of local subjects and issues. WEDU's vision is to be a trusted and essential media resource of diverse storytelling that promotes lifelong learning and community engagement.



Muhammad Ali “The Greatest” Screening and Panel Discussion

On Dr. Martin Luther King, Jr. Day, WEDU hosted an in-person event at the historic Tampa Theatre to honor the life and legacy of Muhammad Ali on what would have been his 80th birthday. The event screened clips from the Ken Burns documentary *Muhammad Ali* followed by a panel discussion with community activists and boxing champions. Students from The Skills Center of Tampa read essays on how sports have empowered them to become future leaders. A diverse audience of more than 300 people attended.



Saving the Florida Wildlife Corridor Film Screening and Conversation

WEDU hosted a film screening and panel discussion focused on efforts to conserve the Florida Wildlife Corridor with over 800 guests. The event was part of a collaboration with the film director and representatives from National Geographic Society to air the film and promote it to other PBS stations around the state. The Florida Wildlife Corridor is a statewide network of nearly 18 million acres of connected lands and waters supporting wildlife and people. The corridor provides an opportunity to balance Florida’s rapid growth with green infrastructure that supports all Floridians.



Florida This Week Live Taping and Community Conversation

Florida this Week, WEDU’s weekly public affairs program, hosted a live audience for a special episode that aired in September, exploring how climate and environmental changes will affect Florida. A panel of environmental experts addressed the concerns related to Florida’s coastline and the measures being taken by local governments to combat the effects of climate change, followed by a rigorous Q&A session with the audience.



Suncoast Remake Learning Days

In April, WEDU PBS participated in the inaugural Suncoast Remake Learning Days, a four-county celebration of innovative experiences and opportunities for youth to develop their creativity, perseverance, and curiosity. WEDU collaborated with Soar in 4 by providing a STEM station and take-home activity kits in English and Spanish for early learners at a family event at the Bishop Museum of Science and Nature in Bradenton; with Wilkerson Elementary, a STEAM-focused public school in Sarasota, at a Saturday morning family fun celebration; and with the Van Wezel Performing Arts Hall and Foundation on an online education training on Social Emotional Learning in the arts. WEDU engaged more than 1,000 kids, parents, and educators, during Remake Learning Days.



BE MORE Inspired: An Evening of Inspiration

WEDU has been shining a light on nonprofit organizations in the region for over 16 years. The WEDU *Be More Inspired* community event on May 24, and the broadcast on May 26 reached the community by sharing stories of three local nonprofits and promoting their accomplishments. WEDU partnered with various nonprofits and corporate organizations, including K9 Partners for Patriots, Suncoast Animal League, Starting Right Now, Tampa General Hospital, Nielsen, Florida Blue, Unite US, Registry Tampa Bay, The Bank of Tampa, and others.



Family and Community Learning Workshops

WEDU PBS hosted two online summer 2022 Family and Community Learning (FCL) workshops that engaged families in active, hands-on learning and fun! The first used the *Molly of Denali* “Molly & Me Museum” program for three free workshops that use creative play and exploration to introduce kids and grown-ups to tools that help with literacy and reading skills, emphasizing family values and cultural awareness. The second series of workshops used the Ruff Ruffman science inquiry and engineering design practices program, which challenged participants to engage in playful and collaborative science and literacy learning. The workshops brought together 40+ diverse families with multiple children for intergenerational fun and collaboration.





“WEDU is the best. There are *programs for everyone*. They are interesting, educational, and enjoyable to watch. The programs on the arts, animals, our world, and issues that face us all are important. You have it all. The staff at WEDU care about the programs and keeping them on air. Thank you!”

— Denton and Helen Muzzuco

“Many thanks for all the quality shows on WEDU! There is no other TV station that can compare with what PBS and WEDU offer on a daily basis for both *education and entertainment*.”

— Barry and Pat Lawrence



“You continue to be *my favorite channel* and you are loved by my children and grandkids.”

— Cecilia Beckett

“We have been WEDU fans for 45 years. Through the decades, the *high quality of educational programming* has added to our children’s and grandchildren’s learning experience. We enjoy the depth of the period dramas and documentaries and especially love mysteries. Now with WEDU PBS Passport, we watch our favorites anytime.”

— Dr. Michael and Marge LaRocca



“The PBS LearningMedia tools from WEDU *support student learning* and strengthen family engagement. These resources have brought added value to the outreach that we provide.”

— Sheila Halpin, Soar in 4 Campaign for Grade-Level Reading and Volunteer Coordinator at Manatee County Public Schools

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; WEDU Public Media or call (813) 254-9338.