

2024

KEY SERVICES
LOCAL IMPACT
LOCAL VALUE

WEDU PBS is a public service and educational media organization dedicated to serving members, viewers, and the community. For almost 70 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.

WEDU PBS | 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 the extensive *Greater* series, 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.



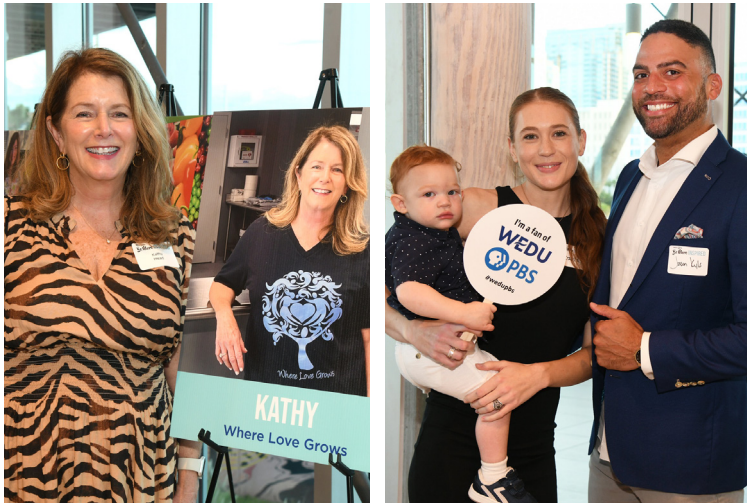
BE MY NEIGHBOR DAY

Families gathered at WEDU PBS Studios to celebrate kindness and community. The annual free event welcomed over 5,000 attendees in 2024, featuring games, music, station tours, and photo opportunities with Daniel Tiger and Katerina Kittycat.



WEDU PBS 2024 Local Content and Service Report | IN THE COMMUNITY

WEDU is committed to producing in-depth local programming and engaging with the community through outreach initiatives that address important issues and promote lifelong learning.



BE MORE INSPIRED SPECIAL EVENT

As part of the *Be More Inspired* project, local nonprofit volunteers shared stories of kindness through a robust social media campaign. WEDU hosted a successful in-person networking event to recognize volunteers and retained underwriting revenue from the previous year.



GREATER ST. PETERSBURG SCREENING

WEDU hosted a free community screening of *Greater St. Petersburg* at Green Bench Brewing, celebrating the power of storytelling in showcasing the city's vibrant history and promising future.



HISTORY OF GOSPEL IN TAMPA BAY

In honor of Black History Month, WEDU hosted a screening at Beulah Baptist Church, highlighting the rich history of gospel music in Tampa Bay. The event included a preview of *GOSPEL*, the latest history series from Henry Louis Gates, Jr.



LITTLE FREE LIBRARY

In 2024, WEDU opened a Little Free Library at the WEDU PBS Studios in downtown Tampa. To date, we have distributed over 1,000 free books to foster a love of reading in our community. The Little Free Library is sponsored by Idea Public Schools.



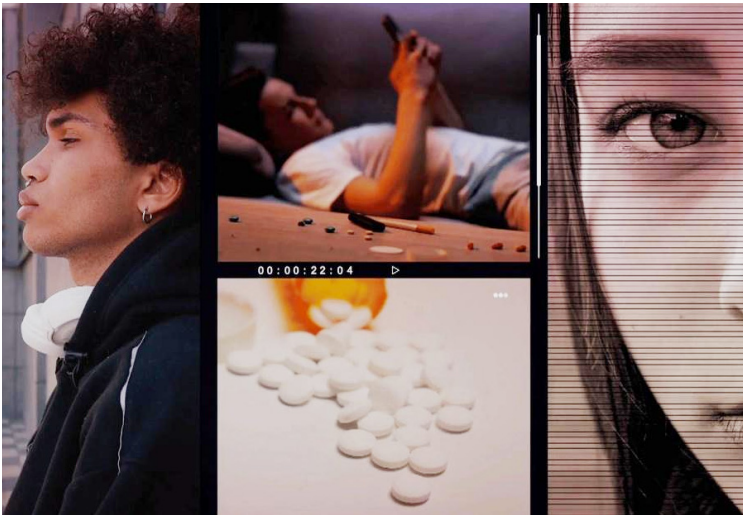
GREATER ST. PETERSBURG

This series explores St. Petersburg's culture by highlighting Green Bench Brewing's history, the Florida Holocaust Museum's tribute to Denmark's rescue of its Jewish community, the Museum of Motherhood's take on the art and science of motherhood, and the St. Pete Youth Farm's impact on South St. Pete.



FLORIDA THIS WEEK

WEDU's weekly public affairs program brings together a diverse panel of journalists, public officials, and political insiders for lively discussions on Florida news and politics. The show extends beyond broadcast with a podcast, digital reels, and a growing YouTube presence.



THE FENTANYL PROJECT

In collaboration with a local filmmaker, WEDU produced and aired a half-hour documentary on the fentanyl crisis in our country, fostering dialogue and providing critical information to help combat the epidemic.



SUSTAIN

A cross-platform series covering environmental, conservation, climate, wildlife, and sustainable living topics across broadcast, social media, and the web. It features over 70 videos with accompanying blogs.



BITE BY BITE: SUSTAINABLE EATS

This eight-part digital food series, hosted by Dalia Colón, explores edible and native landscaping while showcasing the benefits of sustainable gardening and connecting with your food and environment.



PROFESSIONAL DEVELOPMENT AND COMMUNITY OUTREACH

Hosted 25+ professional development workshops for 568 educators, early learning providers, and libraries. Led 34 in-person family and children's workshops with 2,387 attendees. Engaged 229,209 individuals through 20 community events.



SPANISH-LANGUAGE ENGAGEMENT EXPANSION

Enhanced outreach by hiring Spanish-speaking staff and consultants, launching a Spanish-language resource page, and integrating Spanish content into newsletters and signage.



PLAYTIME WITH THE WOMBATS!

Secured funding for museum-quality activities and family-focused kits on computational thinking. Held three successful spring events in Lakeland, Bradenton, and Sarasota.



READY TO LEARN

A free resource that helps children ages 2-8 develop early learning skills for success in school and life. WEDU partnered with five organizations in year one, focusing on World of Work, computational thinking, and whole-child development.

