Florida West Coast Public Broadcasting, Inc.

FY2020 Annual Report

2020 Annual Report
Fiscal Year: October 1, 2019 - September 30, 2020

In this moment, WEDU PBS has never been more important.

**Florida West Coast Public Broadcasting, Inc.**

WEDU PBS is West Central Florida’s PBS station reaching 16 counties through programs that broaden horizons, transport and transform and open gateways to new ideas and new worlds. Financially supported by the community, along with federal and state funds, the organization offers a wealth of award-winning inspirational, educational and enlightening content over a variety of multimedia platforms and educational outreach activities and special events.

WEDU’s focus on the local community has resulted in the station being regarded as a beacon of trust for adults and children of every walk of life no matter their age, ethnicity or socio-economic status. WEDU prides itself on its position in the community as a leader, partner, informed citizen and a member of PBS, the most trusted institution in America.*

*(Source: Marketing & Research Resources, Inc., January 2021)*

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- **Gail Taylor**
  Director of Educational Services
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  Human Resource Manager
  ksiudzinski@wedu.org

**REMEMBERING OUR COLLEAGUE AND FRIEND**

**Mary Leah Brainard**

1942 - 2019

Leah was a dedicated, longtime employee of WEDU PBS for over 55 years. Leah was passionate about WEDU’s mission and commitment to serve our community. She was truly one of a kind.
A Message from Paul Grove, WEDU PBS President and CEO

Dear Friends of WEDU PBS,

This past year has been like no other. A lot has happened in our community, in our country, and around the globe. The pandemic has forced us all to connect in new ways. I am proud of the staff’s innovations and their ability to adapt and continue to fulfill our mission to educate, explore, and engage.

There is no question about WEDU’s dedication to ensuring the health, welfare, and education of our youngest viewers during the COVID-19 crisis. We offered new ways to support families by adapting our weekday programming, adding pre-K to 12th-grade curricula to enhance and supplement educational resources as needed as students shifted to learning from home.

During the harsh realities of the pandemic and confluence of political, social, and cultural change, we provided thoughtful content and trusted information. We explored important topics with the local community, including mental health, race relations, health care, and women’s rights. As stages went dark, we ensured the arts remained alive by bringing performances into viewers’ homes.

WEDU produced engaging local programs to connect our community and provide viewers with an important way to relate to others. In 2020, we enabled viewers to live stream WEDU’s broadcasts on wedu.org, a significant new way for viewers to connect with our content from any platform. We also made it possible for viewers to interact on social media during select programming. Behind the scenes, we worked to expand plans for NextGen TV, a major upgrade in broadcast TV, and invested in innovative equipment to ensure greater engagement in the years ahead.

We will continue to enhance all the work currently in place, as well as plan for the future. I am grateful to work alongside a dedicated board of directors who have helped shape our strategic plan for the years to come. With their guidance, WEDU will focus its efforts on producing more hyperlocal content, engaging a younger demographic, and increasing original reporting. We have an extraordinary senior leadership team researching the necessary background to orchestrate these plans. I am inspired by the board’s and staff’s hard work as we look ahead at exciting new possibilities.

As I reflect on all we achieved this year and our plans for the future, I want to extend my sincere thanks to the people who have enabled this work by their generous contributions and corporate support. We could not do any of it without you! Making the most of this year was a team effort. With your continued partnership, I am confident that we will climb toward becoming one of the top PBS stations in the country.

Thank you for placing your trust in us.

Sincerely,

Paul Grove
WEDU PBS President and CEO & Proud Sustaining Member
A Bridge for Educational Continuity

This year we responded to the disruption in traditional learning caused by the pandemic with At-Home Learning. This innovative model provides 12 hours of educational content broadcast on-air every day, and links back to a rich library of educational curriculum on Florida PBS LearningMedia. This program has helped close the education gap throughout the pandemic and provides crucial learning to all households, especially those without internet access.

“Art is a part of everything and I can always find excellent resources from my PBS LearningMedia account. It’s fantastic! I receive emails full of information aligned to state standards with everything organized for me.”

— Sonya Whipple, Art Specialist, Bellamy Elementary and Mary Bryant Elementary
WEDU’s 6 channels broadcast:
• 52,560 hours of non-commercial television annually.
• 12,116 hours dedicated to pre-K to 12th grade education.

25,000 new accounts in our area were created on PBS LearningMedia to continue lessons at home.

Children who watched Sesame Street in preschool spent more time reading for fun in high school and obtained higher grades in English, Math and Science.

I think **PBS LearningMedia tools and resources are super valuable** and I shout it from the mountaintops to anyone who will listen.

— Bobbi Starling, Senior Specialist for Innovative Instructional Technology, Pasco County Schools

PBS won eight Kidscreen Awards this year, the most of any organization.
WEDU aired 12 Emmy Award Winning programs and 85 Emmy Award nominated programs this year.

**Important Conversations**

WEDU PBS thoughtfully engages the local community in joining national conversations. We are committed to exploring timely and controversial issues facing our community. This year we boldly explored mental health, race relations, healthcare and women’s rights.

**Comfort**

WEDU PBS provides a calm refuge in a chaotic environment. We feature high quality dramas, arts, and documentaries that sparked imagination. As stages went dark across Florida, we ensured the arts remained alive by bringing nurturing performances inside viewers’ homes.

**PUBLIC SQUARE: SPEAKING GRIEF**

**CAN WE TALK?: A COMMUNITY CONVERSATION ABOUT RACE**

- THAT’S ALL I’M SAYING WITH ERNEST HOOPER
- AMERICAN EXPERIENCE: THE VOTE
- BREAKTHROUGH TO HOPE: AUTISM

**WEDU ARTS PLUS**

- KEN BURNS’ COUNTRY MUSIC
- MASTERPIECE
- FLORIDA ORCHESTRA: INSIDE THE MUSIC

**GREATER SARASOTA**
"We bring the light, not the heat."
— Gwen Ifill, the late managing editor of PBS NewsHour

A Beacon of Thoughtful Content
As our community's storyteller, WEDU PBS highlights stories that touch on key themes while exploring connections with the past. We provide a safe space for reliable information and comforting programs.

Trusted Information
In a time like no other, WEDU PBS remains a beacon of reliable information. This year we presented programs about the COVID-19 pandemic, civil unrest and the historic presidential election.

“I would like to commend WEDU PBS for providing objective, trustworthy, factual programming to include innovative technology with community involvement. The programs are educational, culturally diverse, and inspirational.”
— Eileen Topor, Lakewood Ranch, FL
Engage.

Connecting to the World
WEDU PBS provides diverse perspectives and shares stories with meaning to help viewers understand the world around them.

“You have gotten me through a whole year! **WEDU is all I watch.** I am so grateful to have had you through the pandemic.”
— Millie Brown, WEDU PBS Viewer & Donor

SUMMER OF SPACE  
NATURE  
SUNCOAST BUSINESS FORUM  
UP CLOSE WITH CATHY UNRUH  
THIS LIGHT OF MINE: THE MAKING OF THE WESTCOAST BLACK THEATRE TROUPE
Connecting to Community

Our content has purpose. We strive to foster understanding, engagement and exposure to new worlds. While we had to pivot to virtual engagement this year, our commitment remained strong. We connected with our audience in new ways online and through social media.

Traffic on wedu.org local video content grew 40%. This includes original WEDU content like our Greater Sarasota digital series, WEDU Arts Plus, Up Close with Cathy Unruh and more!

WEDU’s YouTube Channel saw a 90% increase in total viewership.

Programming on WEDU has been recognized for reflecting the diversity of our community with 4 NAACP Award Nominations, 3 Gay & Lesbian Alliance Against Defamation (GLAAD) Award Nominations, and 1 National Association for Multi-ethnicity in Communications Award.

Block Party and Open House: October 20, 2019

To celebrate WEDU’s 60th Anniversary, WEDU hosted a free, community event with fun activities for all ages. The event offered station tours, guest speakers and a food truck rally and for kids, PBS characters and a Fun Zone with bounce house and games. The event drew over 3,000 attendees and offered unique engagement opportunities to attendees.

Be More Awards: February 27, 2020

The 15th Annual WEDU Be More Awards created by WEDU, recognized and applauded the outstanding and often unrecognized efforts of community nonprofit organizations and the individuals who support them. Over 100 nonprofit organizations participated in 2020 and over 500 guests attended the ceremony and luncheon. Empowering nonprofits and encouraging small organizations are the focus of this initiative.

PHOTO: WEDU PBS President and CEO Paul Grove congratulates previous Be More Awards winner Sydney Merritt of The Kind Mouse Productions, Inc. and poses with Clifford the Big Red Dog.

“What a great way to get a look at what our community nonprofits are working hard to accomplish every day!”
— Elizabeth Szostak, Academy Prep Center of Tampa
Family of Supporters

When you hear a program is made possible by viewers like you, it is no exaggeration. Our work is made possible by a generous family of donors and partners. Our deepest thanks to the individuals, foundations, and corporations for their outstanding support.

Community Partners

We receive support from Community Partners throughout the 16 counties WEDU serves. These partners provide funding support for on-air programming, outreach activities, and also provide volunteers to assist in delivering outreach services.

Air Animal Inc.
Allman Promotions
Amarie Arena
American Stage
A Place For Mom
Arcadia Antiques Association
Asolo Repertory Theater
The Bank of Tampa
The Bailey Family Foundation
Barancik Foundation
Baycare Health Systems
Bayfront Medical Center
Bernard F. & Mary Ann Powell Foundation
Big Cat Habitat Sarasota
Bishop Museum of Science & Nature
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St. Petersburg Science Festival
St. Petersburg Opera
Straz Center for the Performing Arts
The Stuffed Mushroom
Su Byron Enterprises
Suncoast Hospice
Sunshine City Antique & Collectibles Show
Tampa Bay Buccaneers
Tampa Bay Lightning and the Lightning Foundation (Alan Bomstein, Lightning Community Hero)
Tampa Bay Parenting Magazine
Tampa Bay Rays
Tampa Bay Times
Tampa General Hospital
Tampa Theater
Ultimate Medical Academy
USO/UPS Store South
The University of Tampa
Van Wezel Performing Arts Hall
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Westcoast Black Theatre Troupe

For information on how to become a Community Partner, call (813) 739-2932.
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Visionaries are forward-thinking donors who remember WEDU in their estate plans. Their gifts are placed in the WEDU endowment to provide ongoing support of WEDU for future generations.

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To find out how you can remember WEDU in your will, call (813) 739-2659.

“

Our donors are an essential part of the success of WEDU. They allow us to serve our community.
— Brian Keenan, 2020 Board of Directors Chair

“We are grateful for the trust placed in WEDU by donors and have made every effort to ensure the accuracy of this listing at the time of printing.”
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- Mark Hardwick
- Marilyn Harwell**
- Michael and Laura Hassan
- William and Janice Haueisen
- Mr. and Mrs. James Hazelton
- David Heacock
- Lee H. Hecklinger
- Gary and Kathleen Hendricks

Florida West Coast Public Broadcasting, Inc. • FY2020 Annual Report
We are grateful for the trust placed in WEDU by donors and have made every effort to ensure the accuracy of this listing at the time of printing.

Public Trust

WEDU PBS strives to remain responsible stewards of public trust and financial management. We pride ourselves on transparency. Financial reports are available to the public and can be requested by visiting wedu.org/about/public-records or calling 800-354-9338.

WEDU staff are members of the Association of Fundraising Professionals (AFP) and uphold the AFP Ethical Standards and Donor Bill of Rights, which can be found at wedu.org/support/giving/policies.

WEDU PBS Earns Charity Navigator Rating Four Star Rating for Fifth Consecutive Year

WEDU again earned a Four Star Rating from Charity Navigator. Strong financial health, commitment to accountability and transparency have earned Florida West Coast Public Broadcasting, Inc. (WEDU PBS) a-star rating from Charity Navigator, America’s largest independent charity evaluator. “Only a quarter of charities rated by Charity Navigator receive the distinction of our 4-star rating. This adds WEDU PBS to a preeminent group of charities working to overcome our world’s most pressing challenges. Based on its 4-star rating, people can trust that their donations are going to a financially responsible and ethical charity,” according to Michael Thatcher, President and CEO of Charity Navigator.

For 18 years, PBS is #1 in public trust.

<table>
<thead>
<tr>
<th>Service</th>
<th>Trust Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Courts of Law</td>
<td>71%</td>
</tr>
<tr>
<td>Video Streaming Services</td>
<td>70%</td>
</tr>
<tr>
<td>Commercial Cable TV</td>
<td>68%</td>
</tr>
<tr>
<td>Commercial Broadcast TV</td>
<td>64%</td>
</tr>
<tr>
<td>Newspaper Publishing Companies</td>
<td>61%</td>
</tr>
<tr>
<td>Federal Government</td>
<td>40%</td>
</tr>
<tr>
<td>Congress</td>
<td>37%</td>
</tr>
<tr>
<td>Social Media</td>
<td>35%</td>
</tr>
</tbody>
</table>

Graph indicates “agree strongly” and “agree somewhat.”

Our four-generation family ranges in age from my grandmother, who just turned 100, to my six-year-old daughter who just adores Odd Squad on PBS Kids. It is nice to able to support a cause that brings us all together.

Dr. A. Joseph Borrell, WEDU Broadcasters Circle member
### WEDU PBS Financial Statement of Activities: Fiscal Year 2020

#### REVENUES
- Contributions and gifts: $6,254,739
- Government Grants: $1,959,039
- In-Kind Contributions: $1,303,258
- Program Underwriting: $629,902
- Program Production & Other: $1,264,528
- Investment Income: $1,937,653

**Total Revenues** $13,349,119

#### EXPENSES
- Program Services
  - Programming & Production: $5,512,464
  - Broadcasting: $2,382,906
  - Total Programming & Production: $7,895,370
- Supporting Services
  - Fundraising & Membership: $2,091,530
  - Management & General: $1,227,203

**Total Expenses** $11,214,103

- Revenues in Excess of Expenses: $2,135,016
- Other Changes in Net Assets: $947,206

**Change in Net Assets** $3,082,222

- Net Assets: Beginning of FY2020: $25,683,015

#### Revenue by Source

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions and Earnings from Endowment</td>
<td>$8,192,392</td>
</tr>
<tr>
<td>Government Grants</td>
<td>$1,959,039</td>
</tr>
<tr>
<td>In-Kind Contributions</td>
<td>$1,303,258</td>
</tr>
<tr>
<td>Program Production &amp; Other</td>
<td>$1,264,528</td>
</tr>
<tr>
<td>Program Underwriting</td>
<td>$629,902</td>
</tr>
</tbody>
</table>

#### Expenses by Function

<table>
<thead>
<tr>
<th>Function</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programming and Production</td>
<td>$5,512,464</td>
</tr>
<tr>
<td>Broadcasting</td>
<td>$2,382,906</td>
</tr>
<tr>
<td>Fundraising and Membership</td>
<td>$2,091,530</td>
</tr>
<tr>
<td>Management and General</td>
<td>$1,227,203</td>
</tr>
</tbody>
</table>

84% of WEDU members watch using WEDU Passport.

35% of WEDU members are sustaining members.

PBS is non-commercial and FREE for all Americans.