WEDU PBS, serving the 16 counties of West Central Florida, exists to serve the public good and to aid in the creation of an informed citizenry.

Through quality programming using digital technologies and community outreach, WEDU fulfills the needs of individuals for education, information, and culture enabling people and communities to connect, to grow, and to lead more fulfilling lives. WEDU educates, explores and engages our audience.

WEDU PBS provides informative, enlightening, locally-based public affairs and educational programming which serve audiences not served by commercial stations in our market. Programs such as Florida This Week; Up Close with Cathy Unruh; Suncoast Business Forum; WEDU Arts Plus; WEDU Quest; That's All I'm Saying with Ernest Hooper, as well as a collection of specials, documentaries, and town hall meetings all focused on in-depth coverage of local subjects and current community issues that cannot be explored nearly as well on commercial TV.

For more than 60 years, WEDU has not only been an advocate and provider of educational services and resources for all ages on-air, but WEDU also goes beyond the broadcast with in-person and virtual community service events throughout 16 counties in West Central Florida. WEDU's vision is to be a trusted and essential media resource of diverse storytelling that promotes lifelong learning and community engagement.
WEDU PBS hosts a Community Conversation About Race

The death of George Floyd under the knee of a Minneapolis police officer launched a national dialogue about race in America. WEDU presented a one-hour special on July 24 with Dalia Colon, Rob Lorei and Ernest Hooper to explore topics from the Black Lives Matter movement to public health, white allyship to social reform. The show fostered a community discussion encouraging people to learn about each other and work to solve societal issues.

WEDU PBS presents Community Cinema programs

Through a partnership with Independent Lens, WEDU featured screenings of seven films in 2020. The first two screenings were in person while the remaining converted to a virtual event format. The film screenings were free to the public and addressed themes such as diversity, climate change and mental illness. Each film was followed by a speaker or panel discussion where the audience was invited to participate in the Q&A.

The films screened were: The First Rainbow Coalition, Always In Season, The Vote, Maya Angelou: And Still I Rise, Prideland, Unladylike2020 and John Lewis: Get in the Way.

WEDU PBS hosts Virtual Town Hall on Autism

On September 28, WEDU hosted Autism: Breakthrough to Hope, Coping with Crisis, a Virtual Town Hall event that focused on the challenges of autism during a pandemic. In this special the audience heard from families and caregivers of those on the autism spectrum as well as experts and community advocates. The program highlighted struggles and successes through personal stories of triumph.
WEDU PBS developed At-Home Learning program to support teachers, students, and families

WEDU At-Home Learning program began in March 2020 in response to school closures due to the COVID-19 pandemic. The program provided quality distance learning resources consisting of weekly broadcast of PBS programming for students in grades PK-12, along with companion lesson plans from PBS LearningMedia that were available for download online. The need for virtual learning has resulted in an increase in users with nearly 52,000 new accounts statewide since March 2020.

WEDU PBS helped local educators take flight with Soar in 4

WEDU hosted a series of learning celebrations in partnership with the Soar in 4 program, the School District of Manatee County, the Bishop Museum of Science and Nature and Manatee County Public Libraries. These free events were originally held at the Bishop Museum of Science and Nature and the Manatee Public Library, but as a result of the COVID-19 pandemic they transitioned into drive-thru events with character greetings and resource giveaways including WEDU books and learning materials.

WEDU PBS offered Ready to Learn Workshops

WEDU completed the first of two series of workshops. The series featured three Family & Community Learning parent/child interactive workshops, based on the PBS Kids series, Ruff Ruffman, and focused on science and engineering concepts for children ages 5-8. Participating families received Ruff Ruffman kits with materials needed for interactive lessons, plus books and other giveaways. Each family completing the series received a Kindle Fire tablet for use with PBS Kids apps.

“My son has been loving everything so far! I have to turn off the lights after the meetings because he is still experimenting. Tuesday he said the meeting was, “fun!” Tonight he said the meeting was, “awesome!””
- from participating family
15th Annual Be More Awards

Reach In the Community:
The 15th Annual WEDU Be More Awards were held on February 27, 2020 at Bryan Glazer Family JCC in Tampa after a year-long marketing campaign for not only the event, but the nonprofit organizations receiving honors for their work in the community.

Applicants and nominees came from all corners of WEDU’s 16 county viewing area. The event provided much-needed awareness of the missions of nonprofits in West Central Florida.

Partnerships:
WEDU partnered with a variety of organizations throughout the duration of this event including nonprofits and corporate partners including: The Bank of Tampa, Nielsen, Warren Averett, Tampa General Hospital, Tampa Bay Times and others.

“Our organization was one of many that benefited from the Be More Awards. It helped bring greater awareness of the homeless issues in our community and we gained in-kind and donor support.”

– Marcia Hall, Founder/CEO, Mrbubblez, Inc.
Recipient of 2020 Nonprofit of the Year Award

About WEDU PBS WEDU is West Central Florida’s PBS station reaching 16 counties through media platforms including on-air programming and online experiences that broaden horizons, transport and transform and open gateways to new ideas and new worlds. Financially supported by the community, the organization offers a wealth of award-winning inspirational, educational and enlightening content over a variety of multi-media platforms including: television programming, station website, www.wedu.org and social media platforms, monthly member magazine Premiere, 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 is a treasured community resource; a window to the world for the homebound and a vital educational source for the youngest members of society. WEDU prides itself on its position in the Tampa Bay community and surrounding areas as a leader, partner, informed citizen and a member of PBS, the most trusted institution in America (M&RR, January 2021). For more information, program schedules or to support WEDU visit wedu.org; WEDU Public Media or call (813) 254-9338.