WEFS is proud to be an independent public television station, offering a unique broadcast service to our Central Florida community.

WEFS continues to offer relevant and compelling programming to the viewers in our community. Being an independent Public Television Station gives us a unique identity in the Orlando/Daytona Beach/Melbourne community with programming for which stations carrying a full schedule of PBS programming have no room.

Comments from our viewers are overwhelmingly positive. One viewer commented about the exercise show we air Sit and be Fit saying, “I had a stroke at age 63! I started right in again with the program two days after my release from the hospital, and can’t thank you enough for the gentle but effective exercises.”, and when I get home, I seek educational programming. I surf the tele channels and have more and more found myself camped at YOUR station’s door step!

Aside from our primary channel we offer: Classic Arts Showcase highlighting performances of a variety of the arts including, ballet, symphony, theater, film, and opera. On our third channel we carry the NASA Education Channel. Both of these services are carried exclusively by WEFS in this area we serve. Our fourth channel is The Florida Channel featuring programming covering all three branches of Florida state government.
LOCAL PRODUCTION

WEFS uses its high-definition remote production unit to provide live and recorded public affairs, cultural, and sports programming. Since taking delivery of the HD production unit we have used it for live election coverage and live sporting events as well as other recorded events. Our sports broadcasts cover our licensee’s (Eastern Florida State College) teams in soccer, volleyball, baseball, and basketball. In the future we will be covering tennis, and softball. Since these live sports broadcasts have begun we have received many favorable comments from the community and we anticipate this leading to growing viewership. This was a goal of the college due to the majority of the interstitials aired during these broadcasts are to highlight the programs and opportunities the college offers. The high quality of the productions also enhances the professional reputation of WEFS and the college and helps us increase our stature and impact in the community.
WEFS continues to operate its four multichannel service on a 24/7 basis. This allows the broadcast of daily ‘Kids’ programming and other educational content WEFS broadcasts a minimum of 8 hours per week in the station’s educational block which includes, but is not limited to “Space Racers,” “Biscuit Brothers,” “Bali,” “Biz Kid$,” “Raggs,” “Peep and the Big Wide World,” and “Hands On Crafts for Kids”, “Mixed Nutz, and “Little Amadeus”.

In addition, we devote one of our multichannels to the NASA Education Channel. While much of the programming is the same as on NASA Select, the NASA Education Channel includes unique programming geared to K-12 students. This is one of our over-the-air channels which can be received by schools that may not have cable service.
WEFS’s longstanding commitment to local education led us to take advantage of our partnership with our local newspaper Florida Today to produce and broadcast two specials showcasing the achievements of some of our local K-12 students.

The first program, “Science and Technology Education: Reaching for the Stars”, features three groups of Brevard high school students, all with ties to NASA and other space agencies, as they work to reach critical milestones in their projects including building a robot for the FIRST Robotics competition, designing a small satellite and passing a critical design review, and conducting research with the help of astronauts on the International Space Station.

The second, “Brevard County Top Scholars 2015”, features top scholars graduating from Brevard County high schools. They are our future thinkers, builders and dreamers. We learn about our best and brightest of the Brevard Class of 2015 in their own words.
4 Under 40

WEFS was once again proud to broadcast the ceremonies for the annual LEAD Brevard 4 Under 40 awards. The 4 Under 40 recognition event showcases the many young adults who are working to make a positive impact in Brevard County through their leadership and commitment to community service. LEAD Brevard is an independent educational organization.

Brevard Sheriff’s Office Award Ceremony

WEFS is proud to help publicly recognize the many incredible achievements by the remarkable men and women of the Brevard County Sheriff’s Office. The Brevard Sheriff’s Award program celebrates the dedicated men and women who put their lives on the line daily to serve and protect our community.
Brevard Emergency Operations Center

Since 2006 WEFS and the Brevard County Board of Commissioners have had an agreement for WEFS to extend the services of the Brevard County Office of Emergency Management’s Emergency Operations Center (EOC) by broadcasting information from the EOC during times of emergency. This will give Brevard County residents vital emergency messages through all of its outlets - over-the-air broadcast, cable transmission, and Direct/Dish satellite TV services.

VOLUNTEER RECOGNITION AWARDS

Since 2009 WEFS has broadcast the annual Volunteer Recognition Awards. The awards recognize the important role volunteers, businesses and non-profit organizations play in our community. To recognize the countless hours and endless contributions those people and organizations make to our community every day, our local newspaper, the FLORIDA TODAY holds the Volunteer Recognition Awards.
COMMUNITY OUTREACH

An area of outreach that creates a large impact is through our station tours. WEFS welcomes various groups that request a tour to learn about our facility. It affords an opportunity too for both us and our viewers to make a personal connection with each other. Viewers appreciate knowing they are valued and that their points of view matter. We always look forward to our visitors becoming more invested in their local Public Television station.

Often a tour group will be students yet to decide on a career. A behind-the-scenes look at our facilities and talking with our staff about their jobs allow the students to gain some insight into what a career in public or private broadcasting may be like. Some student visitors are involved in video production projects at their own schools and may learn some production techniques they can put to use in class.
WEFS’s mission is to educate, inform and inspire. We endeavor to be a vital community resource, empowering people to discover their world, broaden their horizons and become active participants in shaping the future.

WEFS evaluates its performance by ensuring we operate according to the standards and practices of the Corporation for Public Broadcasting, and the Federal Communications Commission.

We also assess our performance by encouraging viewer feedback and comments on programming and other services. Our goal is always to respond to viewers so they feel valued and appreciated. While we are proud that we have had an impact, we strive to become an even greater positive influence in our community.