

WEFS

2016 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"This is, and has been, a constant source of informative entertainment for many years."

- R & J Haskell

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



WEFS offers relevant and compelling programming to the viewers in our community. Being an Independent Public Television Station based in Brevard County gives us a unique identity in the Orlando/Melbourne /Daytona Beach Communities. WEFS gives its viewers alternative independent educational programs. And we are able to provide programming that other stations carrying a full schedule of PBS shows cannot.

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

Comments from our viewers are overwhelmingly positive. For example, one of our viewers said of the exercise show we air, "Sit and be Fit," "I can't thank you enough for the gentle but effective exercises. I had a stroke at age 63 and started right in again with the program two days after my release from the hospital. At home, I seek educational programming. I surf the tele channels and have more and more found myself camped at YOUR station's door step!"

WEFS uses its high-definition remote production unit to provide live and recorded public affairs, cultural, and sports programming. The HD production unit give WEFS the mobility for live 2016 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, tennis, and basketball. 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 since the majority of the interstitials aired during these broadcasts highlight the programs and opportunities the college offers. The high quality of the productions also enhances the professional reputation of WEFS and the college. With this opportunity, it helps us increase our stature and impact in the community and with our viewers.

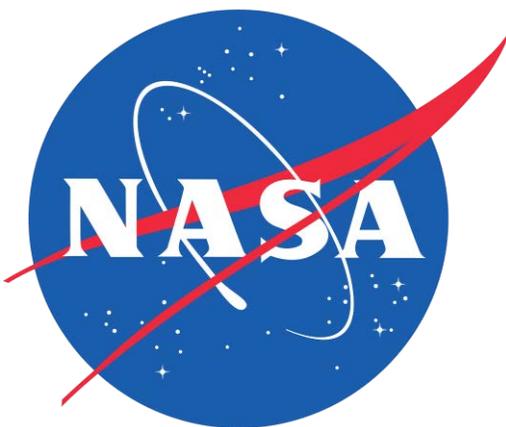




EDUCATION



WEFS continues to operate its four multichannel service on a 24/7 basis. This allows the broadcast of daily Children's 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, "1001 Nights," "Mack and Moxy," "Mixed Nuts," "Biz Kid\$," "Hands On Crafts for Kids," and "Thomas Edison's Secret Lab."



WEFS devotes one of the multi-channels to the NASA Education Channel. Our station is based on the Florida Space Coast and this give our viewers the opportunity to watch educational programs and rocket launch events. While much of the programming is the same as on NASA Select, the NASA 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.

EDUCATION

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 specials showcasing the achievements of the areas school district.

WEFS also gives the community the opportunity to tune-in to candidate discussions on their ideas and views as they compete for school board seats for the Brevard County School Board in 2016.



WEFS's partnership with the Florida Today Newspaper delivers the only all-local Brevard County news programming. *"Florida Today's Eye On Brevard"* features news, entertainment and sports from around the Space Coast. WEFS broadcasts the annual Florida Today Volunteer Recognition Awards ceremony. The Florida Today Newspaper has also created the

Eastern Florida State College sports program, "Inside Titan Sports." It gives viewers the opportunity to catch-up on all the sporting events and interviews with student-athletes and their coaches.

Candidate Forums

2016 Eastern Florida State College and Florida Today Candidate Forums

The forums continue a partnership between the college, Florida Today and other community groups that began in 2004 and that have provided a debate platform for hundreds of candidates on the local, state and national levels during election years.

The forums are televised live on WEFS-TV and streamed online at floridatoday.com.

Florida Today Opinion Page Editor and political columnist Matt Reed is among the moderators.



“The forums are a great opportunity to hear candidates exchange their views and for citizens to be part of the democratic process,” said college President Dr. Jim Richey. “We are proud to host them and welcome everyone to our campuses.”

The campaign season ends with live, televised Election Night coverage from the WEFS studio with Matt Reed and Eastern Florida State College political science professor Chris Muro whom provide results and analysis.

FPREN & 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 and the new Florida Public Radio Emergency Network (FPREN) 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.



Graduation



Each spring WEFS is proud to broadcast the commencement ceremonies of Eastern Florida State College, allowing families and friends unable to attend the chance to view the ceremony and share in a special moment for the EFSC graduates, as they celebrate their

accomplishments. This also provides local businesses a glimpse at the newly-trained work force of potential employees.

Community Outreach



An area of outreach that creates a large impact is our station tours. WEFS welcomes various groups that request a tour to learn about our facility. It also affords an opportunity for both WEFS 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.

WEFS offers tours to student groups to allow them to explore the workings of a television station. 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 television 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.



Making a Difference

WEFS's mission is to educate, inform and inspire its viewers with quality and informative programs. 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 as an Independent Public Broadcast station on the Space Coast in Florida.