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.

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 DT3 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.

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!

“Thank you and congrats on your several ‘new’ endeavors.”

- Barbara M.
WEFS worked in cooperation with the staff of Kennedy Space Center Visitor Complex and the producers of the kid’s show SPACE RACERS to plan and host an event at Visitor Complex. More than 40 children attended the event. The event that featured a behind-the-scenes look from the show’s Co-Creator & Executive Producer, Julian Cohen, showing how each animated character was brought to life, how NASA Scientists and Astronauts assisted in the development of the series, and the kids and their parents enjoyed a first-look at a new episode of SPACE RACERS. The kids were given a number of hand-outs including coloring sheets, stickers, and SPACE RACERS books.

SPACE RACERS is a new animated preschool television program that follows young spaceship cadets as they soar through the Solar System, learning about the power of scientific investigation and observation, the wonders of space exploration, and the importance of working together as a team. The series encourages these young viewers to become aware and interested in science and math subjects.
WEFS has invested in a 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 college events. Our sports broadcasts cover our licensee’s (Eastern Florida State College) teams in soccer, volleyball, and basketball. In the future we will be covering baseball, tennis, and softball. Since these live sports broadcasts have begun we have received many 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.
Campaign 2014

During the 2014 election cycle WEFS produced and aired several political forums which featured candidates vying for election to local and state political offices. These forums were broadcast live to give as many viewers as possible an opportunity to learn more about the candidates and become more informed voters. In addition to the political forums WEFS in partnership with the local newspaper, Florida Today, is also planning to produced and broadcast live coverage of local and state-wide general election results with specific focus on those races that directly impact Brevard County residents. Through these broadcasts and partnerships WEFS will be able to provide Brevard County viewers with televised political information specific to their communities.

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.
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.

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 originating 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.
COMMUNITY OUTREACH

An area of outreach that creates a large impact is through our station tours. WEFS welcomes various groups that request a visit and learn about our facility. It affords an opportunity to 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.

“I consider myself fortunate to have your programs . . . .”

- B. Mita