



## **Joyce Cotton**

Director of Marketing and Community Partnership  
WEDU

Joyce Cotton has worked in the television industry for 40 years, beginning her broadcasting career with Scripps Howard Broadcasting WEWS in Cleveland, Ohio.

February 2015 marked her 15th anniversary at WEDU; west central Florida's leading PBS station and public media company; where she is responsible for developing corporate and non-profit community partnership support for this public media television station; offering multiple marketing and branding opportunities for exposure and partnerships through television programming, interactive website, [wedu.org](http://wedu.org) and various social media platforms, monthly member magazine *Premiere*, award winning special events, documentary, community engagement and educational outreach initiatives.

Joyce is actively involved in the Tampa Bay community and currently serves as a volunteer on the Board of Directors for Alpha House of Tampa Bay, Champions for Children, Community Tampa Bay, The Grazer Children's Museum, Friends of the Union Station and Ruth Eckerd Hall. Joyce previously served as a volunteer on the Board of Directors for PACE Center for Girls, Pinellas and Hillsborough, The American Red Cross Tampa Bay Chapter, Meals on Wheels, Computer Mentors, Community Stepping Stones and is a founding member of e-Women Network Tampa Chapter.

She volunteers and contributes her time and resources to many other non-profit organizations including serving as mentor at the Young Women's Leadership Symposium hosted by the Tampa Bay Diversity Council, and annually participates in National Disability Mentoring Day and Great American Teach In.

As a result of her extensive business and community involvement, Joyce has been recognized by the Tampa Bay Business Journal as Business Woman of the Year in the Media Category in 2004 & 2009.

Joyce and her husband, Larry are the parents of two children, Lawrence and Katurah.