



DATE: June 18, 2007

FOR IMMEDIATE RELEASE:

Media Contact: Laura Turner
Director of Communications
800.354.9338 ext. 2240
lturner@wedu.org

WEDU LAUNCHES V-ME

Public Television's First Partnership with a National Spanish TV Network

Tampa, FL – Beginning July 2, 2007, V-me, a new, national Spanish language television network will bring an original kind of quality entertainment to Latino viewers in west central Florida. Through its relationships with world-class content producers and a unique partnership with WEDU, the area's primary PBS station, V-me (pronounced "veh-meh") will offer a fresh alternative in Spanish television that engages, entertains, empowers and inspires its viewers. The name V-me comes from the Spanish word *ve me*, which means *see me*; it can be seen seven days a week, 24 hours a day on digital cable channels: BrightHouse 606; Comcast 201; Verizon 874 and Knology 138.

"Latinos want more from media – more visibility, more quality and more choices," said Carmen DiRienzo, president of V-me. "V-me provides intelligent entertainment that explores interests and issues Hispanics share with all Americans, and connects the many diverse Latino communities."

V-me is programmed for bi-lingual and Spanish-language dominant U.S. Latinos. As the primary PBS station in one of the major Hispanic markets in the country, WEDU is a natural outlet for this program service. "WEDU exists to serve our members and viewers, and Latinos and the Spanish-speaking community are an increasingly significant part of our make-up in west central Florida. With V-me, we're able to fulfill our mission and serve this vitally important new audience," said WEDU President and CEO, Dick Lobo.

"As a Board Member of WEDU who grew up in Ybor City, where Spanish was widely spoken, I'm so pleased that the station is bringing V-me to our viewers," said Robert "Bob" Calafell, member of the WEDU Board of Directors.

- more -

page two
V-me

“V-me will provide all of our Spanish speaking audiences with safe, educational, and entertaining programming. From the earliest childhood programming to such wonderful locally WEDU produced shows as *A Gulf Coast Journal with Jack Perkins*, and compelling documentaries and current affairs shows, all will be available to Spanish speaking viewers who are an integral part of Florida’s west coast history and its culture. I really can’t wait to start watching. I’m both pleased and proud that WEDU continues to seek ways to serve its viewers and expand its educational mission,” Calafell said.

Featuring the best of public television adapted for American Latinos, V-me’s programming is a mix of original productions, exclusive premieres and acquisitions. Content is broadly organized into four main categories:

- ☐ **Kids** – High-quality Spanish-language preschool programs, educational online resources for children and parents, and local activities;
- ☐ **Lifestyle** – Latino-focused food, travel, design, home and self improvement, parenting, health and well-being;
- ☐ **Documentaries and current affairs** – Intelligent entertainment and opinions: history, technology, nature, current affairs, news and biography
- ☐ **Movies and special events** – Contemporary Spanish-language films every night, plus international concerts and special events

In addition, WEDU will be able to customize V-me by broadcasting local programs in Spanish, including *A Gulf Coast Journal with Jack Perkins*, premiering Friday, July 6 at 7 p.m.

V-me is a multi-platform environment with a robust website presenting issues, forums, content and resources for Latino. In the largest sense, V-me is creating an on-air and off-air community for everyone who seeks more options from Spanish-language media.

For more information about V-me, WEDU programming, special events, outreach efforts and community partnerships visit www.wedu.org or call 800.354.9338. WEDU, a 501(c)(3) organization, is West Central Florida’s primary PBS station serving 16 counties including the Tampa, St. Petersburg, Pasco, Polk and Sarasota areas through multiple media disciplines including on-air broadcasting and online experiences. WEDU, recently awarded its second consecutive four-star rating by Charity Navigator, is financially supported by its local community, and provides the highest quality education, information, and entertainment programming on local, national, and international levels.