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FOR IMMEDIATE RELEASE

**WEDU WORLD CHANNEL TO LAUNCH ON AUGUST 15, 2007
NEW CHANNEL TO FEATURE ORIGINAL WEDU PROGRAMMING**

WEDU WORLD will feature public television's top documentary, public affairs and nonfiction programming; WEDU will feature local productions focusing on key issues; Flexible programming and vast broadcast library will offer in-depth coverage of important news events—

Tampa, FL— [PBS] WORLD, a new channel featuring documentary, public affairs, and news programming from public television's award-winning signature series and acclaimed independent filmmakers, will make its national debut on Wednesday, August 15. Produced and distributed by PBS, WGBH Boston and Thirteen/WNET, in association with American Public Television (APT) and the National Educational Telecommunications Association (NETA), **[PBS] WORLD** will launch on 55 stations across the country, reaching more than 27% of U.S. households. In each market, **[PBS] WORLD** will be branded with local station call letters, emphasizing that public television is one of the last places where local programming may be found. Beginning on Wednesday, August 15th, viewers in west central Florida will access **WEDU WORLD**, seven days a week, 24 hours a day, on Bright House channel 605; Comcast channel 203; Knology channel; 137; Verizon 876 and digital broadcast channel 3.4.

"The launch of this new service provides an exciting opportunity for PBS and its stations to deliver more of the non-fiction programming that our audiences tell us they want," says Paula Kerger, president of PBS. "We believe that **[PBS] WORLD** will prove an indispensable destination for people who crave in-depth information about the world."

Programming on **WEDU WORLD** will include popular and critically acclaimed series such as AMERICAN EXPERIENCE, FRONTLINE, HISTORY DETECTIVES, NATURE, THE NEWS HOUR WITH JIM LEHRER, NOVA, SCIENTIFIC AMERICAN FRONTIERS, and THE TAVIS SMILEY SHOW. Television events like Ken Burns' THE WAR will be offered in addition to a variety of appropriately themed independent films and programs.

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WEDU WORLD

Whenever possible, current events will dictate programming, making **WEDU WORLD** a valuable resource for viewers looking for in-depth reporting on the important happenings of our time. **WEDU WORLD** will also become an essential local resource, as each day's schedule will allow for several hours of WEDU-generated news and public affairs programs.

WEDU WORLD will offer west central Florida viewers with comprehensive coverage of all of the issues important to us, whether they impact the world outside our doors or the world at large," said Dick Lobo, President and CEO of WEDU. "This new channel gathers all of PBS's award-winning news and information programs in one place, and also provides welcome space for original WEDU programming, allowing us to increase our commitment toward serving the local community with informative programs that resonate with our viewers."

Major markets signed on for the launch of **[PBS] WORLD** include New York, Los Angeles, Boston, Washington DC, Cleveland, Tampa, Jacksonville, and Milwaukee. Many other stations across the country are expected to offer the new channel in coming months.

For more information about 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.

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WEDU WORLD –

A new channel featuring public television's award-winning nonfiction, documentary, and news programming, WEDU WORLD brings viewers thought-provoking stories of scientific advances, natural wonders, revelations of history, lives of the great and unsung, perspective on today's headlines, and independent documentaries.