



DATE: October 8, 2008

FOR IMMEDIATE RELEASE

Media Contact: Laura Turner
Vice President of Communications
813.254.9338, ext. 2240
lturner@wedu.org

U.S. SENATE APPROVES WEDU BOARD MEMBER, LIZ SEMBLER, TO SERVE ON CPB BOARD OF DIRECTORS

Tampa, FL – The United States Senate recently approved President George W. Bush's nomination of Elizabeth (Liz) Sembler to serve on the Board of Directors for the Corporation for Public Broadcasting (CPB). Mrs. Sembler will join the CPB Board with three other confirmed nominees: Lori Gilbert of Nevada, Bruce Ramer of California and the Honorable David Pryor of Arkansas.

Liz Sembler has supported WEDU for many years. She began as a viewer of the station's public affairs programming and grew dependent on PBS kids programming when raising her four children. Mrs. Sembler's commitment to PBS and WEDU grew over the years; in 1993, she joined (and continues to serve on) the WEDU Board of Directors and later chaired the Board. As chair of the Board's Legislative Affairs Committee, Mrs. Sembler has traveled to Washington, D.C. to advocate in Congress for federal support of public television. In 2006 she became involved nationally in public broadcasting when she joined the Board of Trustees of the Washington, D.C.-based, non-profit advocacy organization, the Association of Public Television Stations (APTS).

As part of her U.S. Senate confirmation hearing opening statement, Mrs. Sembler said, "I'm in awe of what our nation's public broadcasters accomplish each and every day. I have witnessed first hand, as a board member of WEDU and later as its chairman, the masterfully coordinated efforts of station manager and producers, engineers and pledge drive VP's, Ready to Learn outreach directors and capital campaign fundraisers, underwriting salesman and programmers, and of course volunteers and board members, all of whom work together to provide the finest television broadcasts available in our country, programming which in my opinion far surpasses the offerings available on any other channel."

Based in Seminole, Florida, Mrs. Sembler is a native of West Hempstead, New York and graduated from the S.I. Newhouse School of Public Communications at Syracuse University in 1984.

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She moved to Clearwater shortly after to work as a staff writer for the *St. Petersburg Times* then earned her Master's degree in English from the University of South Florida in 1989. Mrs. Sembler is a member of the Board of Advisors of The Florida Orchestra and of the William Davidson Graduate School of Jewish Education at the Jewish Theological Seminary in New York. She serves on the Board of Directors of her synagogue, Congregation Bnai Israel in St. Petersburg. She was a member of the Board of Directors of the Jewish Federation of Pinellas County for 10 years and has chaired the Federation's annual campaign and its leadership development program. Currently, Mrs. Sembler is the Director of Jewish Studies at the Pinellas County Jewish Day in Clearwater.

The Corporation for Public Broadcasting is a private, nonprofit corporation created by Congress in 1967 and is a steward of the federal government's investment in public broadcasting. CPB helps to support the operations of more than 1,100 locally-owned and operated public television and radio stations nationwide – including WEDU.

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 third 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. For more information about WEDU programming, special events, outreach efforts and community partnerships visit www.wedu.org or call 800.354.9338.