



DATE: April 23, 2009

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FOR IMMEDIATE RELEASE:

THE BLACK HOLE OF UNEMPLOYMENT BREAKS TO REVEAL THE BLUE SKY PROJECT

WEDU Launches Volunteer Consortium of Creative Professionals

Tampa, FL – With unemployment nearing double digits, thousands of qualified professionals are seeking new opportunities with little or no success. That in mind, WEDU has launched the ***Blue Sky Project***, a volunteer consortium of creative professionals. West central Florida's primary PBS station is building a team of creative professionals to develop important station initiatives that will utilize and hone professional skills; contribute to an individual's résumé; provide stimulating projects in an invigorating environment while working on the behalf of PBS – America's most trusted institution*. (* 2009 GFK Roper Public Affairs & Media Survey)

The participants in the ***Blue Sky Project*** will utilize their free time, work experience and drive to take meaningful station projects from initial concept to fruition within a team of like-minded and committed professionals from a variety of disciplines including Advertising; Communications; Graphic Design / Illustration; Public Relations; Special Event Planning and Web Design. Those interested in joining WEDU and the station's award-winning Communications staff in this new volunteer consortium, should send their résumé, along with a 150-word professional summary to lfage@wedu.org.

WEDU is west central Florida's primary PBS station, reaching 16 counties through multiple media platforms including on-air broadcasting, online interaction and onsite experiences that broaden horizons, transport and transform and open gateways to new ideas and new worlds. Through non-commercial programming people from every walk-of-life are invited to experience the worlds of science, history, nature and public affairs; hear diverse viewpoints; and take front row seats to world-class drama and performances. WEDU, recently received its fourth consecutive four-star rating by Charity Navigator, an honor only achieved by 6% of charities nationwide, is financially supported by its local community, and provides the highest quality education, information, and entertainment programming, special events and outreach activities. For more information about WEDU programming, TV schedules, channel guides, special events, outreach efforts and community partnerships visit www.wedu.org or call 800.354.9338.

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