

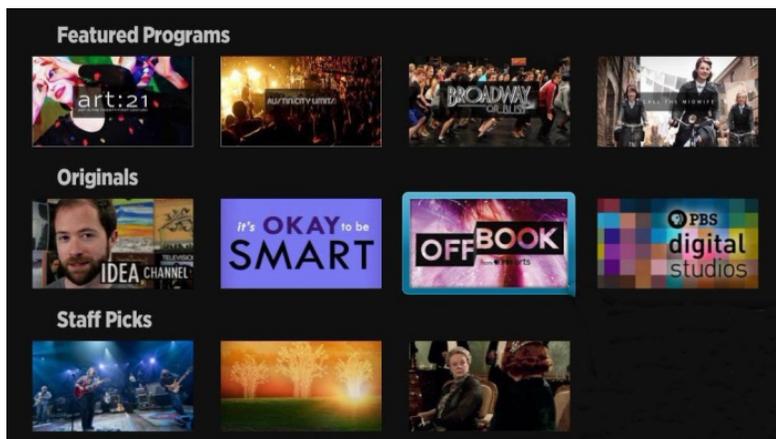


**FOR IMMEDIATE RELEASE:**

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## ***Tampa Bay Area Viewers Can Now Access WEDU Content Via Roku***

New PBS and PBS Kids Channels on Roku Offer Hundreds of Videos On-Demand, including NOVA, MASTERPIECE, FRONTLINE, SUPER WHY!, CURIOUS GEORGE and Local Favorites Such as Florida This Week and WEDU Arts Plus



**Tampa, FL (May 8, 2013)** — WEDU, West Central Florida's primary PBS station, announced today that videos from favorite PBS and PBS KIDS programs such as AMERICAN EXPERIENCE, ANTIQUES ROADSHOW, FRONTLINE, MASTERPIECE, NATURE, NOVA, SUPER WHY!, CURIOUS GEORGE and DANIEL TIGER'S NEIGHBORHOOD, as well as local favorites such as **Florida This Week**, **Suncoast Business Forum**, **Up Close with Cathy Unruh**, and **WEDU ArtsPlus**, are now available to consumers via the Roku® streaming platform.

Roku users will access and personalize their PBS experiences by choosing their favorite local station

and sharing their email address. This will provide viewers with content from PBS and WEDU, anytime they want, while also giving WEDU a way to connect with them.

"We are excited to offer WEDU's quality local programs alongside PBS national programming. Through Roku, WEDU is giving viewers yet another way to access 1000's of hours of WEDU's local content, making it easy for viewers to be in control of how they watch their favorite WEDU and PBS programs," said **Susan Howarth**, WEDU President and CEO.

In addition to national and local PBS programming, viewers can access video from PBS Digital Studios, a network of short web-original videos from PBS.

"Our relationship with Roku is an important next step in our strategy to make PBS content available through a variety of platforms, while maintaining the connection between the viewer and their local station," said Jason Seiken, PBS SVP and GM, Digital. "We are happy that this partnership with Roku will deliver consumers both national PBS and PBS KIDS programs, as well as favorite video from their local PBS station, all on demand."

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## **ABOUT WEDU**

WEDU is West Central Florida's leading PBS station and public media company reaching 16 counties through media platforms including on-air programming and online experiences that broaden horizons, transport and transform and open gateways to new ideas and new worlds. Financially supported by the community, the organization offers a wealth of award-winning inspirational, educational and enlightening content over a variety of multi-media platforms including: television programming, station's website, [wedu.org](http://wedu.org) and various social media platforms, monthly member magazine *Premiere*, educational outreach activities and a myriad of special events. WEDU's focus on the local community has resulted in the station being regarded as a beacon of trust for men, women and children of every walk of life no matter their age, ethnicity or socio-economic status. WEDU is a treasured community resource; a window to the world for the homebound and a vital educational source for the youngest members of society. WEDU prides itself on its position in the Tampa Bay community as a leader, partner, informed citizen and a member of PBS, the most trusted institution in America (Harris Interactive Trust QuickQuery, February 2012).

For more information, program schedules or to support WEDU visit [wedu.org](http://wedu.org); WEDU Public Media on Facebook and Twitter or call 813.254.9338.

## **About PBS**

PBS, with its over 350 member stations, offers all Americans the opportunity to explore new ideas and new worlds through television and online content. Each month, PBS reaches nearly 120 million people through television and nearly 28 million people online, inviting them to experience the worlds of science, history, nature and public affairs; to hear diverse viewpoints; and to take front row seats to world-class drama and performances. PBS' broad array of programs has been consistently honored by the industry's most coveted award competitions. Teachers of children from pre-K through 12th grade turn to PBS for digital content and services that help bring classroom lessons to life. PBS' premier children's TV programming and its website, [pbskids.org](http://pbskids.org), are parents' and teachers' most trusted partners in inspiring and nurturing curiosity and love of learning in children. More information about PBS is available at [www.pbs.org](http://www.pbs.org), one of the leading dot-org websites on the Internet, or by following [PBS on Twitter](#), [Facebook](#) or through our [apps for mobile devices](#). Specific program information and updates for press are available at [pbs.org/pressroom](http://pbs.org/pressroom) or by following [PBS Pressroom on Twitter](#).

## **About Roku, Inc.**

Roku is a leading streaming platform for delivering video, music and casual games to the TV. Roku launched the first player to stream Netflix to the TV in 2008, and today streams more than 750 entertainment channels to millions of devices. Roku streaming players and the Roku Streaming Stick can be purchased from Roku and major retailers in the U.S. Roku players are also available in Canada, the U.K. and Republic of Ireland. Roku was founded by Anthony Wood, inventor of the DVR. The company is headquartered in Saratoga, Calif. For more information, visit [www.roku.com](http://www.roku.com).

Roku and Roku Ready are registered trademarks and the Roku StreamingStick is a trademark of Roku, Inc. in the U.S. and in other countries.

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