

## FOR IMMEDIATE RELEASE:

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## WEDU PBS Adds Outbound High Definition Fiber Connection, First Production and Broadcast Facility in the Tampa Bay Area to Offer Service



WEDU PBS cuts the ribbon and celebrates their first High Definition transmission for Entertainment Tonight. (L-R: Larry Elliston, WEDU Engineer George Czkwianianc, and Matt Mayes.)

**Tampa, FL** – WEDU, West Central Florida’s primary PBS station, announced that it has added an outbound High Definition fiber connection via The Switch™. As the first production and broadcast facility in the Tampa Bay area, this adds to an array of production services already offered by WEDU PBS to clients.

With the new outbound fiber connectivity, WEDU can fully accommodate live broadcast needs and offer single and multi-camera facilities to support live shots, media tours and play outs.

WEDU also offers a 50,000 square foot facility that provides an array of services, including an 80 x 60 studio with 20” grid height and a seamless cyc wall, with access to a 4 camera, full production HD control room. Facilities also include a kitchen and craft services area, and make-up room.

In addition to studio and post production services, WEDU offers connections to freelance crews, as well as local, national and international broadcast entities.

WEDU’s studios are located at 1300 North Boulevard, Tampa, Florida. The facility is conveniently located a few blocks from downtown Tampa, and less than 20 minutes from the Tampa Convention Center, several sports venues, and Tampa International Airport.

For more information on WEDU services or to place a booking for Standard or High Definition live shot or play out, contact Pam Webb at 813.739.2971 or by email at [pwebb@wedu.org](mailto:pwebb@wedu.org).

### ABOUT THE SWITCH™

The Switch was launched in 1991 in New York City following the first Gulf War, and has since been embraced by the broadcast community as the global video gateway for unparalleled connectivity, quality, and reliability. As a unique alternative to traditional video switching services, The Switch is driven by customer demand and thrives on anticipating and providing "what's next" in the market place. The Switch offers connectivity to television and cable broadcasters, satellite and fiber optic facilities, news bureaus, educational institutions, museums, and producers of individual programs, sports, and live events.

### ABOUT WEDU PBS

WEDU PBS is West Central Florida’s primary 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 media platforms including: television programming, station’s website, [wedu.org](http://www.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 (ORC International’s DualFrame CARAVAN, January 2014). For more information, program schedules or to support WEDU PBS, visit [wedu.org](http://www.wedu.org), WEDU Public Media on Facebook and Twitter or call 813.254.9338.

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