



FOR IMMEDIATE RELEASE

DATE: June 24, 2010

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**WEDU NAMED GRANT RECIPIENT
FROM THE ROCKEFELLER FOUNDATION
INFRASTRUCTURE, LIVABILITY AND SUSTAINABILITY BASIS OF
LOCAL PRODUCTION AND COMMUNITY OUTREACH**

TAMPA, FL – WEDU, west central Florida’s primary PBS station, has been named one of only 10 recipients of a grant from the Rockefeller Foundation to extend public awareness, political debate and community action around the important issues of livability and sustainability showcased in the ongoing PBS *Blueprint America* series. WEDU and nine other public media outlets across the country received grants of \$10,000 each to create local productions through television or radio complemented by community outreach events and online engagement.

From an area rich in railroad history – to one where the tracks are no longer in use – Tampa Bay is facing exponential growth without a comprehensive public transportation system. Current debates over high speed rail fuel WEDU’s local Blueprint America Project which will start with a half hour in-studio, **Florida This Week** special – *Blueprint Tampa Bay Transportation: Livability & Sustainability*. It will include a diverse group of panelists from local organizations discussing the Regional Transportation Master Plan; transportation projects currently underway in a seven-county area, and the introduction of High Speed Rail (HSR) to the Tampa Bay region.

In addition to the **Florida This Week** special, WEDU will host a **Town Hall/Community Conversation** outreach event to build public awareness and help answer questions surrounding the future of mass transportation in Tampa Bay. The program will be taped for streaming on **wedu.org** and complemented by a robust web presence containing additional resources.

About WEDU

WEDU, a 501(c)(3) organization, is one of Florida’s largest public media providers, reaching 16 counties including the Tampa, St. Petersburg, Pasco, Polk and Sarasota areas through multiple media platforms including on-air broadcasting and online experiences that broaden horizons, transport and transform and open gateways to new ideas and new worlds.

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WEDU is financially supported by its local community, and provides award-winning educational, informational, and entertainment programming, special events and outreach activities. More

information about WEDU programs, special events, outreach efforts and community partnerships, including opportunities with ***Blueprint Tampa Bay Transportation: Livability & Sustainability***, can be found at www.wedu.org or by calling 813.254.9338.

About Blueprint America – PBS Reports on Infrastructure

Blueprint America is a precedent-setting multi-platform initiative that will harness the power of public media's most prestigious programs, primetime documentaries, community and educational outreach, and the web to shine an unyielding spotlight on one of the most critical issues facing our country, yet one that has been under-reported by the traditional news media: America's decaying and neglected infrastructure. The project is being supported with a major grant from The Rockefeller Foundation; more information can be found at pbs.org/blueprintamerica.

About The Rockefeller Foundation

The Rockefeller Foundation was established in 1913 by John D. Rockefeller Sr. With assets of more than \$4 billion, the Foundation attempts to harness the creative forces of globalization by supporting breakthrough solutions to 21st century challenges. This helps ensure that the tools and technologies that have significantly improved the human condition in many locations over the past half-century are accessible to more people, more fully, in more places and that disadvantaged and vulnerable people are equipped to seize them. Visit www.rockfound.org.

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