

## **PENN STATE PUBLIC BROADCASTING TO CONSOLIDATE CALL LETTERS AS WPSU TV AND FM WITH MOVE TO NEW BUILDING AT INNOVATION PARK**

**UNIVERSITY PARK, PA (July 20, 2005)** -- Penn State Public Broadcasting (PSPB), now WPSX-TV and WPSU-FM, will consolidate its call letters into a single identity, WPSU TV/FM, in October, coinciding with the fall broadcasting season and completion of its move into the new Outreach Building at Innovation Park.

“Our new station identity will be WPSU – WPSU television, WPSU radio and WPSU digital broadcasting. We’ll have the same quality programming from PBS and National Public Radio our viewers and listeners depend on through the same channels they now receive at home or in the car,” said Ted Krichels, associate vice president for outreach and general manager. “With our new location and expanded facilities, Penn State Public Broadcasting can serve as a gateway for the community and Penn State with greater accessibility for collaboration on educational and multimedia projects.”

PSPB shares the Outreach Building at 100 Innovation Boulevard with Penn State Continuing Education, Penn State World Campus and Outreach Marketing. The building, which was built by Penn State, will be dedicated in September.

“Most stations in the public broadcasting system which have both TV and radio stations use only one set of call letters, such as WETA in Washington, D.C., WGBH in Boston or WHYY in Philadelphia,” Krichels said. “With the digital transition and multimedia production capabilities, many public broadcasters have expanded their operations to provide additional educational and online services. A single set of call letters makes the identification of all those services easier.”

PSPB services include television and radio broadcasting, preK-12 educational services, Media Solutions multimedia production services and Media Sales, which distributes educational videos. WPSX-TV broadcasts analog channel 3 and digital channel 15, which went on air in March, 2003. PSPB expects to add additional digital services, such as multi-cast channels and data-casting, in the near future.

PSPB’s new facilities in the Outreach Building include three television production studios, three radio studios, five video editing suites and four audio editing suites, as well as broadcast operations. The PSPB facility has a digital core, digital router and infrastructure that will support future expansion of digital facilities. PSPB has moved over 700 pieces of equipment from its Wagner Annex operation which are being integrated with additional new equipment

WPSU-FM broadcasts on 91.5 in central Pennsylvania, 106.7 in Altoona, 100.9 in Bradford, 104.7 in Clearfield, 92.1 in DuBois, 92.3 in Huntingdon, 90.1 in northern Pennsylvania and 95.1 in Treasure Lake.

WPSX-TV broadcasts 8,760 hours of PBS programming and local productions annually to the more than 500,000 households in its 29-county coverage area. WPSU-FM provides music and news service to 250,000 homes in 13 counties of north central Pennsylvania, as well as to listeners on the Web.

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