



RELEASE

WPSU-FM'S "THIS I BELIEVE" FEATURES AN ESSAY BY TYRONE RESIDENT

UNIVERSITY PARK, PA (April 8, 2008) – At the age of 22, Tyrone native Ryan Kenawell is officially “all grown up.” But, as the featured radio essayist for this week’s installment of WPSU-FM’s new series, “This I Believe,” Kenawell expresses his belief in the power of cartoons and video games to keep you young forever.

Kenawell’s original essay will be broadcast on WPSU-FM at 5:45 p.m. on Thursday, April 10. WPSU’s “This I Believe” is a local version (heard only in central Pennsylvania) of the nationally syndicated series, broadcast on National Public Radio, that encourages people to share the beliefs that guide their daily lives.

The NPR “This I Believe” program, launched in 2005, is, in turn, based upon the journalist Edward R. Murrow’s 1950’s radio program of the same name. That program was meant to provide comfort and inspiration during a time of great fear and social division. It gave Americans a voice on a national level and allowed people from all walks of life to share their beliefs.

“The national ‘This I Believe’ program receives thousands of essays,” says WPSU series producer Cynthia Berger. “With just one essay being broadcast each week, a lot of people contribute inspiring essays that never make it onto the air. By creating our own local version of ‘This I Believe,’ we’re excited to give central Pennsylvania residents more of a chance to speak out and share their thoughts and beliefs.”

WPSU-FM invites listeners from all walks of life to speak out and tell about their personal philosophy and core values that guide their daily life. The public can submit their essays online at www.wpsu.org/believe. All essays will be posted on the WPSU site and each week, one will be selected to be read aloud by its author for broadcast on WPSU-FM. Guidelines as to length and how to write an essay can also be found at the site.

“We believe that this project is a perfect fit for WPSU and its mission to encourage dialogue,” said Greg Petersen, station manager. “Public radio has always been a place for thoughtful discourse and this local ‘This I Believe’ project enhances our role in the community.”

In addition to becoming part of the WPSU collection, all of the submitted essays will also be shared with the national project and placed in its archive of essays, which currently numbers in the thousands.

Listeners can find WPSU-FM at 106.7 in Altoona, or online at wpsu.org.

WPSU serves central Pennsylvania with programming, educational services and community outreach. This public media service produces, acquires and distributes programs that address local interests and reflect the diverse cultural, political, geographic and demographic characteristics of an audience within central Pennsylvania.

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Contact:
Jill Filby
WPSU
jillfilby@psu.edu
814-863-9912