

March 10, 2011

Dear AASHE STARS Review Committee,

WKU seeks an Innovation Credit for the WKYU PBS Studio 1 LED Lighting Renovation.

In 2010, the WKYU/PBS Studio at Western Kentucky University underwent a major renovation. A new LED (light emitting diode) lighting system replaced an aging, 40 year old incandescent system that regularly malfunctioned, required expensive specialized bulb replacement, wasted energy, and generated a lot of unnecessary heat. The LEDs will reduce energy consumption by 97% and last tens of thousands of hours. The bulbs will never need replacement and produce only a very small amount of heat.

Most importantly, WKU broadcast production students have the opportunity to use the most innovative lighting technology found in a university television studio. We are leading the charge for energy efficiency in television production. Our studio is the only one of its kind at any university campus in the world. It serves as a model for the future generation of media professionals that are educated here. Students at WKU now have the opportunity to use and study lights that were prototypes just a few months ago. WKYU-PBS is on the cutting edge of this emerging technology and we plan to showcase this studio model to all facets of the television industry.

Please don't hesitate to contact me for further information or with any questions you may have.

Sincerely,

David Brinkley

Senior Producer, Director, and Writer

Educational Television Services

Western Kentucky University