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CONTACT: Rosemary Martinelli
412-622-6433
rmartine@wqed.org

George Hazimanolis
412-622-1366
ghaziman@wqed.org

LINCOLN HIGHWAY ASSOCIATION HONORS WQED'S RICK SEBAK WITH GREGORY M. FRANZWA AWARD

PITTSBURGH – WQED's Rick Sebak, Producer/Writer/Narrator of *A Ride Along The Lincoln Highway*, has been honored with the first-ever Gregory M. Franzwa Award from the Lincoln Highway Association. The award was presented at the 2009 National Conference of the Lincoln Highway Association in South Bend, Indiana on June 19.

The award recognizes an individual or group whose efforts best exemplify the mission of the organization, which is to preserve the historical legacy of the nation's first transcontinental highway and increase awareness of its history. The award was presented to Sebak for his outstanding promotion of the Lincoln Highway Association with his production of *A Ride Along The Lincoln Highway* that aired nationally on PBS in October 2008.

The award is named after Gregory M. Franzwa, who passed away in March. He was a founder and past president of the Lincoln Highway Association. Franzwa was instrumental in founding both the Oregon-California Trails Association and the modern

Lincoln Highway Association. He edited the Lincoln Highway Association's *Forum* for most of its 17 years, and in 1995 he began a series of state-by-state guidebooks to the Lincoln Highway that covered the western portion of the route.

"I never met Gregory Franzwa, but if you spend any time looking at the history of the Lincoln Highway and the revival of the Lincoln Highway Association in the 1990s, you encounter his name, his work, his several books and the great respect and affection that all the members of this group have for him. I actually think of the Lincoln Highway Forum magazine when I hear his name because he edited so many of its issues, and I looked through them while working on our documentary," said Sebak.

"It's a great honor of course to get this first Award that is given in memory of Mr. Franzwa, and I hope that if our PBS program alerts some viewers to the charms and joys of this great old road, then we'll be continuing his work which helped spark interest over the past nearly twenty years."

WQED Pittsburgh, honored with the 2007 and 2006 Mid-Atlantic Emmy® Award for Station Excellence, was founded in 1954 as the nation's first community-supported broadcaster. WQED creates, produces and distributes quality programs, products and services to engage, inform, educate and entertain the public within its community and around the world. WQED Pittsburgh is one of the first broadcasters in the country to be fully high-definition (HD) in its studio and field production capabilities. It is the parent company of WQED-TV (PBS); WQED: The Neighborhood Channel; WQED: The Create Channel; WQEX-TV (A ShopNBC affiliate); Classical WQED-FM 89.3/Pittsburgh; WQEJ-FM 89.7/Johnstown; local and national television and radio productions; WQED Interactive (www.wqed.org); and The WQED Education Department.