

Wallingford Public Access Association, Inc.  
d/b/a/ WPAATV and Community Media Center 501© 3 Fed # 06-1378847  
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## PRESS RELEASE

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For **IMMEDIATE RELEASE**

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### **LOCAL TV HOST WINS MEDIA AWARD FOR VALUE OF CONTENT**

Georgian Lussier, a Wallingford resident, will be traveling to Portland Maine, October 22nd, to accept the Alliance for Community Media Rika Welsh Award given to community television producers who are successfully empowering the community they have chosen to serve.

The committee said, "We picked Georgian for the impact her program "Midlife Matters" has on her guests, their causes and the community at-large." With a mix of wisdom and wit, she discovers stories which are shared in conversation as TV, achieving the goal of creating make-a-difference community television. Georgian's story is representative of those she uncovers about aging well, as her adventure in cultivating impactful stories began in her own midlife.

Georgian has produced her show "Midlife Matters" for the past three and a half years. It has included a variety of journey stories as well as specific content about various topics such as women's health, employment, loss, addiction, care giving, continuing education, and veterans. She has made connections with all her guests and has helped to get their messages out to the community. She is also significantly involved in the program production. Each 30-minute segment requires an equivalent number of hours to produce from guest identification, prep, scheduling, outlining, studio work and then video editing.

The executive director at the station where "Midlife Matters" is produced says "I have had the privilege of meeting all Georgian's guests and hearing first-hand how the experience of discovering their own story was unexpectedly transforming.

Culling from her experiences, she has written 5 Ways to Grow after 50 available on Amazon. She is also a workshop presenter, developing a program called Advice to Your Younger Self: Celebrate Your Story which provides insight for turning adversity into advocacy, finding your inside voice and networking.

Georgian is a Human Resource professional committed to helping women get the most out of midlife both personally and professionally.

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Empowering the people of Wallingford to meet their own communication needs, as they define them, by facilitating digital media creation & managing its Public Distribution.