



press release

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FOR IMMEDIATE RELEASE

PBS 45 & 49 Participates in “Tsunami Relief: Northern Ohio Cares” Simulcast

KENT, Ohio – Friday, Jan. 7, 2005 – On Wednesday, Jan. 12, at 7 p.m., PBS 45 & 49 will be one of nine local television stations to broadcast a live one-hour relief-effort telethon to help tsunami victims in Asia. Proceeds from the telethon will benefit the American Red Cross. Vincent Duffy, host of **NewsNight Akron** on PBS 45 & 49, will represent the station at the telethon.

PBS 45 & 49 believes strongly in promoting community involvement among its viewership. “It is an honor and a privilege to use our local PBS 45 & 49 broadcast signal to connect the hearts of people living in northeast Ohio to people who have been devastated by this catastrophe halfway around the world,” said Trina Cutter, PBS 45 & 49 president and general manager.

During the telethon, viewers will be encouraged to call in and donate to the Red Cross. The phone bank will continue to operate until 11:30 p.m. so that people may continue to call in and donate even after the show has ended. Viewers can also log online to www.redcross.org or send donations directly to American Red Cross International Response Fund, P.O. Box 37243, Washington, D.C., 20013. Checks should be made payable to International Response Fund. Donations via Visa, Mastercard, American Express and Discover will also be taken during the hour telecast.

Area television stations broadcasting “Tsunami Relief: Northern Ohio Cares” are PBS 45 & 49, 19 Action News, NewsChannel 5, WBNX Channel 55, WJW Fox 8, WKYC Channel 3, WUAB Channel 43, WVIZ/PBS ideastream and WVPX PAX 23. “This is an unprecedented effort and we appreciate the scope and commitment that our area broadcasters have shown to this disaster,” said Mary-Alice Frank, chief executive officer of the American Red Cross, Greater Cleveland Chapter.

PBS 45 & 49 is owned and operated by Northeastern Educational Television of Ohio, Inc., a private, nonprofit corporation. A trusted community resource, PBS 45 & 49 uses the power of non-commercial television and related services to enrich the lives of people through high-quality programming and educational services that teach, illuminate and inspire.

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PBS 45 & 49

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