



## **PBS 45 & 49**

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# *press release*

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## **FOR IMMEDIATE RELEASE**

### **PBS 45 & 49 Launches High-Definition TV Programming**

KENT, Ohio — June 26, 2007 — PBS 45 & 49 announced today that it has launched its high-definition (HD) service. Viewers can now tune in to either channel 45.1 or 49.1 to enjoy quality HD television programming. To find out what is airing on the station's HD channels, visit [www.pbs4549.org/schedule.htm](http://www.pbs4549.org/schedule.htm).

With the addition of HDTV, viewers can enjoy programs broadcast in much higher resolution or clarity than standard analog television programming. Consumers can get HDTV programming with digital TV sets or digital converter boxes hooked up to analog TV sets. They also can access the HD programming through cable and satellite services, although some companies might not yet be offering the PBS 45 & 49 HD channel. Cable customers who wish to view HD PBS programming are encouraged to ask their cable service to add the PBS 45 & 49 HD channel to the cable company's lineup.

"Many of our viewers have been waiting a long time for the PBS HD service, and I am happy that we are able to provide it," said Don Freeman, PBS 45 & 49 chief operating officer. "The addition of HD programming is just the beginning of what is yet to come with digital television, and our goal is to provide increased access to quality programming using this new technology."

### **About PBS 45 & 49**

PBS 45 & 49 is owned and operated by Northeastern Educational Television of Ohio, Inc., a private, nonprofit corporation and consortium of Kent State University, The University of Akron and Youngstown State University. A trusted community resource, PBS 45 & 49 uses the power of commercial-free television and related services to enrich the lives of people through high-quality programming and educational services that teach, illuminate and inspire. The only broadcast television service that reaches all of northeast Ohio, PBS 45 & 49 is available to 1.8 million households and 4.6 million people in the Cleveland and Youngstown designated market areas. In an average week, over 500,000 households tune in. Through funding from eTech Ohio, the organization provides K-12 educational technology training and instructional television programming to 21,500 educators and 257,400 students in eight Ohio counties. For more information about PBS 45 & 49, visit [www.pbs4549.org](http://www.pbs4549.org) or call 1-800-554-4549.

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