



press release

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FOR IMMEDIATE RELEASE

Brian Reitz named to new major-gifts position at PBS 45 & 49

Formerly served as director of Hale Farm and Village

PBS 45 & 49

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KENT, Ohio — Aug. 11, 2008 — PBS 45 & 49 announces the appointment of Brian Reitz to the newly created position of major gifts/planned giving officer. In this capacity, Reitz will coordinate all aspects of the organization's major gifts and planned giving programs, including The Producers Circle, a membership program of major investors in and ambassadors for PBS 45 & 49.

Reitz formerly held the position of director of Hale Farm and Village in Bath, Ohio. He joined the outdoor living history museum in 1999 while still a student at Kent State University and worked in various positions before being appointed director in 2006. During his tenure as director, Reitz managed all operations of Hale Farm's \$1.4 million budget, including fund-raising, programming and capital campaigns.

"Brian brings a wealth of talent and experience to this new position," said Lisa Martinez, vice president of marketing and development. "He is very active in the community and believes in the importance of nonprofit organizations such as our own. We are fortunate to have someone of his caliber in this important new role."

A native of Silver Lake, Ohio, Reitz graduated summa cum laude from Kent State University's Honors College with a bachelor of arts degree in history. He is a board member of Artcetera and is active in the Association of Professional Fundraising, Akron Area Arts Alliance, Ohio & Erie Canalway Interpretation Committee and Young Professionals of Akron.

About PBS 45 & 49

PBS 45 & 49 (soon to be Western Reserve Public Media) 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 4.4 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 256,700 students in eight Ohio counties. For more information about PBS 45 & 49, visit www.pbs4549.org or call 1-800-554-4549.

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