

# press release

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FOR IMMEDIATE RELEASE

## **PBS 45 & 49, WKSU Team Up With WKYC to Add New Downtown Akron Studio**

KENT, Ohio – May 29, 2008 – PBS 45 & 49 and 89.7 WKSU will join Cleveland-based NBC affiliate WKYC (channel 3) in group-leasing the ground-level broadcasting studios of downtown Akron's United Building. The building is owned by the City of Akron.

PBS 45 & 49, the only broadcast television station that spans the entire northeast Ohio region, utilizes various production studios throughout the region. WKSU, which broadcasts NPR news, classical and folk music and public radio entertainment programming to 22 counties in Northeast Ohio, will house an Akron news bureau in the facility. The radio station currently operates satellite bureaus in Cleveland and Canton, along with WKSU's main studios on the campus of Kent State University. PBS 45 & 49 will also move some of its production operations to the Akron site that it will designate as the Western Reserve Production Hub.

WKYC has occupied the highly visible space on the corner of Market and Main since 2001, broadcasting nightly local newscasts aimed at the Akron and Canton markets – originally over the air on PAX 23, and more recently on Time-Warner Cable's Channel 23. When WKYC announced plans to terminate the nightly newscasts on Channel 23 as of May 30, PBS 45 & 49 President and CEO Trina Cutter and WKSU Executive Director and General Manager Al Bartholet came together with an offer to sublease the United Building's studio space.

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The WKYC/PBS 45 & 49/WKSU agreement includes provisions that will allow reporter/newscast anchor Eric Mansfield and a small camera crew to share the space in order to continue reporting Akron-area news on WKYC. Mansfield is familiar to the PBS 45 & 49 audience as host of the station's "NewsNight Akron" news program, which airs on Fridays at 9 p.m. The program will begin production at the Akron studio in July.

Cutter said, "The area surrounding the United Building is a center for creativity with White Space Creative, the Mocha Maiden and Musica Bar. It's the perfect place for a television studio. I look forward to the day when downtown Akron is a television production hub for the entire northeast Ohio region."

Bartholet added, "We are very happy to be able to take advantage of this unique opportunity. Maintaining production facilities in WKYC's United Building studios will allow WKSU's award-winning news staff quick and easy access to the tools they need to create Akron-based stories as news breaks. This development makes WKSU more integrated in the Akron community."

### **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 4.4 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](http://www.pbs4549.org) or call 1-800-554-4549.

### **About WKSU**

WKSU is a nonprofit, public radio station broadcasting NPR news, Classical and Folk music and other entertainment programming at 89.7 FM. WKSU programming can be heard in 22 Ohio counties and parts of Western Pennsylvania over the main tower in Copley Township and on WKRW 89.3 FM in Wooster, WKRJ 91.5 FM in Dover/New Philadelphia, WKSU 89.1 FM in Thompson, WNRK 90.7 in Norwalk, W298BA 107.5 FM in Boardman, and W239AZ 95.7 FM in Ashland. The station has earned multiple regional, state and national awards for news reporting, classical music broadcasts, fundraising, marketing and web site development. Since 2003, WKSU has also produced FolkAlley.com, a Web site and streaming music service dedicated to the Folk music genre. The WKSU web site, [www.wksu.org](http://www.wksu.org), offers on-demand audio, program information, playlists, a Classical blog and much more. WKSU is a service of Kent State University, broadcasting from the Kent Campus since 1950.