



## news release

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**FOR IMMEDIATE RELEASE**

### **Western Reserve PBS to Hold DTV Open House**

*Free event on Thursday, Nov. 6 to educate attendees on digital TV transition*

KENT, Ohio — Oct. 28, 2008 — Western Reserve PBS (formerly PBS 45 & 49) invites community members to attend a free DTV Open House on Thursday, Nov. 6 from 3 p.m. to 7 p.m. at its main offices, 1750 Campus Center Dr., Kent. Attendees will have the opportunity to get information about HDTVs, see demonstrations on converter box hook-ups, get help ordering converter box coupons, ask questions about antennas and more. Free refreshments will be served and there will be a raffle for door prizes.

Western Reserve PBS is holding this event in conjunction with the National Association of Broadcasters and other television stations nationwide in recognition of the Nov. 10, 2008 milestone of 100 days until the nationwide DTV transition. For the station's Youngstown-area WNEO viewers, the event is particularly timely because this channel's conversion will take place on Friday, Nov. 21 — three months ahead of the national DTV conversion.

“Our DTV Open House is part of our ongoing educational efforts to ease our viewers’ transition from analog to digital TV,” said Trina Cutter, president and CEO of Western Reserve PBS. “It’s just one more service that we are offering to community members to help them get the information they need from our engineers and support staff.”

Western Reserve PBS is also conducting presentations at libraries throughout its viewing area and is airing DTV programs and on-air public service announcements. In addition, the Western Reserve PBS DTV Help Desk is accessible by phone at 1-877-DTV-4PBS (1-877-388-4727) or online at [WesternReservePBS.org/dtv4pbs](http://WesternReservePBS.org/dtv4pbs).

For more information about the DTV Open House, call Western Reserve PBS at 1-800-554-4549 or visit [WesternReservePBS.org](http://WesternReservePBS.org).

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**About Western Reserve Public Media**

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, Western Reserve Public Media 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.

Western Reserve PBS, a service of Western Reserve Public Media, is the only broadcast television service that reaches all of northeast Ohio. It 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, Western Reserve Public Media 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, visit [WesternReservePublicMedia.org](http://WesternReservePublicMedia.org) or call 1-800-554-4549.

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