



## news release

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**FOR IMMEDIATE RELEASE**

### **WNEO Analog Signal to Shut Off Permanently on Nov. 19, 2008**

*WNEO digital channels to go live on Nov. 21; most area cable  
and satellite services to air Western Reserve PBS programming during transition*

KENT, Ohio — Nov. 18, 2008 — Western Reserve Public Media (formerly PBS 45 & 49) is in the process of the digital conversion of its WNEO signal, which is seen by viewers in the greater Youngstown area, western Pennsylvania and portions of Portage and Stark counties. As a result of the conversion process, analog channel WNEO 45 will permanently go off the air on Wednesday, Nov. 19, three months ahead of the national analog shut-off date. The WNEO digital channels, 45.1 and 45.2, which have been off air since Wednesday, Nov. 12, will return with an improved, stronger signal on Friday, Nov. 21.

During the transition time, subscribers to Armstrong Cable, Time Warner Cable, Comcast, Dish Network and DirecTV will continue to receive Western Reserve PBS programming via the organization's WEAO transmitter in Copley. The WEAO-TV Channel 49, which serves viewers in the greater Cleveland, Akron and Canton area, is unaffected by the early WNEO conversion.

Western Reserve Public Media's analog channel, W58AM-TV, which serves the low-lying areas of the Mahoning Valley, is currently off air due to the need for transmitter repairs. The organization's engineers are assessing the situation to determine whether to make an early digital conversion of this channel.

Television viewers who own analog TV sets and use rooftop or rabbit-ear antennas to receive their TV signals will need to make a change in order to view WNEO channels (and to view all full-power TV channels following the Feb. 17, 2009 national conversion). Their options are to purchase a converter box for their existing TV, purchase a TV that has a digital tuner or subscribe to a pay-TV service.

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Western Reserve Public Media has set up a DTV Help Desk at 1-877-DTV-4PBS (1-877-388-4727) for those who have questions about the digital conversion. Information also is available on the organization's Web site, [WesternReservePublicMedia.org](http://WesternReservePublicMedia.org).

### **About Western Reserve Public Media**

Western Reserve Public Media (formerly 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, 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 the organization, 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 about the organization, visit [www.WesternReservePublicMedia.org](http://www.WesternReservePublicMedia.org) or call 1-800-554-4549.

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