



news release

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FOR IMMEDIATE RELEASE

Call Western Reserve Public Media DTV Help Desk for Assistance With Digital TV Conversion

KENT, Ohio — June 8, 2009 — This Friday, June 12, television stations across the country will make the DTV switch. Western Reserve Public Media can help those who are having difficulty with the transition via its DTV Help Desk. The free service is accessible by phone at 1-877-388-4727 (1-877-DTV-4PBS) or by e-mail at dtv4pbs@WesternReservePublicMedia.org. The station's Web site, WesternReservePBS.org, also offers detailed information about the DTV transition.

“We introduced our DTV Help Desk in May of 2008 and have since provided assistance to hundreds of northeast Ohioans,” said Amanda Donatelli, marketing and communications specialist. “The most common issues involve antennas, and we are happy to help determine how to get the best possible signal strength via an antenna.” Donatelli reminds viewers that during the digital transition, some stations may change channel positions or frequencies. Because of this, viewers who don't have cable or satellite service should periodically re-scan their converter boxes or digital TVs for channels.

Western Reserve Public Media will shut off its analog WEAO signal at 11:59 p.m. on June 12. WEAO serves the Akron/Canton/Cleveland markets. The station also operates WNEO, which serves the greater Youngstown area. WNEO converted to a digital-only signal in November. In addition to providing the DTV Help Desk, the organization has conducted open houses, library visits and presentations to community organizations regarding the DTV transition.

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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 or call 1-800-554-4549.

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