



news release

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FOR IMMEDIATE RELEASE

Western Reserve Public Media Presents NEOTropolis TV Series

New show focusing on northeast Ohio's economy to be hosted by Thomas Mulready

KENT — Oct. 28, 2009 — Western Reserve Public Media introduces its new half-hour weekly program that will build northeast Ohio viewers' knowledge of regional economic issues, strengthen their confidence in the economy of northeast Ohio and provide them with helpful information and resources to endure challenging economic times.

NEOTropolis premieres Friday, Nov. 6, at 9 p.m. on Western Reserve PBS (WNEO/WEAO 45.1/49.1) and repeats on Saturdays at 5:30 a.m. **NewsNight Akron**, which formerly aired Fridays at 9 p.m. on Western Reserve PBS, will move to 9:30 p.m.

NEOTropolis focuses exclusively on the business and economy of northeast Ohio. The show will tell the full story of the regional economy, sharing both the challenges and opportunities unfolding in northeast Ohio.

The program is hosted by Thomas Mulready, publisher of CoolCleveland.com. Content partners are Crain's Cleveland Business and The Business Journal of Youngstown. "**NEOTropolis** will offer timely information about the region's business and economy in a fast-paced yet in-depth format," said Duilio Mariola, Western Reserve Public Media executive producer. "We want to be a vehicle for dialogue about regionalism for the four major cities in our broadcast area — Akron, Canton, Cleveland and Youngstown. In the first episode, for example, we will explore the biomedical technology industry and its impact on our entire region."

The program presents short segments on the region's business headlines and stock reports; a long-form field piece taking a close look at some aspect of business or the economy relevant to current events; and reports on new and emerging business ventures, exploring the entrepreneurial work of the region's business incubators. It also explores projects that are emerging

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from growth sectors (e.g. biomedicine and biosciences) and research being done at our colleges and universities; an insider's perspective on what drives business decisions and how they are made; and a weekly roundtable presenting interpretation and analysis of the week's economic news.

Another feature of the show are "Economics 101" bumpers that explain economics concepts and offer pertinent facts about northeast Ohio business and industry, as well as information that connects viewers to local resources including existing and emerging workforce development resources.

Funding for **NEOtropolis** has been provided by The Burton D. Morgan Foundation, Key Private Bank, KeyBank Foundation, MAGNET, Kent State University, Dominion Foundation, JumpStart Inc. and The Raymond John Wean Foundation.

NEOtropolis also will air on Western Reserve Public Media's Fusion channel (WNEO/WEAO 45.2/49.2) on Saturdays at 9 p.m. and on Mondays at 8:30 p.m. For information on Western Reserve Public Media's channel designations, visit WesternReservePublicMedia.org or call 1-800-554-4549.

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. The organization also operates three standard definition channels, Fusion (WNEO.2/WEAO.2), MHz Worldview (WNEO.3/WEAO.3) and V-me (WNEO.4/WEAO.4).

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.