



news release

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FOR IMMEDIATE RELEASE

Western Reserve Public Media Wins Award at National Conference

KENT, Ohio — Tuesday, Feb. 3, 2009 — A multimedia package created for educators by Western Reserve Public Media, formerly PBS 45 & 49, was named 2008's finest instructional media product in a small market when the National Educational Telecommunications Association (NETA) honored 23 public broadcasters with awards in January at the organization's annual conference held in Tampa, Fla. Western Reserve Public Media was the only Ohio station to win an award.

Big or Small: Measure It All!, created for grades 4-6, shows students how measurement is used in the everyday world and how to use measurements in a hands-on manner to accomplish a goal. The project has already received high marks from Ohio teachers who evaluated the materials for classroom use. The panel of television industry experts who judged *Big or Small* called it "well-written, thorough and very well-produced." They especially liked the innovative use of Google Earth in the lesson plans, and praised the related Web site for its comprehensive collection of materials.

In all, 39 projects in the areas of program production, promotion, outreach and instructional media were honored. The NETA Awards are annual recognition of member-produced excellence in public broadcasting, a tradition established more than 40 years ago by the pioneering Southern Educational Communications Association.

NETA is a professional association founded in 1997 to serve public television licensees and affiliated educational organizations. The organization has members in 44 states, the District of Columbia and the Virgin Islands. NETA is headquartered in Columbia, S.C.

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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 or call 1-800-554-4549.

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