



news release

Contact: Diane Steinert, Communications Coordinator
330-677-4549 or dsteinert@WesternReservePublicMedia.org

FOR IMMEDIATE RELEASE

Western Reserve Public Media announces launch of two new standard definition channels

KENT, Ohio – June 11, 2009 — Western Reserve Public Media (formerly PBS 45 & 49) announced today that it will launch two new standard definition broadcast services at midnight on June 13, 2009, to coincide with the national analog shut-off and to herald the beginning of the all-digital broadcast environment.

Fusion, the new service airing on WNEO.2/WEAO.2, will focus on arts, culture, public affairs and regional productions. Fusion will debut with Classic Arts Showcase programming airing around the clock until Wednesday, Aug. 1, when the new locally programmed schedule begins. The variety service will feature regionally produced programming from both Western Reserve Public Media and independent producers; arts and performance programming from PBS, American Public Television, Minority Consortia and other sources not carried on the organization's primary channel; Ohio Statehouse floor activities coverage from Ohio Government channel and other public affairs programs; and more than 10 recently acquired British comedies and other BBC Worldwide programs not carried on Western Reserve PBS.

Premiere date: Classic Arts Showcase will air around the clock beginning Saturday, June 13, 2009. On Saturday, Aug. 1, 2009, the new locally programmed schedule will begin.

Channel designations: Digital channels 45.2 (WNEO) and 49.2 (WEAO); Time Warner Cable channel 368 (beginning July 15 in Akron, Canton and Youngstown; Cleveland and other markets to follow); Massillon Cable channel 84; other cable system carriage pending

-more-



MHz Worldview, the new service airing on WNEO.3/WEAO.3, is an independent, noncommercial service presenting fresh, relevant English-language international content including news, documentaries, cultural programming, dramas, films and mysteries, music and sports. Known for its “programming for globally minded people,” MHz Worldview presents programs from around the world to American audiences, representing networks such as Asian News International, Beijing TV, Bolivision (Bolivia), Deutsche Welle (Germany), euroNews, France 24, Israel Broadcasting Authority, NHK World TV (Japan), Nigerian Television Authority, RT (formerly Russia Today), South African Broadcasting Corp. News International, Taiwan Macroview TV, TV Polonia and many others.

Premiere date: Saturday, June 13, 2009

Channel designations: Digital channels 45.3 (WNEO) and 49.3 (WEAO); Time Warner Cable channel 367 (beginning July 15 in Akron, Canton and Youngstown; Cleveland and other markets to follow); Massillon Cable channel 85; other cable system carriage pending

Western Reserve PBS, the organization’s primary, high-definition broadcast service, will continue to air on WNEO PBS 45.1 and WEAO PBS 49.1 and in its current cable and satellite positions. Western Reserve PBS offers a wide range of programs on subjects including science and nature; drama, art and music; how-tos, travel and adventure; history and biography; and news and public affairs. Additionally, the station airs over 60 hours of children’s programming each week. It is well-known for sustaining an excellent relationship with local independent producers and is the premier television outlet for their work.

“Western Reserve Public Media has long positioned itself as a broadcast service offering alternative TV programming — from commercial television stations as well as from other public television stations,” said Trina Cutter, president and CEO of Western Reserve Public Media. “Our two new channels will present unique, engaging program content for northeast Ohioans.

“For the past 10 years we have been intensely focused on the technical logistics of converting two broadcast transmitters to digital,” Cutter continued. “It is refreshing and reinvigorating to finally be shifting all of our focus to services for our community.”

The new broadcast services range from the local to the global. Station programmer Don Freeman explained, “We want to be a showcase for northeast Ohio’s best local and regional productions, a home for creative voices and a place to find out not only what is happening in the world, but what the rest of the world says about it when it’s happening.”

Western Reserve Public Media continues to work with area cable and satellite TV providers to add these new channels to their lineups. More information is available online at WesternReservePBS.org or by calling 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 two standard definition channels, Fusion (WNEO.2/WEAO.2) and MHz Worldview (WNEO.3/WEAO.3).

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.

##