



news release

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FOR IMMEDIATE RELEASE

Western Reserve Public Media Adds Spanish-Language Channel

KENT, Ohio — Friday, Oct. 23, 2009 — Western Reserve Public Media announces the addition of a new digital channel, V-me, the first national Spanish-language television network presented by public television stations, which began airing earlier this month. This new alternative to traditional Spanish television is now available to over-the-air viewers on digital channels WNEO 45.4 and WEAO 49.4.

V-me (pronounced veh-meh) is designed for U.S. Latinos seeking greater variety in Spanish-language programs. Its name is taken from the Spanish word *veme*, which means “see me.” Its programs promise to entertain, educate and inspire families in Spanish with a contemporary mix of original productions, exclusive premieres and popular public television programs.

“Our station is an alternative to other available media and we work hard to provide something for everyone in northeast Ohio,” said Don Freeman, programmer. “Cleveland is the 58th largest concentration of Hispanics in the United States. The V-me service helps us provide a true alternative to the Spanish language commercial networks that are available to this significant population.”

Over-the-air viewers (those viewers who do not have cable or satellite service) who wish to access the V-me channel should re-scan their DTV sets or converter boxes in order to receive this and other new digital channels. Western Reserve Public Media is working with local cable and satellite providers to add the channel to their lineups.

V-me joins the family of four Western Reserve Public Media digital channels that use the powerful medium of television to teach, illuminate and inspire. These include Western Reserve PBS 45.1/49.1, the primary, high definition broadcast service; Fusion 45.2/49.2, which offers a combination of regional, BBC Worldwide, arts and public affairs programming; and MHz Worldview 45.3/49.3, an independent, noncommercial service presenting English-language content from public broadcasting networks around the world.

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For more information about Western Reserve Public Media channels and services, call 1-800-554-4549 or visit WesternReservePBS.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. 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.

About V-me

V-me, one of America's largest Spanish networks, entertains and informs Latino families in Spanish with primetime drama, music, sports, current affairs and Latin cinema, along with world class kids, food, lifestyle and nature programming. The 24-hour network, partnered with public television stations, is currently available in over 70% of all Hispanic homes - rising to 80% by year end 2009. V-me is the first venture of the media production and distribution company, V-me Media Inc. To find out more visit www.VmeTV.com.

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