



## news release

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**FOR IMMEDIATE RELEASE**

# Western Reserve Public Media Powers Up New WNEO Channel 45 Digital Translator

KENT, Ohio — Thursday, Oct. 29, 2009 — Western Reserve Public Media announces that effective Wednesday, Oct. 28, it has added a new digital translator that enables viewers to receive WNEO Channel 45 in Youngstown. The translator, located on WFMJ's tower, enables low-lying areas of the Mahoning Valley to receive WNEO signals. Viewers who receive their TV signal over the air should re-scan their TV or converter box to receive the new signal.

"We are happy to once again be able to provide a translator signal to viewers who are unable to pick up our WNEO signal directly," said Bill O'Neil, station manager. "Previously, our analog channel 58 served this purpose, but it has been off air since November 2008 because of the need to convert it to digital.

"Also, we appreciate the support that we receive from WFMJ in allowing us to lease tower space from them at a discounted rate."

Viewers in the translator's service area should now be able to pick up not only the station's primary, high-definition channel, WNEO 45.1 Western Reserve PBS, but also its three subchannels. Fusion, WNEO 45.2, offers a combination of regional, BBC Worldwide, arts and public affairs programming. MHz Worldview, WNEO 45.3, is an independent, noncommercial service presenting English-language content from public broadcasting networks around the world. The station's newest channel, V-me (pronounced *veh-meh*), WNEO 45.4, is designed for U.S. Latinos seeking greater variety in Spanish-language programs.

For more information about Western Reserve Public Media channels and services, call 1-800-554-4549 or visit [WesternReservePBS.org](http://WesternReservePBS.org).

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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. 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](http://www.WesternReservePublicMedia.org) or call 1-800-554-4549.

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