



news release

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

FOR IMMEDIATE RELEASE

Western Reserve Public Media Introduces New Online Video Player

National media describes it as “fantastic” and “the most innovative”

KENT, Ohio — Tuesday, March 9, 2010 — Western Reserve Public Media announced today the launch of its new online video player that offers a wealth of high-quality video productions for viewing on demand. The video player is accessible at WesternReservePBS.org by selecting the video tab. It enables the station to offer local and national content, plus content from other PBS affiliates.

The video system, called COVE — Comprehensive Online Video Ecosystem — has received national acclaim for its sleek design and gorgeous video quality:

- “It is fantastic. Easy to use. Modern. Flashy ... It does everything that Hulu does, but it’s loaded with all that important, intelligent programming that you forget to DVR, all in near-DVD quality.” — Eric Gillin, *Esquire*, April 23, 2009
- “... public broadcasting is taking a big leap forward today with a new video hub that’s arguably the most innovative and well designed on the market.” — *Variety*, April 22, 2009

COVE is a new PBS innovation that offers full-length programs in a jukebox-style selection format. Viewers can choose from a stream of featured PBS programs, including **Great Performances**, **Nature** and **Nova**, plus Western Reserve Public Media productions such as **NewsNight Akron** and **NEOTropolis**. Within each stream, there are stacks of up to nine related programs that viewers can leaf through.

Viewers can also choose to explore featured collections, such as PBS Parents, Going Places and Exploring Science. For example, in the Going Places collection, selections currently include **Violent Hawaii**, the complete series **The National Parks: America’s Best Idea** and more.

-more-



Other features of the video system include a search engine that can find material by theme or program title, links to the most-watched and most-e-mailed programs and a link to PBS Kids Go's robust site. On each video's page, buttons enable visitors to share, e-mail or buy copies of programs, and also to donate to Western Reserve Public Media.

"We are so pleased to offer this innovative video system to the public," said Trina Cutter, Western Reserve Public Media president and CEO. "It allows convenient access to national PBS programs, our own productions and those of other PBS affiliates. Best of all, it offers an improved viewing experience of outstanding full-length programs."

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.

##