



news release

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FOR IMMEDIATE RELEASE

Economic Outlook, Tax Incentives Are Focus of This Week's Edition of NEOTropolis

Kent, Ohio — Jan. 28, 2010 — The economic outlook for 2010 was big news this week following public addresses by President Obama and Ohio Governor Ted Strickland. **NEOTropolis**, Western Reserve Public Media's weekly business and economy television show, will gather expert opinions on the outlook for the region's economy during the Friday, Jan. 29, show that premieres at 8:30 p.m. on Western Reserve PBS. A second show segment will cover tax incentives that could help many area residents save money this year.

Joining host Thomas Mulready as guest panelists on this week's show will be the following:

- Fred Carr, Ph.D., director of the Barker Center for Economic Education at The University of Akron
- Tracy Monroe, a partner in the Tax Department of Cohen & Co.
- Lucy Malakar, economics instructor at Lorain County Community College

NEOTropolis airs weekly on Fridays at 8:30 p.m. and repeats on Saturdays at 4:30 a.m. and Sundays at 6:30 p.m. on Western Reserve PBS (WNEO/WEAO 45.1/49.1). It also airs on Fusion (WNEO/WEAO 45.2/49.2) on Saturdays at 9 p.m. and repeats on Mondays at 8 p.m.

About NEOTropolis

NEOTropolis, a new Western Reserve Public Media production, explores the business and economy of northeast Ohio and the challenges and opportunities unfolding in our region. Thomas Mulready of Cool Cleveland hosts the program, which features short segments on the region's business headlines and stock reports; a long-form field piece taking a close look at some aspect of business or the economy relevant to current events; and reports on new and emerging business ventures, exploring the entrepreneurial work of the region's business incubators. **NEOTropolis** airs on Western Reserve PBS (WNEO/WEAO 45.1/49.1) on Fridays at 8:30 p.m., Saturdays at 4:30 a.m. and Sundays at 6:30 p.m. It airs on Fusion (WNEO/WEAO 45.2/49.2) on Saturdays at 9 p.m. and Mondays at 8 p.m.

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Content partners for the program are Crain's Cleveland Business and The Business Journal of Youngstown. Funding for **NEOtropolis** has been provided by The Burton D. Morgan Foundation, Key Private Bank, KeyBank Foundation, MAGNET, Kent State University, Dominion Foundation, JumpStart Inc., The Raymond John Wean Foundation and Youngstown Business Incubator.

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.

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