



news release

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FOR IMMEDIATE RELEASE

Robert F. Kennedy Jr. to Appear in Exclusive Interview on NEOTropolis

*Environmental leader to speak about renewable energy
on Western Reserve Public Media business and economy show*

KENT, Ohio — Friday, April 9, 2010 — The Friday, April 16, edition of **NEOTropolis**, Western Reserve Public Media's weekly business and economy TV show, will include an exclusive prerecorded interview with Robert F. Kennedy Jr. He will discuss the need for the United States to reduce its dependency on foreign oil by pursuing renewable energy sources.

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.

A steadfast defender of the environment, Robert F. Kennedy Jr. is chief prosecuting attorney for the Hudson Riverkeeper and president of Waterkeeper Alliance. He is also a clinical professor and supervising attorney at Pace University School of Law's Environmental Litigation Clinic and is co-host of "Ring of Fire" on Air America Radio. Kennedy was in town to speak at EcoWatch's Second Annual Green Gala, held April 9 at Executive Caterers in Cleveland.

About NEOTropolis

A Western Reserve Public Media production, **NEOTropolis** 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. Another feature of the show are "Economics 101" bumpers that explain economics concepts and offer pertinent facts about northeast Ohio business and industry, as well as information that

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connects viewers to local resources including existing and emerging workforce development resources. A “CEO to CEO” segment offers an insider’s perspective on what drives business decisions and how they are made.

Content partners for the program are Crain’s Cleveland Business and The Business Journal of Youngstown. Funding for **NEO**tropolis 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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