



news release

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FOR IMMEDIATE RELEASE

Western Reserve Public Media in Winners Circle at National Educational Television Conference

Kent, Ohio — Jan. 21, 2010 — Western Reserve Public Media won two national awards on Jan. 13 at an annual public broadcasters conference. The organization received first place in two categories, Rebranding Campaign (Corporate/Institutional) and Instructional Media Product, when the National Educational Telecommunications Association (NETA) honored 23 public broadcasters during its annual conference held this year at M Resort in Henderson, Nev.

The organization's new identity campaign, introduced in September 2008, won the rebranding award. The NETA judges praised the campaign for its use of humor in the promotional videos and for the attractive design of the new logo.

"Quiz Bus: Dealing With Data," which won the instructional media award, is a multimedia educational kit for grades 4-8. It offers instruction in gathering, analyzing and reporting data. It includes five videos, a teacher guide and a Web site and is available for use by educators in the station's eight-county service area. The video project features teachers competing in a quiz show that takes place on a traveling school bus. The judges praised the project as "simple and well-executed" and "a well-done adaption of the Cash Cab idea."

Accepting the awards on behalf of the station were Lisa Martinez, vice president of marketing and development, and Jeff Good, director of education. "Nearly everyone on our staff worked on one or both of these projects," said Trina Cutter, Western Reserve Public Media president and chief executive officer. "It is nice to be recognized nationally for our efforts."

At the NETA ceremony, 31 trophies in the areas of program production, promotion, outreach and instructional media were awarded. The NETA Awards are annual recognition of member-produced excellence in public broadcasting, a tradition established more than 40 years ago by the pioneering Southern Educational Communications Association.

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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 or call 1-800-554-4549.

About NETA

NETA is a professional association founded in 1997 to serve public television licensees and affiliated educational organizations. The organization has members in 44 states, the District of Columbia and the Virgin Islands. NETA is headquartered in Columbia, S.C.

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