



news release

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FOR IMMEDIATE RELEASE

NewsNite Special Features Regional Food Banks

Western Reserve Public Media news special to air on Friday, Nov. 26, at 9 p.m.

KENT, Ohio — Nov. 23, 2010 — For many people throughout our region, realities related to the economy have included foreclosures, unemployment, underemployment and the hardship of poverty. In many cases, they are asking for help for the first time in their lives, which has led to an increased demand for charitable organizations including food banks.

A special edition of **NewsNite** on Western Reserve PBS (WNEO.1/WEO.1) explores how Northeast Ohio's food banks are dealing with the increased demand. The program will air on the day after Thanksgiving, Friday, Nov. 26, at 9 p.m. It will repeat on Saturday, Nov. 27, at 5:30 a.m. It also will air on Fusion (WNEO.2/WEO.2) on Saturday, Nov. 27, at 9:30 p.m. and repeat on Monday, Nov. 29, at 8:30 p.m.

Dan Flowers, executive director of the Akron-Canton Foodbank; Deb Beckwith, vice president of agency programs and services for the Cleveland Foodbank; and Michael Iberis, executive director of the Second Harvest Food Bank of the Mahoning Valley, talk with **NewsNite** panelist Jody Miller about how their respective food banks tackle the pressing needs of so many in our region.

The guests provide a thumbnail sketch of their organizations and then discuss the almost mind-boggling logistics of how food banks get food to those who are in need. Where does the food come from? What role does nutrition play in the food disbursement process? The three food bank leaders discuss these topics in addition to the collaborative nature of their work, essential role of volunteers and exponential growth in need. They also share stirring stories about people who have used the services and the extraordinary work being done by their organizations.

Extended footage of the program's discussion, plus links to each of the food banks, will be available on the **NewsNite** website at www.newsnite.net.

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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.

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