



**WESTERN
RESERVE**
PUBLIC MEDIA

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news release

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FOR IMMEDIATE RELEASE

Eric Mansfield, Host of Western Reserve PBS's NewsNite, Selected to Attend Poynter Institute Conference

KENT, OHIO — Thursday, Oct. 13, 2011 — Eric Mansfield, host of **NewsNite**, Western Reserve PBS's weekly news program for Northeast Ohio, has been selected to participate in the conference "Elections 2012: The Campaign for Social Media." Sponsored by The Poynter Institute, the conference is designed to help journalists take full advantage of social media in their coverage of the upcoming political season. Mansfield was awarded a grant from the McCormick Foundation to attend the conference, which will be held Oct. 25-27, 2011, at The Poynter Institute in St. Petersburg, Fla.

According to The Poynter Institute, Mansfield was one of 29 journalists nationwide who were accepted for the conference. He was chosen because of his strengths in integrating social media into his work and his understanding of the role that social media will play in next year's elections. Poynter faculty and guest lecturers including Bill Adair, editor of Pulitzer Prize-winning *PolitiFact*, will offer information on identifying issues that matter most, engaging the public in conversations that inform news coverage and more.

Mansfield, who also reports for WKYC-TV newscasts in Cleveland, has more than 20 years of experience in the TV news industry. As the host of **NewsNite**, he leads panel discussion about the week's top news stories, offering in-depth coverage of news that affects Northeast Ohioans. The show's news team also posts blogs at newsnite.net and encourages viewers to participate in the online discussion. **NewsNite** airs on Western Reserve PBS (WNEO 45.1/WEAO 49.1) on Fridays at 8:30 p.m. and repeats on Saturdays at 3 a.m. More information about Western Reserve PBS programs can be found at WesternReservePBS.org.

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

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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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