



news release

Contact: Diane Steinert, Communications Coordinator
Western Reserve PBS
330-677-4549

Electronic press materials available at <http://westernreservepublicmedia.org/press.htm>

FOR IMMEDIATE RELEASE

NEOtopolis Returns in January With New Host and New Focus

Third season begins Tuesday, Jan. 10; focuses on forces of change in Northeast Ohio

KENT, Ohio — Dec. 27, 2011 — **NEOtopolis** returns for a third season on Western Reserve PBS with a new focus, a new host and a new look. The Western Reserve Public Media production will air live on Tuesdays at 9 p.m. beginning Jan. 10, 2012. The program will also stream live at NEOtopolis.org and on the Facebook fan page.

The third season of **NEOtopolis** has been re-envisioned with a broader content scope, focused on helping Northeast Ohioans make sense of the forces of change that impact our lives. The series will continue to explore the region, but the net is widened. New host Luke Frazier will explore how technology, globalization and diversity are impacting how Northeast Ohioans live:

- The force of technology requires us to respond to and interact with our world in new ways.
- The force of globalization challenges us to adjust the ways we look at edges, borders and cultures.
- The force of diversity allows us to welcome new definitions and expand our boundaries.

“Probably not since our country made the transition from the agrarian age to the industrial era have people faced so many changes in how they work, learn, live and play,” explained Trina Cutter, president and CEO of Western Reserve Public Media and executive producer of the series. “The digital age has changed almost everything. **NEOtopolis** is a television series that aims to help Northeast Ohioans make sense of the forces of change swirling around them. In season three, we’ll continue to examine, explore and explain our region and help build confidence in our future.”

-more-



“Our goal for **NEOtopolis** is to explore, in a mindful and sometimes irreverent way, how Northeast Ohio is responding to change,” host Luke Frazier said. “We want to provide information and stories about our experiences, and we invite viewers to help us do that.”

Social media will play an important role in the third season of **NEOtopolis**. Every installment of the program will feature invitations to viewers to participate via social media, from the opening Wonder Wall (in which an issue is posed for social media discussion) to the close of the program (where viewer contributions will be solicited). Live streaming of the program at NEOtopolis.org and on Facebook and conversation at [Twitter@NEOtopolisTV](https://twitter.com/NEOtopolisTV) will give viewers the opportunity to interact with the program in real time and through the week, and that interaction will become part of the content of the broadcast. Social media expert Kathleen Colan will join Frazier in the studio to report on social media feedback and trends.

The series’ new website at NEOtopolis.org will feature live streaming of the broadcast; video on demand; video extras such as extended interviews, behind-the-scenes footage and B-roll; and archives of prior-season broadcasts. Frazier, Colan and others involved in the production will post weekly blogs.

In addition to serving as host and producer of **NEOtopolis**, Frazier is an award-winning public radio reporter and producer who currently produces and co-hosts Civic Commons Radio, a weekly public affairs program. Regular contributors to the program will include Colan, a freelance journalist and owner of YourStorySEO.com; Craig James, co-founder and partner of the organizational consulting firm Cat-Strat.com; and Dr. David Perusek, associate professor of anthropology at Kent State University Ashtabula campus.

NEOtopolis is made possible by funding from Kent State University and the John S. and James L. Knight Foundation. In addition to airing live on Western Reserve PBS (WNEO 45.1/WEAO 49.1) on Tuesdays at 9 p.m., the program repeats on Saturdays at 3:30 a.m. and 6 p.m. It also airs on Fusion (WNEO 45.2/WEAO 49.2) on Thursdays at 10:30 p.m. and Saturdays at 5 p.m. For more information, visit NEOtopolis.org.

About Western Reserve PBS

Western Reserve Public Media serves the largest population among Ohio’s eight PBS member stations. Its broadcast channels — Western Reserve PBS, Fusion, MHz Worldview and V-me — are available to 4.9 million viewers. Over 1 million viewers watch Western Reserve PBS each month. The organization not only embraces regionalism, it is regionalism: Western Reserve PBS is the only broadcast television service in the area that links together the entire Northeast Ohio area.

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. 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.