



news release

Contact: Diane Steinert, Communications Coordinator
330-677-4549 or dsteinert@WesternReservePublicMedia.org

FOR IMMEDIATE RELEASE

High-resolution images available at <http://westernreservepublicmedia.org/press.htm>

New Western Reserve PBS Program Shows Teens How to Launch a Business

*In celebration of National Entrepreneurship Week, **Micro Business for Teens: Starting a Micro Business** will premiere on Thursday, Feb. 23, at 8 p.m.*

KENT, Ohio — Feb. 17, 2012 — Teens can discover how to launch their own successful micro business in the new Western Reserve Public Media production **Micro Business for Teens: Starting a Micro Business**, which will premiere on Thursday, Feb. 23, at 8 p.m and 10 p.m. on Western Reserve PBS (WNEO 45.1/WEAO 49.1). Carol Topp, a Cincinnati-based certified public accountant, hosts the 90-minute program, which is based on her “Micro Business for Teens” book series. The program celebrates National Entrepreneurship Week, which is Feb. 18-25.

Micro Business for Teens: Starting a Micro Business makes the very notion of creating a micro business an achievable goal for those who have a good idea and the enthusiasm to design and implement a plan of action. It discusses what a micro business is, gives examples of businesses suitable for teenagers, offers instruction on writing a business plan and financing the business and more. Topp presents the content in seminar style with a live studio audience of Northeast Ohio teens, parents and educators. The program also features six teens who are already operating a variety of profitable micro businesses.

“Entrepreneurship is key to our economy and, according to the Small Business Administration, has been the fastest growing segment in the current recession,” said Trina Cutter, president and CEO of Western Reserve Public Media. “With interest at an all-time high, it is only natural that Western Reserve PBS provide broadcast and print resources to educate our future entrepreneurs.”

A Cincinnati-based certified public accountant, Carol Topp owns and operates her own home micro business through which she provides income tax preparation, small and micro business consulting and nonprofit accounting services. She is the author of seven books on the home schooling sector and on self-employment,

-more-



including a four-book series under the “Micro Business for Teens” umbrella title. Additionally, she has published numerous articles, presented workshops and delivered public speeches on the business of home schooling, finance and micro business for teens. Topp received a B.S. in engineering management from Purdue University. She is a member of the Ohio Society of CPAs. For free information and resources from Carol Topp about starting a micro business, visit microbusinessforteens.com.

Micro Business for Teens: Starting a Micro Business is designed to help teens discover a creative alternative to earning money in the highly competitive marketplace. The program will be released nationally to PBS affiliates in spring 2012. Funding for the production is provided by lead sponsor The Burton D. Morgan Foundation plus these organizations: Dominion, The Veale Foundation, Hudson Extrusions, Inc., The Fred A. Lennon Charitable Trust, Deluxe Corp. Foundation, Ohio Small Business Development Centers and Jobs for America’s Graduates — Ohio.

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. It serves the largest population (4.9 million people) of Ohio’s eight PBS member stations.

Western Reserve PBS (WNEO 45.1/WEAO 49.1), 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 4.9 million people in the Cleveland and Youngstown designated market areas. In an average month, more than 1 million people tune in. The organization also operates three standard definition channels, Fusion (WNEO 45.2/WEAO 49.2), MHz Worldview (WNEO 45.3/WEAO 49.3) and V-me (WNEO 45.4/WEAO 49.4).

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.

##