



news release

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FOR IMMEDIATE RELEASE

Western Reserve Public Media Names Chief Business Development Officer

NORTHEAST OHIO — Feb. 1, 2013 — Western Reserve Public Media has appointed Toni Kayumi to the newly created position of chief business development officer. She will be responsible for the organization's major-donor and corporate support and will cultivate new revenue initiatives. Western Reserve Public Media's television channels are WNEO and WEAO, which together serve the largest population among Ohio's eight PBS member stations.

"I am delighted to welcome Toni to our management team," said Trina Cutter, president and CEO of Western Reserve Public Media. "We are fortunate to have someone with her experience, knowledge and leadership skills in this important position."

Prior to her new appointment, Kayumi was vice president of mission advancement and collaboration at YMCA of Greater Cleveland. There, she led the nonprofit organization's financial development, government relations, operational expansion and diversity and inclusion efforts. Kayumi previously held a senior management position at WFWA-TV PBS39 in Fort Wayne, Ind. She also was media director at an advertising agency and an on-air personality for commercial radio and television stations.

Kayumi is a graduate of Syracuse University and holds bachelor's degrees in broadcast journalism and psychology. She is married to Michael McCullers and has a five-year-old son, Mateo.

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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. It serves the largest population (5.13 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 5.13 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.

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