



news release

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FOR IMMEDIATE RELEASE

## Western Reserve Public Media Names New Programmer

*Steve Graziano of P3 Public Media will program  
Western Reserve PBS and Fusion channels*

NORTHEAST OHIO — June 17, 2014 — Western Reserve Public Media announces the appointment of Steve Graziano, managing partner of P3 Public Media based in Lincoln, Neb., as its new programmer effective July 1. Graziano replaces Don Freeman, who retires this month after 26 years with the organization.

Graziano will create the broadcast schedules for Western Reserve PBS (WNEO 45.1/WEAO 49.1) and Fusion (WNEO 45.2/WEAO 49.2). Western Reserve Public Media's two additional channels, MHz Worldview (WNEO 45.3/WEAO 49.3) and V-me (WNEO 45.4/WEAO 49.4), carry nationally offered programming.

"We are grateful to have found someone with the many years of programming experience and the love of public television that Steve brings to our station," said Toni Kayumi, Western Reserve Public Media chief development and communications officer. "He offers a valuable understanding of what programming is working nationally while still being sensitive to our region's demography and our organization's vision and values."

Graziano's experience in broadcast media includes 20 years at Nebraska's NET, where he led the Promotion, Research, Traffic and Television Programming departments. As chief operating officer for Louisiana Public

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Broadcasting, he managed the day-to-day activities for Louisiana's only statewide media entity. He founded P3 Public Media, which serves a small group of public television stations, in 2011. He has also served on several national boards and committees.

### **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 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 the Ohio Department of Education, Western Reserve Public Media provides K-12 educational technology training and instructional television programming to 21,500 educators and 256,700 students in 10 Ohio counties. For more information about the organization, visit [www.WesternReservePublicMedia.org](http://www.WesternReservePublicMedia.org) or call 1-800-554-4549.

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