



news release

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FOR IMMEDIATE RELEASE

## Western Reserve Public Media Wins Award at National Conference

*Poetry project offers resources for secondary school educators*

Northeast Ohio — Nov. 5, 2014 — An educational project about poetry created by Western Reserve Public Media has received a national award. *More Than Rhyme: Poetry Fundamentals* was named best teacher resource in the Instructional Media category by National Educational Telecommunications Association (NETA). NETA presented 20 public broadcasters with awards in October at its annual conference in Dallas, Texas. There were nearly 300 entries in the competition.

*More Than Rhyme: Poetry Fundamentals* helps students in grades 7-12 learn about the structure, usefulness and power of poetry. The multimedia project includes instructional videos, a [website](#) and a teacher guide. Judges praised the project for being well-organized, full of examples and easy to understand. “It could expand the horizons of students and expose them to whole new ways to use language,” one judge wrote.

The project was funded through an annual subsidy from the Broadcast Educational Media Commission, an Ohio state agency charged with advancing education and accelerating the learning of the citizens of this state through public educational broadcasting services. It is now included with almost 50 other multimedia projects available for free on Western Reserve Public Media’s [website](#).

In all, 29 projects in the areas of program production, promotion, outreach and instructional media were honored. The NETA Awards are an annual recognition of member-created excellence in public broadcasting, a tradition established in the 1960s by the pioneering Southern Educational Communications Association from which NETA was formed.

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NETA is a professional association founded in 1997 to serve public television licensees and affiliated educational organizations. The organization has members in 43 states, the District of Columbia and the Virgin Islands. NETA is headquartered in Columbia, South Carolina.

### **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 <http://www.WesternReservePublicMedia.org> or call 1-800-554-4549.

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