



news release

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FOR IMMEDIATE RELEASE

Underwriting Account Executive Named at Western Reserve Public Media

NORTHEAST OHIO – June 2, 2015 – Western Reserve Public Media has appointed Debra Racey to the position of underwriting account executive. She joins the station’s Marketing and Development Department to help acquire and renew business funding for the organization, which operates Western Reserve PBS (WNEO Channel 45 / WEAO Channel 49) and three standard-definition television channels.

Racey most recently worked in advertising sales and design for aroundKent Magazine. Prior to that, her work experience includes sales positions with media, education and automotive companies in Michigan and Ohio.

“Debra brings a wealth of talent and experience that are sure to benefit our development efforts,” said Paula Mastroianni, chief development and marketing director. “She is well-known in the community and understands the value of public television. We are fortunate to have someone of her caliber to help businesses understand the benefits of sponsoring our programming.”

Racey is an Akron, Ohio, resident and as a lover of the arts, she enjoys digital photography, writing and painting.

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

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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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