



news release

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

FOR IMMEDIATE RELEASE

Full program video available at <https://goo.gl/VW3S3n>

Images available at <http://westernreservepublicmedia.org/press.htm>

BLIMP! SPORTS, BROADCASTING AND THE GOODYEAR AIRSHIP to Premiere on Western Reserve PBS on Monday, Oct. 16, at 9 PM

Free preview event to be held on Tuesday, Oct. 10

Kent, Ohio — Sept. 21, 2017 — BLIMP! SPORTS, BROADCASTING AND THE GOODYEAR AIRSHIP will premiere on Western Reserve PBS (WNEO 45.1 / WEAO 49.1) on Monday, Oct. 16, at 9 PM. This new one-hour documentary tells the story of blimps as they relate to the sports industry. Produced, written and directed by Kathleen Endres, the documentary features broadcasters Al Michaels and Robin Roberts, the “father” of aerial sports broadcasting Mickey Wittman, blimp insiders, historians and television directors. To find additional airdates, visit <http://westernreservepublicmedia.org/schedule.htm>.

A free preview of BLIMP! will be held on Tuesday, Oct. 10, at 6:30 PM at The University of Akron’s Paul A. Daum Theatre, 328 E. Buchtel Ave., Akron. The event will include a panel discussion and free refreshments. Reservations are suggested by emailing muskaggs@uakron.edu or by calling 330-972-6846. The documentary will also be shown at the Chagrin Documentary Film Festival on Saturday, Oct. 7.

BLIMP! offers footage that has never been seen before plus a visit to the airship hangar at Wingfoot Lake for a look at the newest airship in the Goodyear fleet.

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The Goodyear Tire & Rubber Company blimp is one of the best-known corporate symbols in existence today. The company's airships have hovered over some of the biggest sporting events in our nation's history, from the Rose Bowl to the World Series, from the Kentucky Derby to the Super Bowl, from the Olympics to NASCAR.

It is hard to imagine what sports broadcasting would be like without the blimp; however, back in the 1950s, some Goodyear executives debated whether to decommission this iconic, friendly behemoth in the sky.

About Western Reserve Public Media

Western Reserve Public Media is the business name of Northeastern Educational Television of Ohio, Inc., a 501(c)(3) nonprofit corporation.

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 two standard definition channels: Fusion (WNEO 45.2/WEAO 49.2) and MHz Worldview (WNEO 45.3/WEAO 49.3).

Our Educational Services Department provides technology training and educational content to over 24,000 educators and over 300,000 K-12 students, plus Ready To Learn Services to over 100,000 preschool children's parents and child-care providers.

For more information about the organization, visit www.WesternReservePublicMedia.org or call 1-800-554-4549.

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