



**WESTERN
RESERVE**
PUBLIC MEDIA

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news release

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FOR IMMEDIATE RELEASE

PBS 45 & 49 Announces New Name and Stakes Its Claim in the Western Reserve

*Beginning in October, northeast Ohio public television entity
will be known as Western Reserve Public Media*

KENT, Ohio — Tuesday, Sept. 23, 2008 — With a focus on the future and a respect for the past, PBS 45 & 49 will launch a new identity as Western Reserve Public Media effective Wednesday, Oct. 1. The new name better reflects the organization's regional coverage, which unifies the major metropolitan areas of northeast Ohio — Akron, Canton, Cleveland and Youngstown/Warren — and emphasizes the broad range of services that Western Reserve Public Media provides to the region.

Under this new umbrella identity, the channels PBS 45 & 49 will become Western Reserve PBS and will continue to operate as the primary broadcast service of the organization. Additional standard definition channels will be named to reflect the Western Reserve concept. Western Reserve Public Media will also represent the full range of the organization's broadcast, Internet, new media, education, print services and more.

“One of the defining characteristics of PBS 45 & 49 has been its production of local programming and its support of regional independent producers,” said Trina Cutter, president and CEO. “As Western Reserve Public Media, we want to super-serve the region with these important endeavors through our own productions and through production partnerships.”

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The Western Reserve name dates back to the late 1700s, when the state of Connecticut gave up its claim to western lands but specifically “reserved” a strip of land bordering upon Lake Erie and Pennsylvania, which became known as the Connecticut Western Reserve. “Because we have two public television stations — WNEO and WEAO — that span such a large geographic area, and because of the many different channel positions and extended services that we provide to the community, we chose to streamline our name,” Cutter said. “The historic region of the Western Reserve is the one common denominator that unifies nearly all of our viewing area.”

The organization’s telephone numbers will remain the same. The new Web address is WesternReservePublicMedia.org. For more information, call 330-677-4549 and 1-800-554-4549.

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