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## news release

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FOR IMMEDIATE RELEASE

# New PBS Western Reserve digital project explores effect of COVID-19 on local arts organizations

Kent, OH — June 1, 2020 — During this COVID-19 pandemic, so many people could benefit from the beauty and inspiration offered by the arts; however, most Northeast Ohio arts organizations are closed and many are struggling to survive.

On June 3, PBS Western Reserve will launch the digital project “The Arts & COVID-19: What Now?,” which will examine on multiple platforms the creative ways that local artists and arts organizations are staying relevant during the pandemic. Through short videos, podcasts, blogs and social media posts, the project will tell the stories of Northeast Ohio artists and organizations who are facing challenges and creating opportunities in the face of adversity. All features will be accessible via the station’s website, [WesternReservePBS.org](http://WesternReservePBS.org), including the first blog post on June 1 and the first audio podcast on June 3.

“The pandemic has had a devastating impact on Northeast Ohio’s arts sector, resulting in cancellations, closures and reduced staff,” said Trina Cutter, president and CEO of PBS Western Reserve. “Because we sincerely care about these artists and institutions, we want to help shine a light on their projects and initiatives.” Topics covered include how an art therapist is addressing COVID-19; what local art advocates are focusing on to help artists survive economically; how a local theater company is taking its summer workshops virtual; and new ways individual artists pivot to thrive.

### About PBS Western Reserve

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

A trusted community resource, PBS Western Reserve 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.

PBS Western Reserve (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 4.9 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 FNX (WNEO 45.3 / WEAO 49.3).

For more information about the organization, visit [www.PBSWesternReserve.org](http://www.PBSWesternReserve.org) or call 1-800-554-4549.

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