



**PBS
45 & 49**

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FOR IMMEDIATE RELEASE

Changes at PBS 45 & 49 Prepare Organization for Future National shut-off of analog television transmissions in 2009 prompts restructuring

KENT, Ohio — June 21, 2006 — In anticipation of evolving technological advances that are occurring within the television industry, PBS 45 & 49 President and Chief Executive Officer Trina Cutter announces a staff restructuring that is effective July 1, 2006. The changes poise the organization for the television industry's February 2009 conversion from analog technology to a digital television format.

"PBS 45 & 49 is undergoing a transformation from traditional television broadcasting to a new digital age," Cutter said. "We have an opportunity to position ourselves for the new digital television environment and plan for how it affects the services that we offer."

One of the most notable staff changes involves Don Freeman, who was director of programming and operations. Freeman is now chief operating officer, adding the administrative functions of the organization to his current duties of creating local productions and the PBS 45 & 49 broadcast schedule. He has worked for PBS 45 & 49 since 1988 and has worked in the public broadcast industry for 40 years.

Bill O'Neil, assistant to the general manager, is now manager of information technology and engineering services. He is in charge of the organization's information technology staff, in addition to his existing station management duties. O'Neil joined PBS 45 & 49 in 2003, following a 31-year career at WAKR-TV23.

Other changes that Cutter announced involved the conversion of existing positions and the creation of a new account executive position. PBS 45 & 49's emphasis on education is expanded under the new structure, with education specialist positions added to the information technology, engineering and programming departments.

“Essentially we are ‘seeding’ all the departments at PBS 45 & 49 with education specialists,” Cutter explained. “This will enable us to streamline the creation and distribution of programming content, educational services and online services in a multiple platform environment.”

The national conversion of television stations from analog to digital technology follows President George Bush’s signing in February 2006 of the Digital Television Transition and Public Safety Act of 2005, or DTV Act. Most significantly, the DTV Act establishes Feb. 17, 2009 as the deadline for television stations to turn off their analog television signals. In addition to offering improved picture and sound quality, digital television will free up parts of the broadcast spectrum for public safety and other uses. Owners of analog television sets will need converter boxes to change digital broadcasts into analog format.

About PBS 45 & 49

PBS 45 & 49 is owned and operated by Northeastern Educational Television of Ohio, Inc., a private, nonprofit corporation. A trusted community resource, PBS 45 & 49 uses the power of noncommercial television and related services to enrich the lives of people through high-quality programming and educational services that teach, illuminate and inspire. For more information about PBS 45 & 49, visit www.pbs4549.org or call 1-800-854-4549.

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