



## **PBS 45 & 49**

Northeastern  
Educational Television of  
Ohio, Inc.

**1750 Campus  
Center Drive**

**P. O. Box 5191**

**Kent, Ohio**

**44240-5191**

**Phone**  
330.677.4549

**Fax**  
330.678.0688

**E-mail**  
questions@wneo.org

**Web Site**  
www.pbs4549.org

# *press release*

Contact: Diane Steinert  
steinert@wneo.org  
330-677-4549

## **FOR IMMEDIATE RELEASE**

### **PBS 45 & 49 sponsors free program featuring financial expert Jonathan Pond**

*Award-winning author and television personality will offer advice  
on planning for a financially secure retirement*

KENT, Ohio — Feb. 26, 2007 — PBS 45 & 49 presents a free opportunity to hear Jonathan Pond, the award-winning host of many popular financial television programs, offer his observations and suggestions on investments and financial planning. “An Aging Smart Evening With Jonathan Pond: You Can Do It! A Boomer’s Guide to Retirement” will be held on Wednesday, March 7 at 7 p.m. at Sheraton Suites in Cuyahoga Falls. While there is no charge for the event, reservations are required and can be made by calling PBS 45 & 49 at (330) 677-4549 or 1-800-554-4549. Sole funding for the program is provided by Ameriprise Financial Services.

“You Can Do It! A Boomer’s Guide to Retirement” is designed to provide baby boomers with sensible advice on planning for an enjoyable and financially secure retirement. It is based on Pond’s new book by the same name, which is packed with practical wisdom on how to save money, understand the key elements of investing, manage expenses and much more. Pond’s presentation at Sheraton Suites will include helpful advice on the following topics:

- Finding sensible and attractive investment opportunities
- Planning for a financially comfortable retirement
- Obtaining the right amount of insurance at the right price
- Capitalizing on the equity you’ve built in your home
- Teaching your children and grandchildren about financial responsibility
- Planning your estate

Pond also has a new **You Can Do It! A Boomer’s Guide to Retirement** television special that will air on PBS 45 & 49 on Tuesday, March 6 at 8 p.m.

Pond’s work in providing understandable financial guidance in an entertaining manner has been widely acclaimed. His 16 prime-time public television specials have been critically acclaimed for their effectiveness in providing useful and understandable financial guidance to people of all financial circumstances. His books have sold over 1 million copies, and his television work has been recognized with an Emmy and a Forbes award.

“You Can Do It! A Boomer’s Guide to Retirement” is part of PBS 45 & 49’s Aging Smart initiative, a service for its viewers who are over the age of 55. The initiative includes on-air programming, community events and a free quarterly newsletter — all designed to help community members age positively, healthfully and wisely. The on-air programming runs Mondays through Fridays from 2 p.m. to 3 p.m., with additional programming found throughout the primetime and weekend broadcast schedule.

For more information about Aging Smart, or to be added to the newsletter mailing list, call PBS 45 & 49 at 1-800-554-4549 or visit [pbs4549.org](http://pbs4549.org).

**About PBS 45 & 49**

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, PBS 45 & 49 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. The only broadcast television service that reaches all of northeast Ohio, PBS 45 & 49 is available to 1.8 million households and 4.6 million people in the Cleveland and Youngstown designated market areas. In an average week, over 530,000 households (about 30 percent in the region) tune in. Through funding from eTech Ohio, the organization provides K-12 educational technology training and instructional television programming to 21,500 educators and 257,400 students in eight Ohio counties. For more information about PBS 45 & 49, visit [www.pbs4549.org](http://www.pbs4549.org) or call 1-800-554-4549.

###