



press release

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FOR IMMEDIATE RELEASE

PBS 45 & 49 Hits the Road to Enlighten Consumers About the Digital TV Transition

*President and CEO Trina Cutter to present
"Get Ready for DTV: Tuesdays With Trina" at area libraries*

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KENT, Ohio — Aug. 28, 2008 — To raise awareness and educate consumers about the digital TV (DTV) transition, Trina Cutter, PBS 45 & 49 president and CEO, will visit area libraries and conduct free presentations. She and PBS 45 & 49 staff members will provide a clear explanation of DTV options, demonstrate how to install analog converter boxes and answer attendees' questions.

All of the hour-long sessions begin at 6:30 p.m. Registration is recommended, but not required, by calling PBS 45 & 49 at 1-800-554-4549. Following are the meeting dates and times, in alphabetical order by county:

- **Carroll County** — Tuesday, Oct. 21, at Carroll County District Library, 70 Second St. NE, Carrollton
- **Columbiana County** — Tuesday, Oct. 7, at Columbiana Public Library, 332 N. Middle St., Columbiana
- **Mahoning County** — Tuesday, Sept. 23, at Austintown Branch Library, 600 S. Raccoon Rd., Youngstown
- **Portage County** — Tuesday, Sept. 2, at Pierce Streetsboro Library, 8990 Kirby Lane, Streetsboro
- **Stark County** — Tuesday, Sept. 30, at Stark County Main Library, 715 Market Ave. N, Canton
- **Summit County** — Tuesday, Oct. 14, at Northwest Akron Branch Library, 1720 Shatto Ave., Akron
- **Trumbull County** — Tuesday, Sept. 16, at Howland Branch Library, 9095 East Market St., Warren
- **Wayne County** — Tuesday, Oct. 28, at Wayne County Main Library, 220 West Liberty St., Wooster

On Feb. 17, 2009, all full-powered television broadcast stations will complete a transition to DTV that has been mandated by Congress. Most affected by the change will be those people who have an analog TV set and receive their signal from an antenna (outdoor, indoor or rabbit ears). They will need to use a digital-to-analog converter box if they wish to continue using their current TV

set. Another way to continue using an analog set is to subscribe to a cable, satellite or other pay-service company. A third alternative is to buy a television that has a digital tuner.

“With the February 2009 transition date approaching, we want to do whatever we can to help our community members learn about their options,” Cutter said. PBS 45 & 49 also offers a DTV Help Desk service that can be reached by telephone at 1-877-DTV-4PBS, by e-mail at dtv4pbs@wneo.org and on the Internet at www.pbs4549.org/dtv4pbs.

About PBS 45 & 49

PBS 45 & 49 (soon to be Western Reserve Public Media) 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 4.4 million people in the Cleveland and Youngstown designated market areas. In an average week, over 500,000 households tune in. Through funding from eTech Ohio, the organization provides K-12 educational technology training and instructional television programming to 21,500 educators and 256,700 students in eight Ohio counties. For more information about PBS 45 & 49, visit www.pbs4549.org or call 1-800-554-4549.

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