



news release

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FOR IMMEDIATE RELEASE

Western Reserve PBS Turns Up Power for WNEO

FCC grants approval to maximize signal strength from 44 kW to 500 kW

KENT, Ohio — Thursday, Jan. 22, 2009 — Western Reserve PBS's WNEO viewers should now notice an improvement in digital signal reception. The station received FCC approval to increase its Salem transmitter power from 44 kW to 500 kW and is now operating at the higher power level. WNEO viewers include residents of greater Youngstown, western Pennsylvania and portions of Portage and Stark counties.

Those who have made the transition from analog to digital TV are encouraged to re-scan their converter boxes or DTV sets in order to pick up the new, stronger signal. A periodic re-scanning will assure that viewers pick up station signals that may have changed channel positions or frequencies.

Western Reserve PBS (formerly PBS 45 & 49) made the analog-to-digital TV conversion for WNEO ahead of the national conversion date of Feb. 17, 2009 because of related engineering upgrades that needed to be made to the station's Salem transmitter. The WNEO analog channel went off the air permanently on Wednesday, Nov. 19, three months ahead of the national analog shut-off date.

"Once we made the transition from analog to digital in November, it quickly became apparent that the new digital signal was not powerful enough to serve our WNEO viewers," said William O'Neill, Western Reserve PBS station manager. "The FCC granted approval to significantly increase the power in February, but we asked them for permission to upgrade earlier since so many viewers were unable to pick up our signal. We received that approval earlier this week."

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Those who have yet to make the DTV transition are encouraged to do so as soon as possible. For more information about the DTV transition, call the Western Reserve PBS Help Desk at 1-877-388-4727.

About Western Reserve Public Media

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, Western Reserve Public Media 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.

Western Reserve PBS, a service of Western Reserve Public Media, is the only broadcast television service that reaches all of northeast Ohio. It 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, Western Reserve Public Media 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, visit WesternReservePublicMedia.org or call 1-800-554-4549.

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