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FOR IMMEDIATE RELEASE

WCNY INTRODUCES YOUR TV CHANNEL

Your TV Channel for Your Family, Your Issues, Your Life

SYRACUSE, NY, (October 29, 2009) – In response to a community demand for family-friendly programming during primetime hours along with trusted and accessible news programming, WCNY announces a fresh lineup on channel 24.2/digital 851, newly dubbed Your TV Channel. Your TV channel is your television, your way for your family, your issues and your life.

Your TV is bringing back classic programming to bring families together. WCNY will serve up a two-hour family block on Your TV from 6-8 pm every night of the week. The classic television shows that will appeal to both parents and children include “Happy Days,” “Family Ties,” “Brady Bunch” and “My Three Sons.”

“The community expressed a gap in family programming during primetime hours,” said Brian Damm, Vice President of Television for WCNY-TV/FM. “We listened to their input and made a change. Your TV is a great opportunity for quality family time.”

Along with the two-hour family block each week night, Your TV will feature a double run of “Twilight Zone” and “Mission Impossible” on Saturdays as well as “Hawaii Five-O” and “Matlock” on Sundays. Your TV will also feature four straight hours of news programming following the family block. The quality news programming will include a repeat of “Central Issues,” WCNY’s cornerstone public affairs program aired daily at 8pm on WCNY 24/digital 850, along with programs such as “WorldFocus,” “BBC World News,” “NewsHour,” “The Ivory Tower Half Hour” and the “Nightly Business Report.” Create Programming, the channel for cooking, arts and crafts, gardening, home improvement and travel, will continue to run on Your TV from midnight to 6 pm.

Your TV will begin airing on WCNY 24.2/digital 851 on November 1, 2009.

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WCNY is a private, tax-exempt, nonprofit organization, and member-supported affiliate of the Public Broadcasting Service (PBS) founded in 1965. We serve a 19-county viewing and listening area, reaching more than 1.8 million households via on-air, radio and online content.

WCNY broadcasts television programming on “Main Channel” 24.1 in Syracuse, WCNY2, and digital channels: Your TV 24.2, Cinema 24 – 24.3, and WCNY-HD – 24.4. All channels are carried by 33 cable carriers including Time Warner. WCNY is also the only station in our broadcast area that offers true HD 24-hours a day.

WCNY-FM, the only classical music station in Central New York, is broadcast on WCNY-FM, 91.3 in Syracuse, WJNY-FM, 90.9 in Watertown, WUNY-FM, 89.5 in Utica, and is broadcast over the World Wide Web at www.wcny.org. Our visually impaired audience can access “Read-Out,” a radio reading service.

| WCNY offers educational videos online. We also produce original programming that inspires, educates, and entertains, and offer award-winning video production and media consulting services to the public.

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