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## THE "WORLD" JOINS WNED'S THINKBRIGHT AND WELL TV

BUFFALO, N.Y. – As of September 1, 2011, WNED's ThinkBright and Well TV\* will merge with the WORLD content service, provided and funded by the Corporation for Public Broadcasting.

With its extensive online counterpart ([WORLDcompass.org](http://WORLDcompass.org)), immediacy, innovation, interaction and inclusion are the beacons for this new public media service.

The WORLD features programming designed to reach both traditional and new, multi-cultural audiences. The schedule features exceptional science, nature, history, investigative journalism, news and other nonfiction programs, as well as new programs with a global perspective. In addition, reliable health and wellness programming continues in two time blocks: weekdays noon to 1:30 p.m. and 10 to 11:30 p.m.

Several mainstay PBS series (including "History Detectives," "Frontline," "NOVA" and "Nature") are complemented by global-issues documentary series (including "P.O.V." and "Global Voices"). Programming revolves around a monthly theme and often highlights new films from independent producers.

Programs repeat each day in four timeslots: weekdays 8 a.m. to 11 a.m., 2 a.m. to 5 a.m., 7 p.m. to 10 p.m. and overnight midnight to 3 a.m.; and weekends 8 a.m. to 11 a.m., 2 p.m. to 5 p.m.; 9 p.m. to midnight and overnight 2 a.m. to 5 a.m. For complete television schedules, visit [thinkbright.org](http://thinkbright.org).

ThinkBright and Well TV programming has evolved since it was launched by WNED in July 2002 as part of a lifelong-learning, multimedia service. Health and wellness programming expanded significantly in October 2009.

"The WORLD is a cost-effective alternative programming source that offers the best television possible in the news and public affairs arena," said WNED's Vice President for Broadcasting Ron Santora. "WORLD fits very well with our original goals for ThinkBright. We believe we will have a dynamic, robust television channel that many will find rewarding."

(\*ThinkBright and Well/WORLD TV airs in Western New York on Digital 17.3 (over-the-air); Time Warner 21 (Erie County), Digital 200 (Erie/Niagara counties) and Digital 431 (Orleans, Genesee and Wyoming counties); and Verizon FiOS TV 472.

*Through **WNED-TV**, ThinkBright and Well/WORLD TV, Classical 94.5/WNED-FM and WNED-AM 970, the member-supported WNED Buffalo/Toronto provides high quality programming and services to local, regional and national audiences that enlighten, inspire, entertain and educate the Western New York and Southern Ontario communities. Additional information about WNED can be found at [wned.org](http://wned.org).*

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