



CMU Public Broadcasting becomes WCMU Public Media

Shakespeare's quote "A rose by any other name would smell as sweet" certainly takes on special meaning this week at WCMU. Effective Monday, May 15, the operation will introduce a new logo and a new name. Out is the old "swish" logo and the CMU Public Broadcasting moniker. They'll be replaced with a new logo and a new name — WCMU Public Media.

"Technology has expanded the way we provide programming to our viewers and listeners," Ken Kolbe, general manager of WCMU Public Media, said. "WCMU's services have expanded well beyond traditional radio and television broadcasts. Our new name better reflects the addition of live streaming of our radio signal, video on demand of hundreds of television programs via Passport, and the incorporation of social media and web platforms."

In conjunction with WCMU's 50th anniversary, a timeline of the station's history is being compiled. The information will include the growth of the WCMU network, which currently includes five television transmitters, serving six million viewers, and eight radio transmitters, reaching three million listeners. Significant milestones also will be included.

"The change to WCMU Public Media and the new logo won't alter the programming and community outreach we provide," said Kolbe. "We will continue to be responsive to the needs of our viewers and listeners by being a positive influence in the communities we serve. That includes providing programming that educates, inspires, informs and entertains."