



**FOR IMMEDIATE RELEASE**  
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## **ABC21, WBOI ANNOUNCE JOINT VENTURE**

**FORT WAYNE, Ind.** – WPTA's ABC21 and 89.1 WBOI Northeast Indiana Public Radio, have launched a joint venture to share areas of mutual expertise and focus with a wider audience, station management announced today.

The agreement incorporates ABC21 Chief Meteorologist Matt Leach and the Storm Track Weather Team into the popular WBOI morning program "Morning Edition", provided by National Public Radio. ABC21 is providing listeners with the latest local weather forecast each weekday morning, beginning at 7:31 a.m. Those forecast segments began airing this week to complement the local and national news WBOI provides..

Members of the WBOI team will provide insight into the local arts, culture and entertainment scene through contributions to air on ABC21 News at 7 p.m. and ABC21 News Saturday Morning. Those segments are scheduled to begin in June 2022.

WPTA Vice President and General Manager Merry Ewing and WBOI President Terra Brantley said the partnership brings together two organizations dedicated to serving the community in the tradition of local broadcasting. "What can we offer our listeners that we currently don't offer? That was one of many questions I contemplated before I officially walked in the door at 89.1 as the new general manager," said Brantley. "When we were inundated with snow in early February it became clear a meteorologist would be a great asset to add to our local news coverage. At about the same time, ABC 21 was looking for innovative ways to build its audience or its new 7 p.m. newscast. Merry Ewing and I connected and realized that by collaborating we could leverage our resources and better serve the public. WBOI and ABC 21 both have award-winning news teams. WBOI is also deeply connected to the local arts scene. We'll share some of our arts and entertainment reporting with ABC 21."

Ewing, a passionate supporter of local arts organizations, said the arrangement is an opportunity to expand the television station's relationship with a vibrant sector of the community.

"This is an exciting time for arts organizations in and around Fort Wayne," Ewing said. "With so much happening on stage, in galleries and across the cultural spectrum, this partnership helps ensure that ABC21 viewers are always in the know. And we're pleased to be able to share the

expertise of Matt Leach and the skilled team of ABC21 meteorologists with the ‘Morning Edition’ audience – listeners who we know expect the best out of their broadcasters.”

WPTA is part of Gray Television, the largest owner of top-rated local television stations and digital assets in the United States. Gray also owns video program production, marketing, and digital businesses including Raycom Sports, Tupelo Honey, and RTM Studios, the producer of PowerNation programs and content. Gray is also the majority owner of Swirl Films.

Northeast Indiana Public Radio (NIPR), provides National Public Radio (NPR) news, local news and cultural programming to 14 counties in the Hoosier state and five in Northwest Ohio. NIPR operates WBOI, a 501©3 non-profit charitable organization with a mission “to strengthen the cultural, civic, and social fabric of the communities we serve, and engage audiences with content that enriches the human experience.” WBOI is available on the radio at 89.1FM, via HD radio at 89.1-1 (Channel 1), streaming online at [WBOI.org](http://WBOI.org), and on the WBOI App for iPhone and Android.

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