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## MYERS WELCOMES BACK WMHT

### New York State PBS Affiliate Rejoins the ProTrack TV Family

Northampton, MA (December 12, 2012) – [Myers](#) – a respected developer of broadcast traffic, business, and content management software – today confirmed the successful reintegration and commissioning of the company's flagship ProTrack TV at WMHT. The upstate New York broadcaster serves PBS content to a four county area surrounding Albany, the state capital.

WMHT returns to Myers as one of nine PBS participants in the Syracuse-based Centralcast, LLC. "ProTrack enables us to work more closely with the other New York State stations, as well as take advantage of all the efficiencies and cost savings inherent in a centralcast model," said Anthony Tassarotti, chief technology officer for WMHT. "I'm very happy about coming back to ProTrack's more robust, secure and easy to manage Linux/Unix-based system architecture; plus, Myers' hardware and OS support are outstanding." Echoing that, TV traffic operations manager Jayne Robinson, a veteran of numerous commercial broadcast systems, is "eager to get up to speed with ProTrack, everyone I've spoken with says it's the 'Cadillac' of broadcast management software!"

"After all these years in business, I'm not sure what's more exciting... taking on an entirely new client, or having an old one come back. Either way, we are absolutely thrilled to be able to support WMHT's broadcast operations again" said Crist Myers, company CEO and president. "On-site installation and commissioning was completed on-time and on-schedule; as a member of the Centralcast, LLC project, WMHT is at the forefront of efficient, next-generation broadcast technology."

ProTrack, Myers' proven flagship suite, is available in both radio and television editions. It offers comprehensive scheduling and business management for individual, multichannel and multi-station facilities. Actively used by more than 226 media outlets, supporting more than 1,300 channels, ProTrack

provides a high-level of structure, scalability, and systems integration for today's rapidly evolving media environments.

#### **ABOUT WMHT**

WMHT Educational Telecommunications, located in New York State's Capital Region, is the only full-service public broadcaster serving Eastern New York and Western New England. WMHT operates public television stations WMHT, WMHT-PBS World and WMHT-Create TV, as well as public radio stations WMHT-FM 89.1/WRHV-FM 88.7, WEXT-FM 97.7 (both of which are also available via HD radio) and RISE, a radio reading service for the blind and print-disabled. WMHT is supported by more than 30,000 members. For further information, please visit: [www.WMHT.org](http://www.WMHT.org)

#### **ABOUT MYERS**

Formerly known as Myers Information Systems, Inc., the company has been developing broadcast management software since 1989. Myers provides technology and services for television, radio and other digital media providers designed to improve every aspect of their operations, from contracting to invoicing, media management to scheduling, and from trafficking to reconciliation. For more information, please visit: [www.myersinfosys.com](http://www.myersinfosys.com)

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