

## **Allegheny Conference on Community Development, Point Park University and WPXI-TV Team Up To Ensure Continuation of Business and Money Programming During Coronavirus Crisis**

***“Our Region’s Business” to resume broadcast Sunday, March 29 at 11:00 a.m.***

**PITTSBURGH – (March 27, 2020)** — In response to concerns about the economic impact of the coronavirus crisis on the Pittsburgh region, the Allegheny Conference, Point Park University and WPXI-TV are teaming up to remotely produce “Our Region’s Business.” The program did not air Sunday, March 22, as the crisis caused WPXI to move the program from its home in the station’s Studio A.

“We are pleased that the Center for Media Innovation at Point Park University is able to provide the production support required to get ‘Our Region’s Business’ back on the air,” said Kevin Hayes, vice president and general manager of the television station.

“Our vision for the Center for Media Innovation was that it would be a place where journalists and educators would come together to experiment and figure out new ways of storytelling, and during this time of crisis, the Center is living up to that expectation,” said Paul Hennigan, university president. “We are pleased that at this critical moment, the Center can serve as a conduit for business and economic leaders from across the region to share their insights and knowledge with the public.”

The non-profit Allegheny Conference and its affiliates – the Greater Pittsburgh Chamber of Commerce, the Pennsylvania Economy League of Greater Pittsburgh and the Pittsburgh Regional Alliance – are working to connect elected officials, employers and business groups, and foundations across the region as they seek to ease the impact of the crisis on the regional economy and to position the region for what comes next.

“Timely and reliable information has never been more important to our region than it is right now,” said Stefani Pashman, chief executive officer of the Allegheny Conference. “Thanks to our members, Point Park University and WPXI-TV, we’ll be able to extend the reach and timeliness of our communication beyond our 10-county region and drive awareness of rapidly expanding resources on our own digital platform, [AlleghenyConference.org](http://AlleghenyConference.org).”

Hosted by Bill Flanagan, Allegheny Conference chief corporate relations officer, “Our Region’s Business” airs Sunday mornings at 11:00 a.m. on Channel 11, WPXI-TV. The program is produced in partnership between the non-profit organization and the television station.

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“Our Region’s Business” is sponsored on WPXI-TV by PNC Bank and Highmark Health. The remote production is underwritten by Peoples, Giant Eagle, Highmark BCBS, UPMC Health Plan and Point Park University.

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**Media Contact:** Phil Cynar, Allegheny Conference / [pcynar@alleghenyconference.org](mailto:pcynar@alleghenyconference.org) / 412-281-4783, ext. 4573

**About the Allegheny Conference:**

The [Allegheny Conference on Community Development and its Affiliates](#) – the Greater Pittsburgh Chamber of Commerce, the Pennsylvania Economy League of Greater Pittsburgh and the Pittsburgh Regional Alliance – work in collaboration with public and private sector partners to improve the economy and the quality of life in southwestern Pennsylvania.

**About Point Park University:**

Point Park University, immersed in the heart of Downtown Pittsburgh, focuses on student success through innovative experiential learning opportunities. Point Park enrolls approximately 4,000 students in over 100 undergraduate, master’s and doctoral programs offered through its Conservatory of Performing Arts, Rowland School of Business, and schools of Arts and Sciences, Communication, and Education. The University’s alumni and students represent all 50 states and 34 countries around the world. Visit [PointPark.edu](http://PointPark.edu) to learn more.

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