NEOtropolis is re-envisioned for its third season

Probably not since our country emerged from the agricultural age and made its way into the industrial era have citizens faced so many changes in how they work, learn, live and play. The digital age has changed almost everything. The last time we saw an upheaval of this magnitude, television wasn’t around to help people make sense of it all, but that’s what the new season of NEOtropolis aims to do.

Thanks to major funding from Kent State University, NEOtropolis will air live Tuesdays at 9 PM beginning Jan. 10. The series will offer a point of view on Northeast Ohio that no other broadcast or cable media outlet provides. We’ll continue the search for what’s “not business as usual” in Northeast Ohio, but this year the net is widened. Luke Frazier, our new host, will look at three forces of change at work in our region:

- The FORCE OF TECHNOLOGY requires us to respond to and interact with our world in new ways.
- The FORCE OF GLOBALIZATION challenges us to adjust the ways we look at edges, borders and cultures.
- The FORCE OF DIVERSITY allows us to welcome new definitions and expand our boundaries.

We’ll explore how these forces intersect with our experiences as we WORK, LEARN, LIVE and PLAY. In the spirit of the program’s “not business as usual” approach, Frazier and the production team will continue to find ways to make NEOtropolis accessible, relevant, fast-paced, trustworthy, fun, informative and regionally representative.

The series will include these segments:

CULTURE MARK What’s making its mark on Northeast Ohio culture? What is shaping, impacting and illuminating the way we live and the stories we tell? We’ll look at how people are working, learning, living and playing in Northeast Ohio, expressed in business, art, politics and many of the arenas where we live out our lives.

NOT BUSINESS AS USUAL This weekly field piece takes an up-close look at a person, business or organization doing business in new ways.

THE LEARNING CURVE The forces of change are affecting what, where, why and how we learn. We’ll talk to and profile educators both in and out of classrooms.

STREET SMART These occasional guerilla field pieces take viewers to classrooms, policy places, government meetings and other venues to discover how Northeast Ohio is evolving.

New elements and features abound in season three. In addition to its new host and live broadcast, we’ll feature a regular pool of experts to help us understand the forces of change. Social media will be used heavily to get the audience involved in real time and through the week. And in case anyone thinks we’re being too modern, we’ll even roll in an occasional live call-in feature.

Funding for NEOtropolis provided by:

Western Reserve Public Media
1750 Campus Center Drive
P.O. Box 5191
Kent, OH 44240-5191
1-800-554-4549
WesternReservePBS.org

NEOTROPOLIS’ NEW HOST Luke Frazier is an award-winning public radio reporter and producer who has worked in broadcasting and media production for more than 25 years. In addition to radio, Luke has worked in independent video and Web TV for a variety of outlets and companies, including his own. He is founding principal of NOW Productions in Cleveland and former executive producer of Higher Ground Productions in Washington, D.C. Luke currently produces and co-hosts Civic Commons Radio, a weekly public affairs program and podcast, and is an associate producer at UNCOMntv Network, where he recently produced a series on information technology in Northeast Ohio. He holds a B.S. in Social Work from Ohio State, has done graduate work in communications at Emerson College and earned a law degree at The University of Maryland.

Funding for NEOtropolis provided by:

Kent State University
Excellence in Action

Follow NEOtropolis on Facebook and Twitter
Talk to us! Help us shape NEOtropolis and the ways we understand the forces of change in Northeast Ohio.
Western Reserve Public Media to produce Micro Business for Teens

Western Reserve Public Media will produce and present Micro Business for Teens: Starting a Micro Business in cooperation with Carol Topp, a Cincinnati-based certified public accountant and author of the Micro Business for Teens book series. The program will premiere on Western Reserve PBS on Thursday, Feb. 23, 2012, at 8 PM in conjunction with National Entrepreneurship Week. Funding has been provided by the Burton D. Morgan Foundation, Dominion Foundation, the Fred A. Lennon Charitable Trust, Hudson Extrusions Inc. and Ohio Small Business Development Centers.

This practical how-to program will follow the structure of Topp’s first book in her series, Starting a Micro Business, walking teens and their parents and teachers through steps that can lead to the launch of a successful micro business. Micro Business for Teens: Starting a Micro Business will make the very notion of creating a micro business an achievable goal for teens who have a good idea and the enthusiasm to design and implement a plan of action. While the program is targeted to a teen audience, its content will be helpful to any adult interested in starting his or her own micro business.

Topp will present the content in seminar style with a live studio audience of teens, parents and educators. The audience will be generated through contacts with entrepreneurship programs in Northeast Ohio high schools and local Junior Achievement chapters, plus other after-school programs focused on youth entrepreneurship. Six field pieces will be woven into the content to introduce viewers to teens who are already operating a variety of profitable micro businesses. The field pieces will explore how these teens created their business plans, how they finance and market their businesses, how they stay motivated and more.

The production will be shot in high definition and edited for use as both a two-hour on-air membership (pledge) special and a 90-minute stand-alone broadcast.

Western Reserve Public Media will distribute 500 DVDs of Micro Business for Teens: Starting a Micro Business to Northeast Ohio high school entrepreneurship programs and after-school programs for use in the 2012-13 academic year.

Carol Topp, CPA, Host and Content Producer

A Cincinnati-based certified public accountant, Carol Topp owns and operates her own home micro business through which she provides income tax preparation, small and micro business consulting and nonprofit accounting services. She is the author of seven books on the home schooling sector and on self-employment, including a four-book series under the Micro Business for Teens umbrella title. Additionally, she has published numerous articles, presented workshops and delivered public speeches on the business of home schooling, finance and micro business for teens. Topp received a B.S. in engineering management from Purdue University. She is a member of the Ohio Society of CPAs.

Two new multimedia projects in circulation

Thanks to funding from eTech Ohio, Western Reserve Public Media is presenting two new educational multimedia units for the 2011-12 school year.

Accessible Shapes

This multimedia package centers around the concepts of volume, surface area and angles and two- and three-dimensional shapes. The unit on spatial visualization requires students to look at building models and determine what they would like from the top, right, left, front and back. The unit on angles and two- and three-dimensional figures includes the mastery of the vocabulary of angles, triangles and quadrilaterals. The section on volume and surface area helps students understand the difference between the two.

The second project, Get Ready for Your Career, helps students match their interests and skills with a career. Students create a career folder that includes a checklist illustrating what steps they have already made to make an informed decision. The unit starts with students taking a reality check to see if what has been done (or not done) will help in making that informed decision. The unit covers three additional areas: Know Yourself, Resource Pages and Career Information. The multimedia project focuses on careers in medicine, meteorology and financial analysis.

Western Reserve Public Media project honored with national award for instructional design

Western Reserve Public Media was one of 23 public broadcasters honored at the annual NETA (National Educational Telecommunications Association) conference held in St. Louis in October. The organization was awarded first place in Instructional Media Product for the multimedia package Earth Motion®: Our Changing Earth. One judge assessed the package as “a masterpiece of instructional design.”

Ria Mastromatteo, consulting education content producer for Western Reserve Public Media, served as executive producer and headed up the teacher team of Cathy Adler and Sheila Stefansic of Ravenna City School District and Gene Lynn of Copley Schools.

Earth Motion®: Our Changing Earth is a science program for grades 7-9 and deals with the concepts of earth cycles, our changing world and heat transfer. The package includes three teacher training videos and three student videos and lesson plans keyed to Ohio standards. More information is available at westernreservepublicmedia.org/earthmotion3.
Documentary examines new concealed carry laws

Western Reserve Public Media’s production Guns N’ Pubs: CCW and Ohio SB 17 premiered on Sept. 30, the day Ohio’s concealed carry laws went into effect. The program explores how concealed carry permits work in the state and what the new changes from Ohio Senate Bill 17 mean.

Guns N’ Pubs also describes the process for acquiring and using a concealed carry permit. From the classroom to the gun range to the sheriff’s office, NewsNite journalist Jody Miller goes through the steps required to acquire a concealed carry permit. In the process, Miller explores how concealed carry laws work in the state and what the new changes in the law — including carrying a weapon into an establishment serving alcohol — could mean.

The program explores the divergent perspectives of gun rights advocates and those working to end gun violence. Additionally, Guns N’ Pubs explores the reality of dealing with concealed carry practices from the point of view of law enforcement officials. Those interviewed for the program include Summit County Sheriff Drew Alexander, Geauga County Sheriff Daniel McClelland and Akron Fraternal Order of Police President Paul Hylinsky.

Guns N’ Pubs is available on demand at WesternReservePBS.org.

Kaleidoscope quilts celebrated in new production

Western Reserve Public Media’s production Kaleidoscope Quilts at the Akron Art Museum explores the exciting textile art of Paula Nadelstern. Nadelstern spent over two decades capturing the excitement of color, pattern, light and texture of kaleidoscope images in her quilts. The Akron Art Museum was the only Midwest venue for this stunning exhibition, which places Nadelstern’s quilts within an historical context for the first time. The program premiered on Western Reserve PBS in October and is now available as video on demand at WesternReservePBS.org.

Eric Mansfield participates in Poynter Institute conference on social media

Eric Mansfield, host of NewsNite, was selected to participate in the conference Elections 2012: The Campaign for Social Media. Sponsored by The Poynter Institute, the conference was designed to help journalists take full advantage of social media in their coverage of the upcoming political season. Mansfield was awarded a grant from the McCormick Foundation to attend the conference Oct. 25-27, 2011, at The Poynter Institute in St. Petersburg, Fla.

Mansfield was one of 29 journalists nationwide accepted for the conference, chosen because of his strengths in integrating social media into his work and his understanding of the role that social media will play in next year’s elections.

Mansfield also reports for WKYC-TV newscasts in Cleveland and has more than 20 years of experience in the TV news industry. As the host of NewsNite, he leads panel discussion about the week’s top news stories, offering in-depth coverage of news that affects Northeast Ohioans. The show’s news team also posts blogs at newsnite.net and encourages viewers to participate in the online discussion. NewsNite airs on Western Reserve PBS on Fridays at 8:30 PM and repeats on Saturdays at 3 AM. It is available to view on demand at WesternReservePBS.org.

New acquisitions from BBC Worldwide announced

In October, Programmer Don Freeman attended the BBC Worldwide PBS Showcase screenings in New Orleans. Representatives from BBC Worldwide presented 47 series or one-time-only programs for consideration. After much deliberation, here are the series and programs that we have licensed:

- 20th-Century Battlefields: Vietnam (one 60-minute program);
- Battle for North America (one 60-minute program);
- Born and Bred (series of 16 60-minute programs);
- Britain’s Royal Weddings (two 60-minute programs);
- Hetty Wainthroppe Investigates (13 60-minute programs);
- New Tricks (16 60-minute programs);
- Queen’s Palaces (three 60-minute programs);
- Space Shuttle: A Horizon Guide (one 60-minute program).

Broadcast rights for these programs will begin in January 2012 and extend through 2013.
Programming & Local Productions (cont’d.)

Western Reserve Public Media uses three audience ratings services to evaluate our impact in Northeast Ohio. Nielsen Media Research, from which we’ve licensed services for over 30 years, and TracMedia, which we’ve used for over 15 years, use traditional methodology for determining viewing levels for broadcast stations. Media Audit, which the Development department licensed a half-dozen years ago, is used primarily for sales purposes, but it also provides information on viewing levels among our and other media services (radio, newspaper, Web) in the market.

A.C. Nielsen audience research and TracMedia The July Nielsen ratings period is the last viewer reporting period available. In the only market that we now license for evaluation, Cleveland-Akron-Canton, our household audience levels dropped in both whole day and primetime. When compared to July 2010, whole-day viewing was down 36.5 percent while prime was down 44.6 percent. This was the first ratings period since the mid-1990s in which we dropped below 220,000 households in whole day and below 100,000 households in prime. We’re looking at three factors that most likely affected the numbers: 1) we had an unusually high number of pledge days in FY11; 2) our Time Warner Cable channel position moved from 10 to 12 in the major reshuffling of channel positions that took place earlier this year; and 3) Western Reserve PBS was dropped from a couple of cable systems in Cleveland.

Using TracMedia we’re able to determine that the most viewed programs that aired in July Sweeps were Antiques Roadshow (Thursdays at 9 PM), Nova (Wednesdays at 9 PM), Masterpiece (Sundays at 9 PM), As Time Goes By (Saturdays at 9 PM), Nova (Wednesdays at 9 PM), Antiques Roadshow (Thursdays at 8 PM) and Keeping Up Appearances (Saturdays at 8 PM).

We find that our weekday children’s schedule is much improved. Changes to the Monday through Friday 6 AM to 6:30 PM schedule began after Labor Day. Since those changes were made, audience viewing the schedule is up 8 percent over 2010. Our biggest audience growth was in the afternoon block between 3:30 PM and 6:30 PM. The five programs in this time period increased in gross ratings points by 142 percent.

The Media Audit Media Audit conducts its surveys in just two areas of Northeast Ohio: Cleveland Metro (Cuyahoga, Geauga, Medina, Lake and Lorain counties) and Akron (Summit and Portage counties). It’s not representative of Western Reserve Public Media’s entire 22-county viewing area, but is representative of the heart of Northeast Ohio’s population center.

• In 2011, 28.2 percent of all people in the two survey areas watched us on a weekly basis. That translates to 604,573 viewers a week in just seven counties of our service area. You can see that it’s not a stretch to say we’re reaching over 1 million viewers a month.
• Our Cleveland-Akron audience grew 6.5 percent in 2011, increasing 38,861 viewers a week from 2010. On the downside, we’re still off 7 percent (or 44,609 viewers a week) from where we were in 2009.

This summer, we requested that Fusion be added to Media Audit’s Akron study, which only covers Summit and Portage counties. The results were surprising and good. In Summit and Portage counties, Fusion is watched by an average of 75,529 people each week, or roughly 14 percent of the total population. The percentage may seem small, but Fusion reaches more people than any radio station in the market and more people than almost all daily, weekly and monthly print; and still outperforms five other broadcast TV services (most licensed in Cleveland) in the Akron market.

On the Western Reserve PBS side, the Akron study shows a weekly audience of 193,531 people, or nearly 36 percent of the total population. It ranks fifth in television viewership in the market, right behind the four commercial network affiliates. Western Reserve PBS is ahead of all other broadcasters in the area. Also worth noting: our Summit-Portage audience grew about 8 percent since the 2010 book.

The audience duplication between Western Reserve PBS and Fusion is high. Almost everyone who watches Fusion also watches Western Reserve PBS. The opposite, of course, is not true — many people who watch Western Reserve PBS do not watch Fusion.
New programs introduced for 2011-12

Western Reserve Educational Services has introduced four new programs for the 2011-12 school year. Each program provides additional technology support while exploring the hottest topics in educational technology. Participants will learn the basics of technology integration, and new teachers (one to three years) will focus on how best to integrate technology in the classroom.

The Tech-Led Teacher Program delivers technology training for building representatives and training for teacher teams to help schools integrate technology in the classroom. Participants receive one set of technology kits and on-site training for a lead teacher, plus technology contact on how to set up the equipment in the district. Up to five teachers receive corresponding training at our 21st Century Learning Center in Kent.

My Tech Coach Program offers quarterly, monthly and even daily tech coach solutions with three levels of service:
- Basic building support includes a building evaluation and the creation of an individualized professional development program delivered once per quarter during the school year.
- Team support offers a building evaluation and the development of an individualized professional development program with monthly sessions for the school’s team of five teachers. Also included are two sessions at our 21st Century Learning Center in Kent.
- District support provides all services listed above plus the support of a 21st Century learning consultant from Western Reserve Educational Services’ 21st Century Learning consultant Lealynd Tuskan is providing support one day a week.

Entry-Year Teacher Program helps schools support their new teachers (one to three years) with a program that focuses on how best to integrate technology in their classrooms. Participating schools can send their entry-year teachers to the fall and winter meetings at our 21st Century Learning Center in Kent to introduce them to the latest in educational technology and integration strategies at no charge.

The Administrators Breakfast Club covers the ABCs of technology integration in monthly sessions designed for principals and other administrators. Held at the 21st Century Learning Center, the sessions cover mobile computing, Internet safety and digital citizenship, creating a professional development program for teachers, Google apps for education and cloud computing.

Windham Exempted Village partnership continues

Thanks to eTech Ohio, Western Reserve Educational Services continues its collaboration with Windham Exempted Village to sustain the project initially funded through federal stimulus dollars. Developing 21st Century Learning Environments focuses on mentoring a team of four teachers and one administrator to increase comfort in the planning and integration of educational technology in classrooms and the district. Windham has received year three funding from eTech Ohio to continue the project with a new building team. Western Reserve Educational Services’ 21st Century learning consultant Lealynd Tuskan is providing support one day a week to the building team. Windham is also taking advantage of our new My Tech Coach program, in which Tuskan is on site an additional day per week to continue educational technology integration throughout the district.

ITIP Ohio members continue to collaborate statewide

ITIP Ohio, an independent agency that includes Western Reserve Public Media as one of its five founding members, continues to collaborate to support instructional technology throughout the state. A Google for Educators conference was conducted in May for more than 700 educators and the upcoming May 2012 conference promises even higher attendance. Further, ITIP Ohio will assist eTech Ohio’s Technology Conference in February 2012 by providing hands-on Google sessions as well as an innovative model classroom setting that will demonstrate what educational technology looks like in the classroom and how educational technology ties into the new Ohio Model Curriculum. ITIP Ohio will also offer eTech conference participants an opportunity to participate in an after-hours event at COSI Columbus focusing on the use of mobile technologies in a museum environment. More information about the agency can be found at www.itipohio.org.

Professional development offered for NEOEA Day

More than 35 educators took part in Western Reserve Educational Services training for the annual North Eastern Ohio Education Association (NEOEA) day on Oct. 14. This year’s NEOEA Day focused on Google for Educators, and attendees learned about the suite of free Google products available to their district through one-hour sessions presented throughout the day. The cost of the event was partially funded through a grant from NEOEA and registration fees.

Students at Windham Elementary School use handheld devices for educational purposes as part of the district’s move toward wireless computing.
Professional development update

Along with the traditional schedule of professional development training at Western Reserve Educational Services’ 21st Century Learning Center, this winter’s schedule for educators will continue the Technology After School Program, Smart Board Boot Camp and Camp Google. We are also introducing a new four-day session on project-based learning (PBL) and educational technology. Participants will learn to develop a project idea, determine the scope of the project, craft a driving question, plan the assessment, map the project and manage the process. The training will help educators review online resources and planning instruments that will support the development of projects. Using the PBL model and classroom technology, educators will create a real-world project based on grade level and course standards and have a fully developed, classroom-ready project at the end of the program. Kent State University graduate credit will be available.

Over the summer, Western Reserve Educational Services presented the professional development sessions Smart Board Boot Camp and Google for Educators to over 50 teachers. A new offering, The iPad Driving Experience, was the most popular of the summer. Educators learned about the power of mobile computing in their classrooms through the use of an iPad. Participants attended a three-day session that focused on all the different levels of these educational technologies. KSU graduate credit was available to participants.

Ohio Ready to Learn update

The Ohio Ready to Learn program, which offers training and development for family child care providers, has been funded for the coming year. Despite a reduction in funding, the program will deliver 33 free Ready to Learn workshops across our service area. The workshops are aligned with the state of Ohio’s Step Up to Quality standards and present the professional training now required of all family and in-home child care providers. Pam Oviatt is Western Reserve Educational Services’ project coordinator. Facilitator training will be completed by December, a full workshop schedule will be announced in December 2011 and classes will be delivered in 2012.

Marketing & Development

Membership update

As of the end of October 2011, Membership is $20,605 ahead of budget and $16,684 ahead of this same point in time last year. Our 2011 end-of-calendar-year campaign is under way now with a goal to raise $442,500 by Dec. 31.

We have good news to report on Membership revenue for FY2011, when membership reached its highest level since FY2002. Looking at a five-year trend (FY2007-FY2011), both Membership revenue and number of gifts have increased 7 percent over this time period. Our member count has increased 2 percent; revenue per donor has increased 5 percent; and the number of mid-level donors ($150-$999) has increased 30 percent. We’ve seen some erosion in renewal revenue, which has been balanced by an increase in the number of members renewing during on-air campaigns. Funding generated during on-air campaigns has increased 16 percent. We’ve also seen substantial growth in additional gifts (25 percent) and lapsed/rejoin membership (16 percent) revenue. (Please keep in mind that some of this data is not mutually exclusive – for example, additional gifts and lapsed revenue is generated through on-air campaigns as well as mail and telemarketing).

Growth in Membership revenue can be attributed to several factors. An increased number of pledge days in FY2011 accounts for the increase in on-air revenue. In the last 18 months we have added the following: one more additional gift mail request; a sixth hit in our renewal mail cycle; and a deep lapsed mail campaign. We have also started telemarketing first-year members in the first month of their renewal cycle instead of sending a request by mail, which has resulted in a six percent increase in first-year renewals (from 18 percent to 24 percent).

Underwriting and Private Support update

As of the end of October 2011, Underwriting and Private Support is under goal by $2,219, or 2 percent. This category includes revenue generated from underwriting, nonprofit paid promotional announcements (NPPAs) and foundation and corporate grants.

Local Production fund-raising update

Western Reserve Public Media is hard at work to secure funding for two local productions coming in 2012.

NEOtropolis will return for a third season on Jan. 10, thanks to major funding from Kent State University. (See the related article on page 1.) We are currently seeking foundation support to increase field production and social media applications.
Marketing & Development (cont’d.)

Micro Business for Teens: Starting a Micro Business is at 80 percent of revenue needed and is expected to be fully funded by mid-December. Funding has been provided by The Burton D. Morgan Foundation, Dominion Foundation, The Fred A. Lennon Charitable Trust, Hudson Extrusions Inc. and the Ohio Small Business Development Centers. (See the related story on page 2.)

Honorable mention in Knight-NEA arts journalism competition

Western Reserve PBS, along with partners WKSU-FM and the Akron Digital Media Center, received one of six honorable mentions for its Akron — 360 Degrees of Arts proposal in the national Knight Foundation-National Endowment for the Arts Community Arts Journalism Challenge in October. The challenge was developed to find new models for local arts coverage and criticism that both inform and engage audiences. Five finalists were named and three will be selected next year to receive up to $80,000 to make their idea a reality. In addition, six projects were selected as honorable mentions, including the Akron media project. There were 233 entries in the competition.

Station welcomes new underwriters, nonprofits


Outreach & Special Events

Doo Wop concert heads to Akron Civic Theatre

Back by popular demand and coming to a new venue, Western Reserve PBS’s A Doo Wop Celebration will be held on Saturday, June 2, 2012, at 4 PM at the historic Akron Civic Theatre. The concert will feature an impressive lineup of renowned doo wop performers: Charlie Thomas’ The Drifters, Gene Chandler, Jay Siegel’s The Tokens, The Vogues and Jay Traynor. Their many hits include “Up on the Roof,” “The Duke of Earl” and “The Lion Sleeps Tonight.”

“This is the first time we’ve held our event at Akron Civic Theatre,” said Lisa Martinez, vice president of marketing and development. “The first four doo wop concerts we’ve hosted were very successful. We’re excited that the large venue will enable even more people to enjoy the event.” Proceeds from the event will benefit Western Reserve PBS and the Akron Civic Theatre.

Tickets are on sale at the Akron Civic Theatre Box Office by phone at 330-253-2488 or online at www.AkronCivic.com. Prices are $25, $45 and $65. A limited number of Gold Circle packages at $90 include best-in-house seating, a post-concert reception and a meet-and-greet with the performers.

Western Reserve PBS to support Women’s Impact Initiative

Western Reserve PBS will serve as media sponsor of the 2012 Stark County-based Women’s Impact Initiative. Programs scheduled for the event include a January luncheon with keynote speaker Carol Frohlinger, co-founder of Negotiating Women Inc.; a February all-day Women’s Leadership Workshop with Jan Phillips, author of The Art of Original Thinking – The Making of a Thought Leader; and Stark County’s inaugural ATHENA awards in March. ATHENA awards honor professional excellence, community service and mentorship.

Western Reserve PBS participates in Stark County B2B Expo

On Oct. 26, Western Reserve PBS participated in the Business to Business Expo, hosted by The Repository and Canton Regional Chamber of Commerce and held at the Cultural Center for the Arts in Canton. Western Reserve PBS representatives Dan Hluch, senior development officer, and Jessie Springer, communications and development specialist, took part in the event, talking with attendees about the various services and opportunities offered by the organization. The exhibition was open to the public and offered a breakfast and lunch featuring keynote speakers and an after-hours networking session with light refreshments and entertainment.

Senior Development Officer Dan Hluch talks to a visitor at the Stark County B2B in October.
Outreach & Special Events (cont’d.)

Western Reserve PBS supports Healthy Baby Fair and Family Expo

On Oct. 22, Western Reserve PBS participated in the Ninth Annual Healthy Baby Fair at the John S. Knight Center, which attracted a large crowd of families and parents-to-be. Dan Hluch, senior development officer with Western Reserve PBS, hosted an informational booth and emceed the baby races held periodically throughout the day. The babies enjoyed the opportunity to roam while their guardians got some comic relief from Hluch’s unique emceeing style.

Western Reserve PBS participates in Summit for Kids

Sesame Street’s Walkaround Zoe joined Western Reserve PBS at the Second Annual Summit for Kids. Hosted by Summit County Children Services and held at the John S. Knight Center, the event on Aug. 20 drew more than 14,000 parents and children.

Summit for Kids is a newly established annual family event in which parents and children are provided with free medical services, free back-to-school items, community resources and information as well as local entertainment.

The Cat in the Hat appears in Timken Grand Parade

Representing Western Reserve PBS in the Pro Football Hall of Fame Enshrinement Festival’s Timken Grand Parade was The Cat in the Hat. More than 200,000 fans – big fans, small fans, short fans, tall fans – waved to The Cat in the Hat along the two-mile parade route. This annual event took place on Aug. 6 in downtown Canton.

Upcoming events

In upcoming months, Western Reserve PBS will participate in the Family Wellness Expo at The Shaw Jewish Community Center on Jan. 22; Family Reading Festival at the Akron-Summit County Main Library on Feb. 4; the 25th Family Expo at Summit Mall on April 14; and Plant the Seed to Read at Fellows Riverside Gardens on April 28.

IT/Engineering

New digital EAS installed

Western Reserve Public Media’s IT/engineering team recently installed a new digital Emergency Alert System (EAS), replacing a first-generation system that was close to 15 years old. The work was done in conjunction with FCC guidelines of Common Alerting Protocol (CAP), which takes effect in June 2012. The CAP compliance will marry the current EAS system with all other organizations such as FEMA, the Department of Homeland Security and others, enabling us to relay important announcements from all organizations as well as the standard weather warning announcements.

Western Reserve Public Media participates in national EAS test

Western Reserve Public Media participated in the national Emergency Alert System (EAS) test on Nov. 9 at 2 p.m. The organization tested all four of its broadcast services – Western Reserve PBS, Fusion, MHz Worldview and V-me. This was the first nationwide test of the EAS system and a required test for all broadcasters. Broadcasters relayed the test simultaneously across the nation. Reports were filed with the FCC on operation of equipment both locally and nationally. The FCC will review the reports and make recommendations to improve the system.

NGIS system enters phase one

PBS’s Next Generation Interconnection System (NGIS) is in its first phase of implementation. NGIS has been in development for the last six years. It is a non-real time file-based delivery system for most programming from PBS. The system will be a more cost effective and efficient way to deliver PBS programming to all member stations. NGIS should be operational by the second quarter of 2012.

Follow us on Facebook and Twitter

Western Reserve Public Media has launched a Facebook fan page, and Don Freeman is regularly posting tweets at Twitter.com/WRPMguy. Follow us for program updates, announcements, fun links and more.
Staff News, Training & Conferences

Trina Cutter serving on steering committee for Women’s Impact Initiative

President and CEO Trina Cutter is serving on the steering committee of the Women’s Impact Initiative, a Stark County-based group. The Women’s Impact Series was started in 2009 to bring education, enrichment and networking opportunities to professionally minded women in Stark County. Now named the Women’s Impact Initiative, the focus is to create a vibrant vehicle to connect professional women with business opportunities in the community.

Cutter attends Leadership Akron event

President and CEO Trina Cutter attended Leadership Akron’s New Community Leader reception at Greystone Hall in downtown Akron on Nov. 17. Cutter is a graduate of Leadership Akron.

Cutter attends UP Woman Circle launch

President and CEO Trina Cutter attended the launch of the UP Woman Circle in Cleveland on Nov. 12. UP Woman provides a place to gather with other professional women, build powerful relationships, increase business, mentor and be mentored and gain insight. Keynote speakers at the event included Renee Powell of the LPGA, motivation speaker DeLores Pressley and recording artist Raine Austen. The event was held in Independence.

Cutter participates in Shared Space and Services focus group

President and CEO Trina Cutter participated in a survey and follow-up focus group for the Cuyahoga County Shared Space and Services project. The focus group was conducted at Saint Luke’s Foundation in Cleveland on Oct. 14. The project is designed to help Deaconess Community Foundation, Saint Luke’s Foundation and other local funders understand the needs of nonprofits in Cuyahoga County.

Cutter attends Game Changer event in Cleveland

President and CEO Trina Cutter attended Cleveland Leadership Center’s Game Changer event on Oct. 10. Hosted at the Hanna Theatre in downtown Cleveland, the event featured keynote speaker Jeff Fager, chairman of CBS news and executive producer of “60 Minutes.” The goal of the event was to inspire attendees to move talk to action and become game changers for Cleveland.

Jeff Good taking part in Leadership Mahoning Valley

Director of Education Jeff Good is a member of the Leadership Mahoning Valley (LMV) class of 2012. He was also elected one of two class representatives, who determine the direction of the class project and serve as a sounding board between the class and LMV. His nine-month commitment to the program allows him to network with other leaders in the community and to learn more about Mahoning and Trumbull counties.

Jeff Good to present session at SOITA conference

Director of Education Jeff Good will present a session called You Be the Producer at the annual SOITA (Southwestern Ohio Instructional Television Association) technology conference, taking place Dec. 6-7 in Dayton. Good’s session will focus on the acquisition and use of digital video in the classroom in a two-hour hands-on session.

Educational Services to participate in eTech conference

Western Reserve Educational Services will be represented at the eTech Ohio Technology conference in Columbus in mid-February. Director of Education Jeff Good and several of our educational technology consultants will operate a collaborative display area shared by the eight Ohio educational technology agencies. Good will also manage a booth for Western Reserve PBS and support a booth for ITIP Ohio.

Good does some silly science

Jeff Good, director of education, participated in the Oh Wow! Silly Science Sunday event at the Roger & Gloria Jones Children’s Center for Science and Technology in Youngstown. Good conducted hands-on science experiments with children.

Good attends ISTE Conference

In June, Director of Education Jeff Good traveled to Philadelphia for the ISTE (International Society for Technology in Education) conference, the largest ed tech conference in the nation. ISTE is the premier educational technology agency in the United States and is recognized worldwide as the leading agency in support of educational technology use in the classroom.

Good elected to school board

Jeff Good, director of education, was recently elected to the board of education for South Range Local Schools in Canfield. He is a graduate of South Range and has two children attending high school in the district. Good has more than 20 years of work experience in the education field. He has been at Western Reserve Public Media since 2006 and directs Western Reserve Educational Services, which serves 256,700 students and 21,000 educators in eight counties.

“Jeff has both the interest and passion to help lead South Range schools,” said Trina Cutter, president and CEO of Western Reserve Public Media. “We congratulate him on his achievement and dedication to his community.”

Duilio Mariola earns master’s degree from KSU

Duilio Mariola, local programming and production manager, will graduate from Kent State University on Dec. 17 with a master’s degree in journalism. On Thursday, Nov. 17, he defended his master’s thesis, “Local Coverage: Are Technology-Driven Changes Sacrificing the Journalistic Integrity of Local TV News?” The project consists of a 45-minute documentary shot primarily with a Canon 5D HD DSLR and a companion Web site. Congratulations, Duilio!
Staff News, Training & Conferences (cont’d.)

Don Freeman attends BBC Worldwide screening
Programmer Don Freeman attended the BBC Worldwide program screening Oct. 18-20 in New Orleans. Nearly 60 PBS programmers representing more than 80 PBS member stations were invited. Representatives from BBC Worldwide presented 47 series or one-time-only specials for consideration.

Educational Services consultants present at SPARCC conference
Western Reserve Educational Services’ education technology consultants Dave Philibin and Lealynd Tuskan made presentations at a conference hosted by SPARCC (Stark Portage Area Computer Consortium). The 7th Annual SPARCC Fall Conference was held on Oct. 10 at the R.G. Drage Professional Development Center in Massillon. Philibin hosted a session on You Be the Producer and Tuskan presented on Smart Board topics.

Goin’ to the chapel
Jessie Springer, Western Reserve Public Media’s communications and development specialist, will wed Brian Deeds on Oct. 20, 2012. Both Springer and her husband-to-be are graduates of the University of Mount Union in Alliance. Congratulations, Jessie!

Western Reserve PBS ...
- Is watched by more than 1 million viewers in greater Akron, Canton, Cleveland and the Mahoning Valley each month.¹
- Delivers larger audiences than 95% of cable networks and local radio stations and newspapers.²
- Represents a brand name that resonates powerfully with and is trusted by the American public: PBS.

Sources: ¹ 2010 A.C. Nielsen audience data; ² 2010 Media Audit, Cleveland-Akron

Western Reserve Public Media's over-the-air broadcast service area is extended by carriage on almost all cable systems and satellite services in Northeast Ohio and parts of Western Pennsylvania. We serve 22 counties, 1.8 million households and 4.4 million people, including residents of the greater Akron, Canton, Cleveland, Warren and Youngstown communities.