Western Reserve Public Media President’s Report

Fall 2012

NewsNite begins 14th season with new format, new host

Civil discourse in the political arena will be the first topic of discussion for the new season of NewsNite, the weekly Western Reserve PBS program that airs Fridays at 8:30 PM beginning Sept. 7. NewsNite, in its 14th season on Western Reserve PBS, features stories about the greater Akron area and this year has a new host — Jody Miller — and a new format.

The season’s opening show will feature interviews with John Green, Ph.D., distinguished professor at the University of Akron and director of the Ray C. Bliss Institute of Applied Politics; Dan Moulthrop, curator of conversation at the Civic Commons; and Diana Swoope, Ph.D., senior pastor of Arlington Church of God. They will discuss the Civility Project, a year-long study addressing the impacts of civil discourse, particularly as it relates to politics. Topics planned for upcoming episodes include the work of University Park Alliance and the 10th anniversary of the Akron Marathon.

Previously composed of a news panel discussing the week’s top regional stories, the program now features one-on-one interviews that address noteworthy news events about Northeast Ohio. Hosting the program is longtime NewsNite panelist Jody Miller, who has also hosted many of the show’s longer-format “NewsMaker Special” programs.

“Using the ‘NewsMaker’ format provides a way for Western Reserve Public Media to continue its long-standing commitment to keep NewsNite on the air,” said Trina Cutter, Western Reserve Public Media president and CEO. “We will continue to offer timely, in-depth coverage of regional news topics while at the same time broaden the discussion to include community leaders and news makers.”

In addition to airing Fridays at 8:30 PM, NewsNite repeats on Mondays at 6:30 PM. It also airs on Western Reserve Public Media’s Fusion channel on Mondays at 7 PM. Visit the show’s website at www.NewsNite.net, where archived videos and extended interviews are available for free viewing on demand.

Micro Business for Teens

Western Reserve Public Media is completing work on the Micro Business for Teens: Starting a Micro Business project.

Micro Business for Teens: Starting a Micro Business makes the very notion of creating a micro business an achievable goal for those who have a good idea and the enthusiasm to design and implement a plan of action. Based on Carol Topp’s book of the same name and hosted by Topp herself, the hour-long program covers what a micro business is, gives examples of businesses suitable for teenagers, offers instruction on writing a business plan and financing the business and more. Topp presents the content in seminar style with a live studio audience of Northeast Ohio teens, parents and educators. The program also features six teens who are already operating a variety of profitable micro businesses. Micro Business for Teens is designed to help teens discover a creative alternative to earning money in the highly competitive marketplace.

In late August, free DVDs of the production are being distributed to grades 9-12 teachers in Northeast Ohio who work in entrepreneurial education, as well as several regional after-school programs. We are currently working on getting the program distributed to PBS affiliates nationwide.

Funding for the project was provided by lead sponsor The Burton D. Morgan Foundation along with Dominion Foundation, The Veale Foundation, Hudson Extrusions Inc., The Fred A. Lennon Charitable Trust, Deluxe Corp. Foundation, Ohio Small Business Development Centers and Jobs for America’s Graduates — Ohio.
Multimedia productions update

As announced in the last edition of The President’s Report, Western Reserve Public Media received a grant from Ohio legislators through eTech Ohio to produce two multimedia projects. The two packages are nearing completion and will be ready for distribution on Sept. 30.

El Anatsui documentary airs in support of Akron Art Museum exhibition

In celebration of the Akron Art Museum’s exhibition “Gravity and Grace: Monumental Works by El Anatsui,” which opened in June and closes Oct. 7, Western Reserve PBS aired the documentary Fold Crumple Crush: The Art of El Anatsui in June and July. The documentary was acquired thanks to funding from the John S. and James L. Knight Foundation.

Fold Crumple Crush: The Art of El Anatsui gives an insider’s view of the artist’s practice, the ingenious steps and thousands of hours of labor that convert used bottle tops into huge, opulent wall hangings. Anatsui, a native of Ghana, explains how his artworks have become a marriage of painting and sculpture, objects that speak of African history but also reach for the ethereal. He also talks about his aspirations for artworks he has yet to make.

More information about the El Anatsui exhibition can be found at akronartmuseum.org.

New British “dramedy” coming to Western Reserve PBS

Doc Martin is a catchy British comedy drama (also known as “dramedy”) joining the Western Reserve PBS broadcast lineup in September. Look for the program Thursdays at 8 PM beginning Sept. 20. The show will repeat Fridays at 3 AM and Sundays at 7 PM.

Doc Martin stars Martin Clunes as the brash doctor Martin Ellingham, whose blunt opinions and tactless manner cause mayhem in a small Cornish community. Ellingham – once a celebrated London surgeon – flees from his position after developing a phobia to blood. After retraining as a general practitioner, Ellingham gets a job in the beautiful but sleepy village of Portwenn, replacing the deceased local doctor. However, his abrasive personality doesn’t exactly mesh with the pace of life in Cornwall. Caroline Katz co-stars as Portwenn’s beautiful schoolteacher and the object of Ellingham’s awkward affections, and Stephanie Cole (Waiting for God) plays Ellingham’s supportive aunt, Joan.

Blenko brings beautiful glass artworks to Northeast Ohio

Andrew Blenko and Katie Trippe (pictured right) joined Western Reserve PBS’s Trina Cutter (left) in the studio for a Blenko glass documentary and membership event in early June. The documentary, Blenko Behind the Scenes, illustrates how Blenko glass is handmade in the little town of Milton, West Va., from mixing the raw materials to blowing and finishing. Viewers also meet the talented craftspeople who make each piece of glassware.
Educational Services

Springfield Local develops “app-titude” with help from Western Reserve Educational Services

Springfield Local School District has integrated iPads into its classrooms thanks to school administrators’ efforts and assistance from Western Reserve Educational Services. With guidance, support and encouragement from district technology coordinator Dustin Boswell, plus professional development opportunities delivered through Western Reserve Public Media, the Akron area school district now has more than 300 iPads in use.

The movement to iPads grew from the interest of a high school principal and her encouragement of its use in the high school classrooms. It gained momentum with the support of the school’s Technology Integration Committee and then moved even further with allocations of the technology into the junior high school by leveraging federal money. Momentum continued as the district’s special education teachers began integrating iPads, and now elementary and intermediate school teachers will benefit from iPad carts during the current school year.

Western Reserve Educational Services supported Springfield Local Schools’ efforts this past summer through the iPad Driving Experience professional development sessions, held at our 21st Century Learning Center in Kent, as well as on-site professional development delivered to teachers at Springfield. Find out more about our latest iPad opportunities at www.WesternReservePublicMedia.myworkshops.com.

“The students are captivated and excited by the use of the new technology. They can’t seem to get enough of it,” said Jenny Dropleman, sixth grade language arts teacher. “I seem to find myself searching for hours on it in the evening to see what I can potentially use to complement my instruction.”

Special summer sessions presented

Over the summer, 48 area educators took a break from their summer break to join Western Reserve Educational Services for professional development sessions including Smart Board Boot Camp, Camp Google, the iPad Driving Experience and Project-Based Learning in Your Classroom: Tech Toolkit. Many of the attendees received graduate credit from Kent State University.

Professional development plans announced for FY 2013

Western Reserve Educational Services has announced its 47 professional development sessions for the fall semester. The schedule includes a combination of perennial favorites such as the iPad Driving Experience and Smart Board Boot Camp along with sessions on new technologies such as the Google Nexus 7 tablet (a cost-effective alternative to the iPad). Sessions also focus on the wealth of resources available through the Google suite of free applications. An up-to-date database of all offerings is available at www.WesternReservePublicMedia.myworkshops.com.

NEOEA

North Eastern Ohio Education Association

Mobile Tech in Education Conference to be hosted on NEOEA Day

Western Reserve Educational Services will bring educators up to date about the use of mobile technology in the classroom at a conference to be held on NEOEA Day, Friday, Oct. 12, from 8:30 AM to 3 PM at our 21st Century Learning Center in Kent. Registration is scheduled for 8:30 AM and the first keynote session, “An Overview of Mobile Technologies in Today’s Classrooms,” is at 9 AM. Sessions throughout the day will include basic overviews of iPad and Droid devices, plus implementation of devices in core curriculum classrooms. Additional presentations will focus on the one-device classroom as well as how to handle one-to-one devices. For more information, visit www.WesternReservePublicMedia.myworkshops.com.
Every Citizen Online training

Western Reserve Public Media continues to partner with Connect Ohio to offer free computer training sessions through the state of Ohio’s Every Citizen Online program. The three-part sessions are offered Mondays through Wednesdays at the following times. Sessions are held at Western Reserve Public Media, 1750 Campus Center Dr., Kent.

**Level 1 Computer Basics:** Monday through Wednesday, 9-11 AM Offers information about computer hardware, software, connectivity and operating systems.

**Level 2 Internet Essentials:** Monday through Wednesday, noon-2 PM Provides basic instruction about the Internet, including accessing it safely and working with browsers.

**Level 3 Web Applications:** Monday through Wednesday, 2:30-4:30 PM Reviews several Internet applications, including email, social networks and online documents.

“This program is an outstanding opportunity for area residents to learn about all that the Internet has to offer,” said Jeff Good, Western Reserve Public Media director of education. “We’re happy to help as many people as possible prepare for a technology-driven society.”

Between February and June of this year, Western Reserve Educational Services presented 48 sessions attended by 160 students.

Anyone interested in attending a session should call Western Reserve Public Media at 330-474-5005 at least one week ahead to register. The Every Citizen Online program runs until July 1, 2013.

### Professional development in FY 2012

In the 2011-12 school year, Western Reserve Educational Services’ 21st Century Learning Center staff of educational technology consultants delivered 243 professional development technology sessions to 2,093 educators for a total of 6,855 contact hours. Professional development sessions focused on the integration of technology such as interactive white boards, iPad and iPod Touch, Google applications and much more. A new professional development session, “Integrating Project-Based Learning With Technology,” was developed during this fiscal year.

### Ohio Ready to Learn in FY 2012

Western Reserve Public Media’s Ready To Learn (RTL) service is a parent and child care provider outreach project that supplements PBS children’s programs. The RTL staff offers free workshops and other resources geared toward parents as well as child care providers to help extend the learning from our children’s shows into reading and hands-on activities. Our free 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. In FY 2012, our RTL staff presented 33 training sessions to over 400 care providers. We will continue to offer the service in FY 2013.

### Every Citizen Online training

Barb Moore, 21st Century Learning consultant works with area teachers during the summer, SmartBoard BootCamp.

### Western Reserve PBS MemberCard

At Western Reserve PBS, membership has its advantages!

Just by being a member of Western Reserve PBS at the $60 level or above, you can get discounts at over 100 local restaurants plus over 8,000 nationwide!

- 24-hour MemberCard hotline: 888-727-4411 for the latest changes
- Web site: www.membercard.com/westernreservepbs
- MemberCard customer service: 800-423-7645
Outreach & Special Events

Western Reserve PBS will travel with about 160 members to Pittsburgh on Friday, Dec. 7, for the Doo Wop Reunion Show XI. This is an annual event for the station.

Doo Wop concert at Akron Civic Theatre a big success; look for the next concert in June 2013

Jay Siegel of The Tokens came out to say hello to fans at the Doo Wop Celebration V reception.

Western Reserve PBS and the Akron Civic Theatre’s first-time partnership in presenting A Doo Wop Celebration V in June was a tremendous success. Over 1,800 people attended the concert and 200 joined us for the Gold Circle reception after the show.

Buddy the dinosaur to join Western Reserve PBS and Akron Zoo for “nature trackers” event

Western Reserve PBS and the Akron Zoo are working together to present the Dinosaur Train Nature Trackers event on Saturday, Sept. 8, from 10 AM to 4 PM at the Akron Zoo. Akron Zoo admission fees apply.

Children will have fun finding animal tracks, collecting items from nature, discovering recyclable materials and learning about conservation. They will also enjoy meet-and-greet sessions with Buddy the dinosaur, the lead character in Dinosaur Train, and watch Dinosaur Train “Nature Trackers” episodes in the zoo’s theater.

The first 500 children to complete four Nature Tracker activities will receive a special goodie bag. All children who complete the activities can enjoy a free ride on the zoo’s train, the A & K Wilber Express.

Buddy, a curious, funny and intelligent T-Rex, is the star of Dinosaur Train, which airs on Western Reserve PBS on Sundays at 8:30 AM and weekdays at 9:30 AM and 5 PM. The half-hour program embraces and celebrates the fascination that preschoolers have with both dinosaurs and trains, while encouraging basic scientific thinking skills.

Western Reserve PBS received a $2,500 grant from The Jim Henson Company to partner with the Akron Zoo on a Dinosaur Train Nature Trackers event.

On the heels of that rousing success, Western Reserve PBS and the Civic will present A Doo Wop Celebration VI on June 9, 2013 at 4 PM. Headlining the event will be Charlie Thomas’ The Drifters (“Save the Last Dance for Me,” “On Broadway” and “Up on the Roof”) along with the Coasters (“Charlie Brown,” “Yakety Yak” and “Young Blood”), Shirley Alston Reeves, original lead singer for the Shirelles (“Soldier Boy,” “Will You Love Me Tomorrow?” and “Mama Said”) and Sonny Turner, former lead singer of the Platters (“With This Ring,” “My Prayer” and “Only You”). Tickets go on sale Sept. 7 at the Akron Civic Theatre and through TicketMaster. Proceeds benefit Western Reserve PBS and the Civic.

Princess Presto and Super Why headline Summit for Kids

Western Reserve PBS participated in the third annual Summit for Kids, held Saturday, Aug. 18, at the John S. Knight Center in downtown Akron. Super Why and Princess Presto were on hand to meet and greet kids throughout the day.

Summit for Kids is a free public event with educational activities, free back-to-school items and more. The inspiration for the event goes back to 2008, when the late Chief Justice Moyer and then Governor Ted Strickland hosted a forum (Summit on Children) on issues Ohio counties face in providing services for families and children. In light of the challenges discussed, they called on each county to create a task force dedicated to enhancing such services. Summit for Kids was born.

Super Why to the HOF rescue!

As part of the Pro Football Hall of Fame Enshrinement Festival, the character Super Why of the eponymously named series took a ride in the Timken Grand Parade on behalf of Western Reserve PBS. The parade was held in downtown Canton on Saturday, Aug. 4.
Board of Directors

NETO welcomes two new board members

Northeastern Educational Television of Ohio Inc. (NETO) welcomes two new members of the board.

Attorney Bonnie Deutsch Burdman has served as director of community relations and government affairs of the Youngstown Area Jewish Federation since March 1996. In this capacity, Burdman works closely with national and local Jewish agencies on numerous social justice advocacy projects, serves as the primary Federation staff person in the promotion of the pro-Israel agenda and does work in Holocaust commemoration and anti-genocide education.

Burdman currently serves as the chairwoman of the board of the Youngstown-Warren Regional Chamber of Commerce. She is a former member of the statewide Community Financial Education Board as an appointee of the State Treasurer and a current member of the Diversity Council and Partners for Workplace Diversity at Youngstown State University. She is a member of an advisory committee of the local YWCA in the planning of an annual leadership development and professional networking program for women and is a member of the Youngstown Business and Professional Women’s Club. In 2010, Burdman was recognized by Youngstown State University for her outstanding leadership in community diversity initiatives.

Prior to entering the Jewish communal relations field, Burdman practiced law with the Youngstown firm of Green, Haines, Scambati, Murphy and Macala. Before moving to Ohio, she practiced labor and employment law in Washington, D.C., at the national law firm of Verner, Liipfert, Bernhard, McPherson and Hand.

Originally from suburban New York City, Burdman received her bachelor’s degree in industrial and labor relations from Cornell University in 1987 and her law degree from American University in Washington, D.C., in 1990. She and her husband, Lee, reside in Liberty with their three children, Korey, Taylor and Lexi.

Eileen Korey joined the University of Akron in November 2011 as associate vice president and chief communications officer. Reporting to President Luis M. Proenza, Korey is a member of the leadership team, responsible for strategic communications, including media relations, internal communications, Web and social media.

Korey came to UA following nearly 20 years as a senior communications counsel in the health care industry. As advisor to leadership at the MetroHealth System and University Hospitals of Cleveland, she was responsible for strategic communications planning and execution, reputation and brand management, crisis communications, media relations, integrated marketing communications and advertising strategy.

Prior to her career in organizational communications, Korey developed a reputation as one of Cleveland’s leading reporters and was inducted into the Journalism Hall of Fame by the Press Club of Cleveland. She worked in print, radio and television, and is best remembered as the medical reporter for WKYC-TV (NBC affiliate), where she was on air from 1984 to 1992 and earned six Emmy awards for her reporting.

Currently, Korey serves on the boards of the Susan G. Komen for the Cure Northeast Ohio Affiliate and the Cleveland Jewish News.

Korey is a cum laude graduate of Princeton University, where she received a bachelor’s degree in English. She and her husband, Robert G. Kaplan, a clinical and forensic psychologist, reside in Lakewood. They are the parents of Rachel, an equine veterinarian, and Benjamin, a restaurant manager.

Board chair has connection to new PBS series

NETO Board of Directors Chair Renee Pipitone is the proud aunt of Sean Sandefur and his PBS connection. Sandefur was the sole editor of the first episode of Market Warriors, a new series from the producers of Antiques Roadshow. In the series, expert shoppers scour flea markets across the country for vintage valuables, selling their finds at auction with an eye toward maximizing profit. In each episode, four pickers travel to different markets across the country to purchase items with a set amount of money, and use their knowledge and skills to see who can make the most profit at auction. The program airs Mondays at 9 PM.
Trina Cutter attends World Innovation Forum in NYC

In June, Western Reserve Public Media President and CEO Trina Cutter traveled to New York City to attend the World Innovation Forum. The two-day meeting brought executives together from around the globe to examine the trends that are shaping business: mobile technology and marketing, the evolution of education, the effects of our virtual reality, new ways to drive innovation and how to foster entrepreneurial and impassioned ideas.

Cutter attends NETA board meeting

In July, President and CEO Trina Cutter attended the National Educational Telecommunications Association’s summer board meeting in Coral Gables, Fla. The two-day meeting covered industry issues in public media, including funding and editorial challenges.

Cutter attends NAB meeting on spectrum auctions

President and CEO Trina Cutter traveled to Detroit in August to attend the National Association of Broadcasters’ meeting on spectrum auctions. In the coming months, the FCC is expected to release one or more notices seeking comment on rules for conducting the spectrum incentive auctions and the subsequent repacking of TV stations. This NAB forum updated members on the current legislative and regulatory landscape and explained what stations need to know before the FCC’s proposed rulemaking.

Cutter talks with Livingston Associates about WKSU

In July, President and CEO Trina Cutter was invited to participate in Livingston Associates’ ascertainment exercise as it prepares to help Kent State University and WKSU-FM secure a new executive director. Al Bartholet, the current executive director, will retire in the fall. (He is also a member of the board of directors of Northeastern Educational Television of Ohio Inc.) Livingston Associates provides executive search, strategy and coaching services to public media, universities and other mission-based nonprofit clients.

Trina Cutter serves on Leadership class selection committee

President and CEO Trina Cutter served on the selection committee for Leadership Stark County’s 26th class. The committee met with all the applicants over a three-day period and selected a class of 39 participants. Cutter is a graduate of the 17th class of Leadership Stark County.

Cutter attends Akron Public Schools meeting

President and CEO Trina Cutter attended the Importance of Education meeting at Portage Country Club in August. The event was a “friend-raiser” for Akron Public Schools.

Cutter is panelist at KSU Stark symposium

President and CEO Trina Cutter participated as a panelist in the session “What Does a CEO Expect of Human Resources?” at Kent State University Stark Campus’ Human Resources Symposium on July 26. In the session, four local CEOs shared their thoughts, views and expectations of the human resources department. Joining Cutter were panelists Virginia Albanese of FedEx Custom Critical; Eugene Calabria of GBS Corp.; and Jeff Evans of Will-Burt Co.

Cutter participates in CPB webinar

In July, President and CEO Trina Cutter participated in the Corporation for Public Broadcasting’s webinar “TV CSG Diversity Eligibility.” The webinar covered new requirements to receive a CPB Community Service Grant (CSG).

Lisa Martinez attends PMDC

In July, Western Reserve Public Media Vice President of Marketing and Development Lisa Martinez traveled to Seattle to attend the Public Media Development and Marketing Conference (PMDC). The PMDC is public media’s largest conference devoted to issues surrounding revenue generation, marketing and management. The PMDC promotes best practices and innovation in membership support, corporate support, philanthropic support and marketing.

Jeff Good graduates from Leadership Mahoning Valley

In June, Western Reserve Public Media Director of Education Jeff Good graduated from the 2012 class of Leadership Mahoning Valley. Good was one of the class co-chairs.

Good presents at Columbus summit

Director of Education Jeff Good delivered a presentation at the Google for Educators Summit held in Columbus in May. Over 600 educators attended the summit, which featured sessions on integrating Google Docs in the classroom as well as creating and editing YouTube resources. The conference was created and promoted by ITIP Ohio, of which Western Reserve Public Media serves as a founding member.

Follow us on Facebook, Twitter and YouTube

Follow us for program updates, contests, announcements, fun links and more on our Facebook fan page and at Twitter.com/WR_PBS. You can watch all of our local programming on our YouTube channel, too!
Staff News, Training & Conferences (cont’d.)

Good attends ISTE Technology Conference

Director of Education Jeff Good, along with the other founding members of ITIP Ohio, a 501(c)3 corporation focused on educational technology training, attended the ISTE Technology Conference in San Diego in June. The event is the largest educational technology conference in the country. ITIP Ohio hosted an after-hours event for over 75 Ohio attendees aboard the HMS Surprise, an exhibit in the San Diego Maritime Museum.

Good participates in eTech focus group

Director of Education Jeff Good participated in the eTech Ohio focus group in August. The focus group was created by eTech Ohio to field questions and determine direction for the Ohio agency.

Becky Tarka to retire

Membership Specialist Becky Tarka will retire from Western Reserve Public Media at the end of September. Tarka joined the organization in 1995. She looks forward to a retirement filled with travel, kids and grandkids.

Jessie Springer attends social media workshop

In July, Marketing and Communications Specialist Jessie Springer attended Social Media: Beyond the Basics, hosted by the Raymond John Wean Foundation at its new offices in Warren.

Jeff Good (red shirt, back row), Western Reserve Public Media’s director of education, joined other board members of ITIP Ohio to host a get-together aboard the HMS Surprise for over 75 Ohio registrants at the recent ISTE Conference in San Diego.