New local history program, Akron-centric series premiere

Western Reserve Public Media was recently the presenting station for two new local productions.

**46 Days: The Confessions of Ned Kellogg**

This new documentary, which investigates the brutal—and controversial—murder cases of two Kent, Ohio, women more than 70 years ago, premiered Sept. 7.

**46 DAYS: THE CONFESSIONS OF NED KELLOGG** was written and produced by Fred Endres, professor emeritus in the School of Journalism & Mass Communication at Kent State University. It tells the story of Mae Wickline, a popular drug store clerk, who was killed while walking home from work on a snowy night in January 1945.

Police brought in Ned Kellogg, a local mill worker, for what was supposed to be routine questioning. Kellogg, 51, had lived in Kent all his life and was well known around town. He was seen by most residents as being “slow” mentally and later would be found to have a mental age of 7.

After being questioned by police for more than three hours, Kellogg admitted to “tussling” with Wickline that night. He denied killing her; yet, a few weeks later, he shocked police by confessing to murdering another Kent woman in 1933.

The documentary explores the two murders and Kellogg’s possible roles in them. It also examines the place of the intellectually disabled in the local community and in the eyes of the police and courts 70 years ago.

**Around Akron with Blue Green**

AROUND AKRON, a monthly half-hour series, is the work of Akron producer Blue Green, who says, “The goal of the show is to shine a spotlight on all of the good things that Akron has to offer.” Green noted that the city of Akron is a wonderful place in which to live, work, stay and play, but he feels “to truly be a great city, we need our own Akron-based news and local television programming.”

Each show consists of four stories, including segments on dining, arts and culture, history, business, and movers and shakers. The first episode premiered on Oct. 3.
Coming soon to Western Reserve PBS!

PBS has announced its advance schedule for January through May 2017. Here are some highlights:

**MASTERPIECE, “Sherlock, Season 4”**
The popular series returns on Jan. 1 with three brand-new episodes that promise laughter, tears, shocks, surprises and extraordinary adventures. The new season begins with the mercurial Sherlock Holmes back once more on British soil as Doctor Watson and his wife Mary prepare for their biggest challenge yet: becoming parents.

**MASTERPIECE, “Victoria”**
Beginning Sunday, Jan. 15, tune in to the eight-hour drama that follows Victoria from the time she becomes queen in 1837 at the age of 18 through her relationship with Lord Melbourne, her first prime minister and intimate friend, and her courtship and marriage to Prince Albert.

**MERCY STREET, Season 2**
The new season begins Sunday, Jan. 22. Follow the growing chaos at Alexandria’s Mansion House, the precarious position of the Green family and the changing situation of the burgeoning black population.

**AMERICAN MASTERS, “Maya Angelou”**
This is the first feature documentary about the incomparable Dr. Maya Angelou (1928-2014), best known for her autobiography “I Know Why the Caged Bird Sings.” It is set to premiere in February.

**AMERICAN EXPERIENCE, “Oklahoma City Bombing (w.t.)”**
On Feb. 7, follow the rise of the extremist militia movement, from Ruby Ridge to Waco, which led to the deadliest act of domestic terrorism in American history—the 1995 bombing by Timothy McVeigh that killed 168 people in Oklahoma City.

**SMOKEY ROBINSON: THE LIBRARY OF CONGRESS GERSHWIN PRIZE FOR POPULAR SONG**
Premiering in early February, this program honors the acclaimed singer-songwriter, whose career of hits spans more than four decades.

**AMERICAN EXPERIENCE, “The Great War”**
Coming in April, this new series reveals how WWI transformed America through the stories of African-American soldiers, feminist activists, Native-American “code talkers” and others whose participation in the war has been largely forgotten.

**THE GREAT BRITISH BAKING SHOW: MASTERCLASSES**
The “Masterclass” episodes feature Paul Hollywood and Mary Berry showing viewers how to create their famous baked treats, and there are Christmas-themed episodes associated with each season of series. Watch for the new episodes in early 2017.

Other interesting programs to watch for this spring include Season 6 of CALL THE MIDWIFE and Season 2 of HOME FIRES.
**Educational Services**

**STEM Mio**

**New STEM careers initiative for Latino youth**

Western Reserve Public Media is participating in a new digital initiative that encourages Latino youth to investigate STEM careers.

The initiative, called STEM Mio, was developed by Arizona State University and funded by the National Science Foundation. It is intended to build a trajectory of engaging STEM experiences within a game-enabled platform that Latino youth, families and teachers can explore together. Other collaborators on the project are E-Line Media and Hispanic Association of Colleges and Universities (HACU).

“The STEM Mio initiative is a great way for us to amplify our educational services with an outreach event,” said Jeff Good, director of education. “In addition, it extends the value of our Vme Spanish language channel.” Vme is one of our standard-definition channels, WNEO 45.4/WEAO 49.4, and offers smart, engaging content for Latinos in our viewing area. Our station is the only one in Ohio that carries the Vme channel.

Plans are under way for our local outreach, which will be coordinated by Laurie Green, 21st century learning consultant. They include the following:

- Partnering with Sears ThinkBox at Case Western University and HACU to provide an outreach event for students in the Cleveland-Lorain area, where there is one of the largest Latino populations in the state of Ohio
- Promoting the project’s “Generación Digital” TV series in conjunction with the community outreach event
- Working with HACU to provide names of area high schools and career centers that have a STEM program they can contact to for promoting upcoming career fairs
- Promoting HACU career fairs, the STEM Mio website and our community outreach program through various Western Reserve Public Media social media resources

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**New resources available to educators**

Websites for two new multimedia projects for educators went live in September.

**Make-It: Learning Through Exploration**

(www.wrmakeit.org) offers resources related to developing the Makerspace model for grades 5-6.

**Digital Skills**

(www.wroskills.org) helps teachers in the elementary grades to integrate digital skills in their everyday teaching.

Both sites will expand to all grade bands by the end of June 2017.

**Technology agencies visit station**

The Ohio Educational Technology Agencies visited Western Reserve for the organization’s early October meeting. Western Reserve serves as one of the eight agencies, all of which offer technology professional development for Ohio’s educators.

**Professional development continues**

The educational services staff is busy building the winter quarter of professional development opportunities for teachers. The sessions, offered at the 21st Century Learning Center at the station, will have an emphasis on the Makerspace movement, which promotes a learning environment where children and adults can tinker, design and create together.

The winter session of professional development begins in January and runs through March.
Marketing & Development

Membership

Western Reserve PBS respects, values and holds in the highest regard each and every person that pledges support to the public television cause. That’s not easy to do with a database of 14,000 members and a membership staff of only two full-time people.

Our current membership software uses technology to “process” contributions and deliver thank-you gifts quickly, but that’s not enough. Our dream is to get to know members and understand how we can be of better service so we will earn their continued support.

We are not alone. Other public broadcasting stations across the country face the same challenges. In response to this dilemma, public TV station WGBH in Boston created the Contributor Development Partnership (CDP), which uses data to show how stations are doing in comparison to other like-minded stations and offers suggestions for improvement or growth.

For years CDP has been providing Western Reserve PBS with a quarterly benchmarking report called the Revenue Opportunity and Action Report. The report’s data has shown that supporters of Western Reserve PBS are loyal and generous; it also indicates that there is so much more we could be doing by way of customer service if we didn’t have such a limited staff and tight budget.

Fortunately for us, CDP also offers a fee-based service called the Member Services Bureau, which offers assistance with backroom membership activities. It is designed to free a stations’ membership department from the enormous labor drain of managing the day-to-day details of the membership programs so they can focus on better customer engagement and local service.

We are currently working with the Member Services Bureau to transition our membership software to a system that is designed to build customer relationships and integrated into our digital marketing efforts.

On Sept. 20, four team members from the bureau came to Kent and eight more dialed in remotely to meet the Western Reserve Public Media employees involved with backroom membership activity. The purpose of the visit was to do team introductions, understand the timeline and review the MSB onboarding process.

Station enters arts partnerships

The Underwriting Department continues to build close partnerships with several notable Northeast Ohio arts organizations. One such partnership is with the Canton Museum of Art.

Western Reserve PBS is a media sponsor for the museum’s newest exhibition, “Dream Worlds: The Art of Imaginative Realism,” on view until March 12, 2017.

Award-winning artists from the entertainment, fantasy and gaming industries create exciting and dream-like images, which transport the viewer to a realm of unworliday wonders.

Educational Services (cont’d.)

Strongsville City Schools creates Makerspaces

Laurie Green, 21st century learning consultant, is working with Strongsville City Schools as they develop Makerspaces throughout the district. Educational Services will also be providing related professional development.

Makerspace creation gives nod to OSU’s band

Ohio State University has an opportunity to bring on a new band member. During a recent Makerspace workshop held here, two teachers programmed an Ozo-Bot (programmable robot) to do Script Ohio and dot the “i.”

A video of the robot doing the incomparable Script Ohio was sent to Ohio State’s band and was well-received. No word yet if Ozo-Bot will be added to the rotation of “I-dotters” this season.

Station participates in global studies program

Western Reserve Public Media participated in Jackson Local Schools’ annual Capitalizing on Global Opportunities event held Nov. 14.

The focus of the evening is to bring in different businesses and organizations to have meaningful conversations with students in the Jackson Academy for Global Studies.

Station retiree Ria Mastromatteo represented our organization and educated attendees about our two “global” services, the standard-definition channels MHz Worldview, which offers a wealth of international content, and Vme, offering content in Spanish.

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Public TV stations partner for new emergency alert system

Western Reserve Public Media is collaborating with Ohio’s 12 public television stations in developing and introducing a secure, alternative delivery system to provide the public with emergency information.

OEAS Public AlertNet is a new statewide, multilingual, technology backbone that uses television signals to deliver critical emergency alerts and messaging to other broadcasters and public safety officials, who in turn deliver them to the public. OEAS will automatically provide the Common Alerting Protocol (CAP) alerts and messaging in both English and Spanish.

Ohio’s public stations are working with the Ohio Emergency Management Agency (EMA) and the state’s Broadcast Educational Media Commission to make this new technology the strongest and safest way to get the emergency information to the people who deliver it to the public.

“Existing emergency systems have sometimes failed during crisis periods such as Hurricane Sandy, but OEAS relies on broadcast signals immune to the hacking and information congestion that commercial Internet services can experience when the need is greatest,” according to Dave Ford, Communications Branch Chief, Ohio EMA.

A single digital data stream with all digital emergency messaging for the state of Ohio will be sent from the EMA headquarters in Columbus and distributed to the 12 public television stations for broadcast in support of the legacy Emergency Alerting System (EAS). OEAS has been built with the flexibility to accept new messaging formats as they are developed.

Station receives air conditioning upgrade

For Ohio’s fiscal year 2015-2016 capital appropriations biennium budget, Governor John Kasich announced that the state would support targeted capital projects found to have local and regional economic development importance. The governor chose eight of the state’s premier economic development organizations to vet and submit proposals.

The Greater Akron Chamber was selected to represent Medina, Portage and Summit counties. We were very pleased to learn that after extensive review, the Greater Akron Chamber’s Capital Bill Task Force submitted our proposal to upgrade Western Reserve Public Media’s multi-purpose room/studio as a regional priority.

Part of our proposal was to separate the heating and cooling system in this room from the rest of the building so we could do local productions in a low-temperature, low-noise environment. The State of Ohio awarded Western Reserve Public Media $50,000 to accomplish this goal.

In November, over a two-week period, Lakes Heating and Air Conditioning of Akron removed the HVAC connections that this room had to the rest of the building and installed Mitsubishi ductless heat pump systems. Now the room is equipped with additional heating and cooling capacity at very low noise levels.
Trina Cutter’s recent activities

On Aug. 29, President and CEO Trina Cutter joined area broadcasters for a district meeting with Congressman Bob Gibbs. The meeting included the opportunity to give Congressman Gibbs valuable context for policy issues that impact stations’ ability to serve their viewers.

On Oct. 24, Mark Auburn, Bonnie Burdman and Trina Cutter participated in a conference call with Convergence Services. The purpose of the call was to discuss services offered by this company in relation to a possible new transmission standard.

Dennis leads staff meeting

On Sept. 7, Anthony Dennis, chief operating officer, led an all-station staff meeting to discuss new Fair Labor Standards Act (FLSA) wage and hour rules that are slated to be in effect Dec. 1.

Welcome, Susan Scheible

Susan Scheible has joined our staff in the position of administrative assistant. A native of Cuyahoga Falls, she now resides in Brimfield and is an ardent lover of animals and outdoor activities.

Scheible has more than 15 years of administrative experience in the construction and legal sectors.

Good to lead ITIP Ohio

At the September annual meeting of ITIP Ohio, Director of Education Jeff Good was reappointed to the board and named president of the organization. ITIP is an acronym for Instructional Technology Integration Partnership.

ITIP Ohio was formed as a nonprofit (501c3) organization in 2010 and Western Reserve Public Media is one the agency’s founding members. Its purpose is to help promote the use of instructional technologies in Ohio’s classrooms.

Education Services staff members present at conference

Jeff Good and Laurie Green attended the East Central Ohio Educational Service Center conference in New Philadelphia on Oct. 14.

Green presented sessions focusing on the Makerspace movement, digital online skills and our new multimedia project website.

Good represented Western Reserve and ITIP Ohio with informational exhibits about both organizations.

Good attends conference

Director of Education Jeff Good recently attended the Learn21 conference in Columbus. Good represented both Western Reserve and ITIP Ohio (an instructional technology partnership) and hosted an exhibit space at the OSU Student Union.

Laurie Green learns of gardening educational initiatives

Laurie Green, 21st century learning consultant, recently attended the 2016 School Gardening Conference at The Ohio State University.

There has been a resurgence in creating community gardens in schools. Academic subjects including math, reading and science can easily be integrated into the curriculum through gardening. We hope to offer Professional Development to support the growth of these programs.

Underwriters attend seminar

Underwriting sales representatives Debra Racey and Terry Schlosser completed the Corporate Support Performance Initiative Training conducted in August and September in Detroit.

The interactive seminar was conducted by PBS and hosted by PBS member station DPTV. The purpose of the two-phase classroom seminar is to share knowledge and ideas, and to introduce effective ways of communicating the features and benefits of public media underwriting and corporate support.
Membership just got much more exciting!

Introducing WNEO Passport – a new member benefit that provides you with extended access to an on-demand library of quality public television programming.

Quality shows. On your schedule.

For members who donate $60 or more a year, WNEO Passport enables you to enjoy past episodes of many of your favorite PBS shows on demand using your computer, smartphone or tablet.

Look for this icon to identify WNEO Passport videos.

Available on the Western Reserve PBS website and PBS.org, plus the PBS video apps for smartphones and tablets.

To access WNEO Passport, contact our Membership Department at 1-800-554-4549 to receive your unique four-word activation code.

http://video.westernreservepublicmedia.org
Available to 5.13 million people in 22 counties, Western Reserve Public Media serves the largest population of Ohio’s eight PBS member stations. (The second largest station reaches 1.2 million fewer people.) Our 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.