Late Fall 2012

Western Reserve Public Media President’s Report

The Western Reserve Public Media President’s Report is published for the Northeastern Educational Television of Ohio Inc. Board of Directors, major funders of the station and other readers interested in the organization’s activities.

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Glass Art of Paul Stankard celebrated in new documentary

Western Reserve PBS showcases the work of renowned glass artist Paul Stankard in its new production Paul Stankard Glass at the Akron Art Museum. The broadcast premiered on Nov. 18 and is now available to watch online at www.WesternReservePBS.org. The documentary captures the essence of Stankard’s intricate paperweights and features conversation with him about artistry. It also includes a visit to the Akron Art Museum to view the world’s largest public collection of Stankard’s work.

Few artists in glass have achieved the kind of career distinction earned by Stankard. As one of the world’s master glass artists, he has spent more than 40 years creating a body of work renowned for its artistic excellence, skillful technique and visual acuity. He combines nature, myth and beauty in creating astonishingly realistic elements embedded in glass.

The Akron Art Museum received a gift of more than 60 pieces of Stankard’s glass paperweight art from Northeast Ohio residents Mike and Annie Belkin in late 2011. The collection is on display as a permanent exhibition at the museum.

In this new Western Reserve PBS documentary, host Jody Miller visits Stankard at his Mantua, N.J., home and studio to talk about his life and career. Stankard shares his insights about the physical and spiritual dimensions of his work and the inspiring story of how he was able to stretch his artistic mastery to create complex worlds deep within glass.

The artist says his work “celebrates the beauty of nature all around us,” a theme that resonated with the Belkins. “It’s like sitting in a garden and being able to pick those beautiful flowers as a bouquet in your home,” said Mike Belkin.
Upcoming PBS winter/spring schedule to focus on drama and history

PBS has announced its advance schedule for January through May 2013. Here are some highlights:

Masterpiece Classic’s Downton Abbey, season three, will air beginning Sunday, Jan. 6. The new season includes three two-hour and four one-hour episodes. Shirley MacLaine joins this season’s cast as Martha Levinson, the mother of Cora, Countess of Grantham (Elizabeth McGovern).

American Experience will present The Abolitionists beginning Tuesday, Jan. 8. The three-part series tells the story of how Frederick Douglass and William Lloyd Garrison’s long-enduring friendship was altered by the Emancipation Proclamation. The story is told largely through dramatic narrative. The 150th anniversary of the proclamation will be celebrated on Jan. 1, 2013.

In February, we’ll see The Makers: The Women Who Make America, a two-hour documentary; National Geographic’s Battle for the Elephants, a one-hour special; Masterpiece Classic’s Mr. Selfridge, an eight-part series; and a second season of Call the Midwife, with eight new programs. New episodes of Nova, Nature, Frontline and Independent Lens will also premiere in the winter/spring schedule.

New 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

New BBC Americas acquisitions announced

Western Reserve Public Media has secured broadcast rights for several new British productions.

Death in Paradise is the story of Detective Inspector Richard Poole, who is sent to the tiny island of Saint-Marie to solve a mysterious murder. This light-hearted detective series takes place against a stunning Caribbean island backdrop – as far away from the grey skies of London as one can possibly get. A quintessentially British cop, Poole is a fish out of water and would much prefer the London drizzle and a freshly pressed shirt to blue seas, sparkling sands and gorgeous tropical weather. Western Reserve PBS will present the first season of the series.

From the makers of BAFTA-winning Spooks (which was aired on Western Reserve PBS under the title MI-5) comes a slick, action-packed drama full of humor and intrigue. Hustle follows the fortunes of a gang of five expert con artists let loose on the streets of London. They are specialists in the ways of the grifter and all are keen to liberate cash from the amoral and undeserving. Stars include Robert Vaughan (“The Man from U.N.C.L.E.”) and Adrian Lester (“Primary Colors”).

New programs in the Hetty Wainthropp Investigates series have been secured. Hetty Wainthropp, played by Patricia Routledge of Keeping Up Appearances, is a retired working-class woman from Darwen in Northwest England who has a talent for jumping to conclusions and solving crimes of varying bafflement – cases often too minor to concern the police but intriguing in their own right.

Other new British programs that have recently or will air exclusively on Western Reserve PBS are By Royal Appointment, She Wolves: England’s Early Queens, The Many Lovers of Jane Austen, Edward & George: Two Brothers, One Throne and The Queen’s Palaces.

New titles under consideration are the comedy series The Café and the documentaries The Coronation of Queen Elizabeth II, Da Vinci: The Lost Treasure, King George & Queen Mary, Diamond Queen, Extraordinary Women and 10 Things You Need to Know About Losing Weight. Drama series under consideration are the ninth season of New Tricks, season two of Death in Paradise and the mystery series Scott & Bailey.
**Educational Services**

**Grant funding allows station to distribute 500 Micro Business for Teens DVDs**

Western Reserve PBS will distribute 500 free DVDs of its *Micro Business for Teens: Starting a Micro Business* program to educators working with grades 9-12 students in the area of entrepreneurship.

Carol Topp, producer/host of the program and author of the *Micro Business for Teens* book series, has created a companion teacher guide for the hourlong program. The guide is available for download at www.WesternReservePBS.org/micro.htm.

*Micro Business for Teens: Starting a Micro Business* is designed to help teens discover a creative alternative to earning money in the highly competitive marketplace. The program makes the very notion of creating a micro business an achievable goal for teenagers who have a good idea and the enthusiasm to design and implement a plan of action. It discusses 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 profiles of six teens who are already operating profitable micro businesses.

Funding for the production has been provided by lead sponsor The Burton D. Morgan Foundation plus these organizations: Dominion, 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.

**Western Reserve Educational Services works with Coventry Local**

In early November, 21st century learning consultant Barb Moore made a presentation to teachers at Coventry Local Schools on project-based learning (PBL). Almost 100 participants were introduced to basic PBL components, elements and features; online PBL resources; and Web 2.0 tools they could use to increase student motivation and improve 21st century skills.

Participants in the Six-District Educational Compact Summer Technology Workshop use Web 2.0 tools to organize their professional learning networks.

**Six-District Educational Compact teachers create professional learning network**

Area family and consumer sciences teachers, plus faculty from the Six-District Educational Compact College Tech Prep program, attended a three-day technology workshop on creating a personal learning network (PLN) at the Western Reserve Educational Services 21st Century Learning Center. Using the Ohio Standards for Educators and the Ohio Teacher Evaluation System (OTES) model as a framework, participants organized resources using Web 2.0 tools and learned new techniques for cloud computing. Over three days, teachers used wikis, blogs, social networks, RSS readers, social bookmarking tools and Ning to create a depository for evidence of their personal professional development.

**Free online book club to continue through school year**

To raise the level of discussion about educational technology’s potential in Ohio, ITIP Ohio (of which Western Reserve Public Media is a founding member) is offering free monthly online book clubs for the 2012-13 school year. For each book club, ITIP Ohio has chosen a popular educational reform book focusing on technology. We encourage educators to purchase and read the book and then participate in the free book club through Google Hangouts. December’s book focuses on digital citizenship, while January’s selection focuses on revolutionizing education through technology. The book clubs are free to all school districts. A current schedule of dates, times and topics can be found at www.itipohio.org/ITIPOhioBookClub.aspx.

**Speak Up Ohio teams up with eTech Ohio to gather technology information**

ETech Ohio is pleased to announce a new partnership with Project Tomorrow to conduct the 10th annual Speak Up National Research Project in Ohio. Ohio’s educational technology agencies, including Western Reserve Educational Services, will provide promotional support for the project.

Since 2003, more than 2.6 million K-12 education stakeholders have participated in the annual online surveys. Data findings are shared each year with federal, state and local policymakers to inform education programs, policies and funding. Speak Up surveys teachers, parents, students and administrators, creating more comprehensive reports and statistics. The Speak Up survey launched on Oct. 3, 2012.
Western Reserve Educational Services to offer free Internet safety training

Western Reserve Educational Services is collaborating with eTech Ohio to extend Learning.com’s EasyTech Online Internet Safety Training to all Ohio school districts. This tool is an easy-to-implement, Web-delivered district-wide Internet safety training solution that also documents E-Rate compliance with reports on student performance.

EasyTech Online Safety employs a positive (not fear-based) curriculum based on current research. It also includes resources for teachers and parents and supports users with engaging and effective interactive lessons, resources and guides. This tool is available at no cost to all of Ohio’s chartered non-public and public school districts as defined by the Ohio Department of Education.

Western Reserve Educational Services supports INFOhio’s i-Coach program

Western Reserve Educational Services staff Jeff Good, director of education, and Barb Moore, 21st century learning consultant, recently completed training and certification to be INFOhio i-Coach trainers. Good and Moore are certified to conduct training on the use of INFOhio’s vast resources, available online at infohio.org. Many of these valuable resources will be included in our future professional development sessions.

Professional development update

Western Reserve Educational Services’ team of 21st century learning consultants developed and delivered 41 professional development sessions in summer and fall 2012. Professional development focused on integration of technology such as interactive whiteboards, iPad and iPod Touch, Google applications and more. During our winter session (December-February), 39 sessions will be offered, including a new course on professional learning networks and Ohio’s new learning standards for teachers.

What is ITIP Ohio?

Western Reserve Public Media is one of the founders of Instructional Technology Integration Partnership of Ohio (ITIP Ohio), a nonprofit organization created for the purpose of further promoting the use of instructional technologies in Ohio’s classrooms. ITIP Ohio works closely with a variety of statewide educational agencies along with eTech Ohio to offer professional development opportunities. These activities are available via online classes, face-to-face trainings, webinars, videoconferences, regional meetings and mini-conferences. Western Reserve Educational Services’ director of education, Jeff Good, is the senior vice president of the ITIP Ohio board of directors.
**Outreach & Special Events**

**Downton Abbey event to give fans sneak preview of third season**

Western Reserve PBS and the Kent State University Museum have teamed up for a special evening celebrating the upcoming new season of *Downton Abbey*. “Fashion & Fandom: A Downton Abbey Evening” will be held on Thursday, Dec. 13, from 6:30-9 PM at the Kent State University Museum. The free event will feature a one-hour sneak preview of season three of *Downton Abbey*, audience conversation led by Plain Dealer writer Joanna Connors, a tour of Kent State University Museum’s collection of Edwardian fashions and light refreshments.

“Northeast Ohio *Downton Abbey* fans are in for a special treat,” said Lisa Martinez, Western Reserve Public Media vice president of marketing and development. “Not only do they get to see the first hour of the program before it airs nationally, but they also can enjoy a free tour of Kent State’s renowned museum that includes beautiful examples of Edwardian fashion. We’re also pleased to welcome Cleveland Plain Dealer critic Joanna Connors, who will lead what promises to be a lively discussion about *Downton* characters and storylines.”

Winner of nine Primetime Emmy awards and a Golden Globe award for best miniseries, *Downton Abbey* is the most-watched Masterpiece series on record. The British-American period drama tells the story of the noble Crawley family and the staff who serve them in their sumptuous Yorkshire estate. In season three, the Great War is over and the long-awaited engagement of Lady Mary and Matthew is on, but all is not tranquil at Downton Abbey as wrenching social changes, romantic intrigues and personal crises grip the majestic English country estate. The all-star cast, including Maggie Smith as the Dowager Countess of Grantham, returns and welcomes guest star and Academy Award-winner Shirley MacLaine as Martha Levinson, the very American mother of Cora, Countess of Grantham (Elizabeth McGovern).

Seating for “Fashion and Fandom” is limited and reservations are required. Call Western Reserve PBS at 1-800-554-4549 for reservations or more information.

**Western Reserve PBS members heading to Pittsburgh for concert**

Western Reserve PBS will take three busloads of fans to the Consol Energy Center in Pittsburgh for the Doo Wop Reunion Show on Friday, Dec. 7. This is the fifth year the station has hosted the bus trip.

**Joe Bonamassa meets with Western Reserve PBS fans**

Joe Bonamassa was playing Youngstown’s Powers Auditorium on Nov. 14, but he wasn’t too wrapped up in his sound check to take an hour to meet and greet his Western Reserve PBS fans. Thirty members, who pledged for concert tickets and the meet and greet, met Joe in the lobby. He spent over an hour talking with people, signing autographs and posing for pictures. If you’re used to the intensely focused guitar wizard of the PBS concert specials, you’d be pleasantly surprised by his downright amiable interaction with fans.

**Rosita of Sesame Street shines at Youngstown Hispanic Heritage Month Celebration**

Sesame Street’s Rosita was a big attraction at the Hispanic Heritage Month Celebration at the Public Library of Youngstown and Mahoning County on Sept. 22. The event included meet and greets with Rosita, bilingual story time and hands-on activities for children. Rosita is Sesame Street’s first bilingual Muppet, fluent in both Spanish and English.

**Western Reserve PBS and Akron Zoo welcome over 2,000 people for Dinosaur Train adventure**

More than 2,200 children and their families turned out for the Western Reserve PBS Dinosaur Train Nature Trackers event, held at the Akron Zoo on Saturday, Sept. 8. Through a series of fun and educational exercises, children learned about finding animal tracks, collecting items from nature, discovering recyclable materials and understanding conservation. The first 500 children to complete four Nature Tracker activities received a special goodie bag, and all children who completed the activities received a pass for a free ride on the zoo’s train.

**Upcoming events**

Western Reserve PBS will join the Shaw Jewish Community Center in Akron for its second annual Family Wellness Expo on Sunday, Jan. 20, 2013, from noon to 4 PM. Sid the Science Kid will meet children throughout the day.

The Akron Reading Festival is on Western Reserve PBS’s calendar of kiddie events on Saturday, Feb. 9, at the Akron-Summit County Main Library in downtown Akron.
IT/Engineering

Transition to MPEG-4 delivery system achieved

Western Reserve PBS and the nation’s PBS member stations have completed the transition to the new MPEG-4 delivery system. Each PBS member station received and installed eight new Ericsson satellite receivers to decode the MPEG-4 transport stream. The MPEG-4 delivery system is more efficient, allowing PBS to feed programming at a better compression rate and to offer more programming with the additional high definition transponder on the satellite system.

The new MPEG-4 delivery system ties into the Next Generation Interconnect System (NGIS) that PBS is moving toward, which is a non-real-time, file-based delivery system. Western Reserve PBS’s NGIS equipment has been installed, and the engineering staff will work with PBS and Myers Information Systems (providers of our ProTrack traffic software) to configure the equipment in the first quarter of 2013.

WARN project nearing completion

Western Reserve Public Media’s Warning, Alert and Response Network (WARN) project is nearing completion. The power backup at the WEAO transmitter site in Copley is finished and operational. Our two other sites – WNEO in Salem and the Kent administrative offices– are expected to be finished by mid-December.

Western Reserve Public Media received a $200,560 grant from PBS for the purchase of equipment to implement phase two of the WARN Act. WARN provides for the addition of equipment at PBS stations to broadcast emergency alerts to commercial mobile service providers (CMSPs), which are then transmitted to commercial mobile service devices. The grant covers the cost of equipment that will ensure WNEO and WEAO remain on the air for up to 72 hours in the event of a major power outage.

Board of Directors

Al Barholet to retire from WKSU, leaving NETO board

Al Barholet, executive director of WKSU and member of the board of directors of Northeastern Educational Television of Ohio, will retire at the end of November. He will also step down from the NETO board.

In 2001, Barholet became the fourth person to be named general manager of WKSU since the station went on the air in October 1950. Barholet was station manager for two years preceding this promotion and, for 18 years before that, was WKSU’s director of development and operations coordinator.

Barholet was appointed to the NETO board by Kent State University in 2001 and served on the Executive Committee for the entirety of his board tenure.

Staff News, Training & Conferences

Trina Cutter, Jeff Good attend Walsh University symposium

On Oct. 24, President and CEO Trina Cutter and Director of Education Jeff Good attended Walsh University’s inaugural symposium of the Institute for the Study of the Intelligent Community. This first-of-its-kind institute in the United States is a collaboration between the university and the Intelligent Community Forum, a New York-based global think tank that promotes and advocates for the use of broadband technology to transform communities. The agenda was built around the theme, “A World Without Schools: New Models for Education in Our Communities,” and brought together thought leaders, political and business leaders and educators from around the world to imagine new models for education.

Cutter participates in Connect Ohio Technology Association Meeting

On Oct. 26, President and CEO Trina Cutter participated via webinar in the Connect Ohio Technology Association Meeting. The meeting’s focus was on technology in education and featured panelists Jim Petro, chancellor of the Ohio Board of Regents; Linda Kenworthy, business development manager for Intel Americas; Casey Wright, principal of Nordonia High School; and Barbara Boyd, president of Learning Circle Education Services. Connect Ohio is a public-private partnership that works with technology-minded businesses, government entities, community organizations and universities to accelerate technology in the state and close the digital divide. It is a comprehensive initiative to blanket Ohio with broadband Internet access and dramatically improve the use of related technology.

Cutter attends PBS and NPR presidents’ Northeast Ohio talks

On Oct. 19, President and CEO Trina Cutter was the guest of Cleveland’s Ideastream for PBS President and CEO Paula Kerger’s presentation, “Trusted, Valued, Essential: Public Broadcasting in Today’s Media Landscape.” Kerger was the speaker at the City Club of Cleveland’s Friday Forum.

On Sept. 27, Cutter attended NPR President and CEO Gary Knell’s speech to the Akron City Club on the Kent State University campus. On Sept. 28, Cutter, along with Vice President of Marketing and Development Lisa Martinez attended Knell’s address to the City Club of Cleveland’s Friday Forum as guests of WKSU. In addition, Cutter and Martinez attended an evening reception for Knell in downtown Akron. The reception was held at the production hub shared by Western Reserve PBS and WKSU.
Cutter and Martinez attend Wean Foundation’s Nonprofit Summit

On Sept. 19, President and CEO Trina Cutter and Vice President of Marketing and Development Lisa Martinez attended the Sixth Annual Wean Nonprofit Summit at Youngstown State University’s Kilcawley Center. This day-long event featured dialogue and presentations on nonprofit capacity-building topics such as fund-raising, evaluation, governance and management. New to this year’s Summit was a conference-wide theme on equity and how nonprofit leaders can advance equity through their work. The summit is presented annually by the Raymond John Wean Foundation.

Cutter participates in Ohio University focus group

On Sept. 10, President and CEO Trina Cutter participated in a focus group hosted by Ohio University’s Scripps College of Communication. The session, held at the headquarters of the Ohio Newspaper Association in Columbus, was undertaken to collect feedback on a new initiative being launched by the college. Beginning in spring 2013, OU students will have the opportunity to compete in an annual media innovation contest with substantial cash prizes. The focus group of media professionals provided feedback on the proposed structure of the competition.

Lisa Martinez, Dan Hluch attend Akron Area Arts Alliance quarterly meeting

Vice President of Marketing and Development Lisa Martinez and Senior Development Officer Dan Hluch attended the quarterly meeting of the Akron Area Arts Alliance on Oct. 17. Rob Hankins, executive director of ArtsInStark, was the keynote speaker. He shared his experiences in using the arts to revitalize downtown Canton.

Don Freeman attends BBC Showcase

Programmer Don Freeman traveled to New Orleans Oct. 24-25 to attend the BBC Syndication Showcase. Over 50 other PBS programmers were in attendance. In this fifth annual showcase, 37 British titles were offered for acquisition.

Carolyn Raley to retire

Accounting Supervisor Carolyn Raley will retire from Western Reserve Public Media on Dec. 31. Raley has been with the organization since 1984. She intends to spend her retirement doting on her grandchildren, traveling with her husband, John, and continuing her work as a board member of Main Street Kent.

Jessica Deeds named membership coordinator

Jessica “Jessie” Deeds, formerly Springer, has been named membership coordinator at Western Reserve Public Media. Deeds joined the station in July 2010 as the development and communications specialist.

Springer is now Deeds

Membership Coordinator Jessica “Jessie” Springer married Brian Deeds on Saturday, Oct. 20, in a ceremony held in North Canton. The couple honeymooned in Costa Rica. The Deeds reside in Cuyahoga Falls.

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!
Western Reserve Public Media View Area

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.

Sources: 1 2010 A.C. Nielsen audience data; 2 2011-2012 Media Audit, Cleveland-Akron