Spring 2014

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

Akron Community Foundation offers support for Western Reserve PBS arts programming

Western Reserve PBS celebrated the arts in April with new programs featuring a variety of musical and theatrical genres. The programs were presented in part thanks to support for arts and culture programming from the Roush Memorial Fund of the Akron Community Foundation.

Highlights of the schedule included Dave Clark Five — Glad All Over: A Great Performances Special. This program, which will air again on Sunday, June 8, at 4 PM, features newly filmed interviews with Tom Hanks, Sir Paul McCartney, Sir Elton John and many more entertainers who share their memories of how the music of the 1960s changed their lives.

Other new programs that aired were Live From Lincoln Center, James Naughton: The Songs of Randy Newman; In Performance at the White House: Women of Soul; and Live From Lincoln Center, Jason Isbell: Moving Forward.
New children’s schedule to begin in June

It’s double the fun this summer on Western Reserve PBS with a new schedule that’s designed to give children more reason to tune in to the series they love most, stay longer and come back more often!

The schedule, which begins Monday, June 2, offers double episodes of the most-watched series: Arthur, Curious George and Wild Kratts.

New multimedia educational project production

The State of Ohio legislature has provided funding for Western Reserve Public Media to create a new multimedia project.

Funded through the Broadcast Educational Media Commission, the project is a thematic module that offers information about careers in the automobile manufacturing and entertainment industries.

Specific automobile manufacturing careers include factory plant worker, tire manufacturer and equipment sales representative. The Chevy Cruz Plant in Lordstown, Ohio, is assisting with video content.

The entertainment careers featured are museum curator, animator and art auctioneer. We are collaborating with three major museums on this project: Cleveland Art Museum, Akron Art Museum and Canton Museum of Art. In addition, animator Ed Lazor and staff from Gray’s Auctioneers are assisting.

This career project addresses the College and Career Readiness Anchor Standards for Reading, plus the Financial Literacy Standards in Entrepreneurship Pathways from Ohio Department of Education.

Professional development sessions presented

Area educators participated in more than 40 professional development sessions in the first quarter of 2014. Topics included interactive white boards, iPads and Google applications.

One new online professional development opportunity, titled “How Do I Teach Online,” has been developed and is being delivered by part-time 21st Century Learning Consultant Barb Moore. In the past school year, four new online courses were offered to area educators and an additional two new online courses — Google Apps for Educators and The iPad Driving Experience — are in development for the summer.

Ohio Ready to Learn returns for another year

The Ohio Ready to Learn program, focusing on training and development of family child care providers, has been funded for the coming year. More than 20 workshops have been delivered throughout the year, with Pam Oviatt serving as project coordinator.
Educational Services (cont’d.)

Race to the Top Conference held in Columbus
In March, Western Reserve Public Media Educational Services, in cooperation with ITIP Ohio, participated in the Ohio Department of Education’s Race to the Top Conference in Columbus. Director of Education Jeff Good handed out educational technology information to more than 600 attendees.

Project offers technology training
Western Reserve Public Media Educational Services, in cooperation with ITIP Ohio, recently received funding from the Ohio Department of Education for Phase 2 of the Teacher Showcase Project. Twenty school district teams, each consisting of two teachers, a technology coordinator and a curriculum director will attend professional development training in June, then create videos highlighting the teams’ use of technology in their classrooms to teach the common core subjects of math, science and/or social studies. The project wraps up in June of 2015.

Innovation ambassadors receive training
A six-month professional education program entitled “Connected Educators Join the Digital Learning Revolution,” funded through the Martha Holden Jennings Foundation, is wrapping up. It provides monthly support for one building lead administrator and/or one lead teacher to be referred to as an innovation ambassador. The program helped district ambassadors organize their digital lives and connect with resources for communicating, collaborating, creating and critically thinking with a vision of changing their schools’ culture of teaching and learning.

Recently, some of the program participants attended an “unconference” at Western Reserve Public Media, where the participants worked in groups to develop sessions for the conference at the beginning of the day and then deliver them.

Roster verification training held here for school principals
More than 40 principals from area school districts were on hand in April at Western Reserve Public Media for roster verification training conducted by the Management Council of the Ohio Education Computer Network. Roster verification is the process used to establish educational instruction linkage among schools, teachers and students, validating which teacher teaches what subject to which students.

Staff participate in ITIP Ohio Summit
Western Reserve Educational Services, in cooperation with ITIP Ohio, participated in the fourth annual ITIP Ohio Summit featuring Google for Education on May 12-13 in Sandusky. Attendees learned how to save thousands of dollars by using Google’s free Apps for Education, simplify the operation of the school, transform classrooms into 21st century learning environments and provide the technology-rich education that students and parents want.

Director of Education Jeff Good presented a hands-on session titled, “Are You a Google Newb?” He also conducted short sessions during a Google Slam event.

Streetsboro training continues
Dave Philibin, 21st century learning consultant, continues to work with Streetsboro City Schools on its Using Data and Technology to Drive Instruction project. Presenting to more than 30 teachers in January, Philibin conducted training sessions that covered basic operation of the iPad.

Philibin also will use the learning management system Schoology to continue to engage participants throughout the year. Schoology allows participants to post questions, take tests and receive monthly assignments in a self-paced approach. The culmination training event in June will allow all participants an opportunity to share what they have learned about iPads.
Outreach & Special Events

Plant the Seed to Read Book Festival held in Youngstown

President and CEO Trina Cutter was a celebrity reader at the Plant the Seed to Read event, held on April 12 at Fellows Riverside Gardens in Youngstown. Western Reserve PBS brought to the event Daniel Tiger of Daniel Tiger’s Neighborhood and Princess Presto of Super Why, both of whom were enthusiastically received by the children in attendance.

Plant the Seed to Read brings together authors, illustrators, book characters, storytellers and hands-on activities for children to promote literacy in the Mahoning Valley.

Western Reserve PBS hosts Write a Will Day

Community members received free legal help with writing a simple will at our second annual Write a Will Day, held on May 7 at Western Reserve Public Media. Attorney Steven Cox from Roetzel & Andress, LPA, volunteered his time and expertise to prepare the simple wills as a free community service.

“We are grateful to Roetzel attorney Steven Cox for working with us on this free community service for a second year,” said Toni Kayumi, chief development and communications officer at Western Reserve Public Media.

Both Western Reserve Public Media and Roetzel are partners of Leave a Legacy. According to Leave a Legacy project manager Marlene Dunford, “Research shows that 55 percent of American adults do not have an estate plan in place, even though there are many reasons why doing so is important. These include ensuring that one’s assets go to desired beneficiaries without delay and reducing the chance of family disputes.”

Marketing & Development

Ethan Bortnick and Damian McGinty meet with station members at Ohio Theatre concert

On May 11, President and CEO Trina Cutter welcomed guests to piano prodigy Ethan Bortnick’s concert at Ohio Theatre in Cleveland.

Bortnick, age 13, is also a composer, singer and humanitarian. Special guest at the concert was Damian McGinty, of Celtic Thunder and “Glee” fame. Both performers met with Western Reserve PBS members who pledged for tickets at the meet-and-greet level during our February fund-raising drive.

Western Reserve PBS recently received $10,000 in underwriting support from The Burton D. Morgan Foundation for the program Start Up. This 13-part series shares real-life experiences about being an entrepreneur, and will be aired this fall on Western Reserve PBS and Fusion.

Support received for entrepreneurship program

Businesses featured on Start Up include a grilled cheese food truck, a custom furniture shop, a pet spa and an indoor mountain bike park. The show intends to inspire, educate and entertain viewers in a way that is neither dramatized nor exaggerated.

The mission of The Burton D. Morgan Foundation is to strengthen the free enterprise system by investing in organizations and institutions that foster the entrepreneurial spirit.
David Hunter to step down as board chair

Attorney David Hunter will step down as chairman of the board of directors of Western Reserve Public Media effective June 30. His replacement and other new officers will be named at the organization’s May 27 board meeting. Hunter, a partner at the business law firm Brouse McDowell, will continue to serve as a regular board member for a one-year term.

Elected to the board in 2005, Hunter has served as chairman for the past year. “When I accepted the chairman position last June, it was with the understanding that I would serve one term,” Hunter stated. “I am confident that the next elected chair will continue to successfully lead Western Reserve Public Media and I am happy to continue on the board for another year to assist in the transition.”

During his tenure on the board, Hunter has helped to lead Western Reserve Public Media through significant changes, including the restructuring of the organization’s board to include greater representation from the community.

“Western Reserve Public Media has been fortunate to have great leaders serve as chairperson of the board — David Hunter included among them,” stated Trina Cutter, president and CEO of Western Reserve Public Media. “His analytical prowess and sharp wit have served us well.”

Hunter is currently the longest-tenured partner at Brouse McDowell and one of the longest-serving attorneys in the history of the firm. He is recognized for his expertise in general business law and commercial law. In addition, he serves as chief executive officer and chairman of the board of directors for Valley Savings Bank, a locally owned and operated community bank.

Wireless emergency alert system now active

Equipment enabling the transfer of emergency messages from FEMA to participating cellular providers is now fully functional and online at Western Reserve Public Media.

Called the PBS WARN project, this system mandated by the FCC provides a satellite-based backup to any cellular carrier that participates in sending geotargeted wireless emergency alert (WEA) messages from FEMA to their subscribers.

Transmitting across 367 stations in all states and territories, the PBS distribution of the WEA messages reaches virtually any cellular network operations center in the country.

PBS WARN is the channel of last resort. When even the Internet is down, PBS stations can help keep their communities informed with an alternative pathway for this critical next generation of emergency alerts. Because of the WARN program, cellular operators that could not otherwise be able to add redundancy to their operations will be able to keep their subscribers as well informed as if they had their own satellite backup system.

The WARN project is funded by a Department of Commerce grant through the National Telecommunications and Information Administration (NTIA).

State commission to modernize broadcast facilities

Ohio’s Broadcast Educational Media Commission (BEMC), formerly called eTech Ohio, is beginning the process of modernizing its Columbus-based North Start Plant. BEMC works with Ohio educational public broadcasting services to promote access to their services by the general public.

BEMC is meeting with each station to determine how the modernization can best serve their needs for live streaming of programs, interfacility communications, data transfer and more. Television technology consultant John Luff is heading up the project for BEMC and will be meeting with station personnel soon to discuss intended facilities, execution of the modernization plan and how the process will affect each station.

Station receives unique funding for capital improvements

Western Reserve Public Media learned in March that it will receive $50,000 for a renovation and upgrade of its studio-multimedia room. The funding comes from a capital request submission to the State of Ohio as part of its forthcoming fiscal year 2015-2016 capital appropriations biennium budget.

The funding will be used to improve the power, air-handling system and lighting system in the Kent studio. This room is the only production facility we have that is capable of live production. Its renovation will enable the station to produce a broader spectrum of programming formats, such as panel discussions, local program follow-ups and more.

Governor John Kasich asked eight regional economic development organizations to coordinate capital request submissions for their communities. In our area, the Greater Akron Chamber was selected to represent Medina, Portage and Summit counties in this process.

“I thank the Greater Akron Chamber for inviting us to submit this capital request,” said President and CEO Trina Cutter. “Replacing and upgrading the infrastructure of the Kent studio will increase its functionality to allow for a broader spectrum of programming formats that feature the people, places and issues of the Northeast Ohio region.”
Trina Cutter is co-host of fund-raiser

On March 22, President and CEO Trina Cutter co-hosted “A Night of Hope and Inspiration,” a fund-raiser for Happy Trails Farm Animal Sanctuary. Other co-hosts included Maureen Frederick, Portage County Commissioner; Dr. Sam Costello, DVM, partner at Town & Country Vet Clinic; Thirty Umrigar, author, journalist and professor at Case Western Reserve University; and Regina Brett, columnist, author and radio show host. Happy Trails Farm Animal Sanctuary rehabilitates and provides an adoption program for abused, abandoned and neglected farm animals.

Cutter serves on Leadership Stark County committee

President and CEO Trina Cutter is serving on the Leadership Stark County selection committee for the 2014 Signature Program class. The committee had its first organizing meeting on April 30 and will spend the next two months reviewing applications, writing interview questions, interviewing candidates and selecting finalists.

Cutter participates in Knight Foundation webinar

How can communities create places that foster great ideas? This was the topic of a Knight Foundation webinar in which President and CEO Trina Cutter participated. It featured media theorist and author Steven Johnson, who will debut a new series on PBS in association with the BBC, How We Got to Now. The series selects several modern-day facets to life and explores the people and conditions within the community that allowed those innovations to take place.

Cutter educates staff about pending spectrum auction

President and CEO Trina Cutter presented a staff Learning Lunch on March 28. The topics were the pending spectrum auction and the future of public media.

Cutter is founding member of professional group

As a founding board member of Women’s Impact, Inc., President and CEO Trina Cutter attended the organization’s April 17 annual membership meeting. Women’s Impact is a network of female professionals who seek ways to advance women in our community, provide leadership opportunities and foster an atmosphere that leverages the unique capabilities and perspectives of women in the greater Stark County area.

Cutter attends Leadership Mahoning Valley luncheon

In her role as board member of Leadership Mahoning Valley, President and CEO Trina Cutter attended the 2014 class graduation luncheon at the Tippecanoe Country Club in Canfield.

Don Freeman to retire ... again!

Programmer Don Freeman, an icon at our station and in the public broadcasting industry, will retire for a second time from Western Reserve Public Media effective June 30.

Freeman originally worked for the station from 1988 to 2008 as programmer and then chief operating officer. Not long after his retirement in 2008, he returned in a semi-retired capacity to continue creating the broadcast schedule. Freeman accepted and has been handling the programming remotely from his home in the mountains of Colorado ever since.

Beginning July 1, Steve Graziano, managing partner of P3 Public Media, will handle the programming function. We’ll tell you more about him in the next issue of Western Reserve Public Media President’s Report. In the meantime, all our very best to Don for much deserved rest and relaxation!

Marybeth Gibbons joins staff

We are pleased to announce that Marybeth Gibbons has joined our staff in the position of membership coordinator. She joins Brandon Woyma, also a membership coordinator, in offering service to both our new and existing station members.

Gibbons is a graduate of Bowling Green State University with a degree in communications. She formerly worked for WKSU-FM Public Radio in Kent as operations coordinator for 16 years and prior to that, for Blue Ridge Public Television in Roanoke, Va., in the development area.

Brandon Woyma receives degree

On May 10, Brandon Woyma, membership coordinator, received a bachelor’s degree in nonprofit management and sociology from Cleveland State University. He is also working on a master’s degree in nonprofit administration and leadership at CSU.

Toni Kayumi is appointed to cabinet

Chief Development and Communications Officer Toni Kayumi has been appointed to the cabinet of Leave a Legacy Summit/Portage/Medina.

The organization is an unprecedented regional collaborative effort to encourage people from all walks of life to make a bequest or planned gift to their favorite charitable or nonprofit organization. Leave a Legacy works hand-in-hand with charitable or nonprofit groups to encourage this activity.

Kayumi & Steve Graziano attend PBS conference

Toni Kayumi, chief development and communications officer, and Steve Graziano, programmer, attended the 2014 PBS Annual Meeting, held May 12-15 at the San Francisco Marriott Marquis. This national event brings together PBS professionals to spotlight program content and to share new and innovative ideas for meeting the changing funding and media environment.

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Staff News, Training & Conferences

Horace Chong attends training
Maintenance engineer Horace Chong attended Myers ProTrack training in Northampton, Mass., from May 13-15. Myers ProTrack is the station’s traffic software system and is used to schedule all of our programs and elements between programs. Chong received three days of intensive training on managing metadata, sales contracts and other traffic-related issues.

Jeff Good is speaker at Walsh University
Director of Education Jeff Good presented to over 60 graduate students from the College of Education at Walsh University in early May. Matthew Bowen, superintendent of Campbell City Schools, opened the morning with a conversation on school leadership. Good followed with a presentation that focused on Google applications and “working the cloud” in today’s classroom.

Megan Good to attend Kent State University
Megan Good, daughter of Jeff Good, director of education, will graduate in June from South Range High School in Mahoning County. She will attend Kent State University in the fall to pursue a degree in zoology.

Dana Steinert receives collegiate athletic and academic awards
Dana Steinert, daughter of Diane Steinert, communications coordinator, and her husband, Joe, recently received a swimming scholarship from Indiana University of Pennsylvania. She earned the award for having surpassed an NCAA national qualifying time in the 200 freestyle. She also is on IUP’s 800-yard freestyle relay team, which broke a school record at their conference meet in February.

Steinert, a junior music education major, was named a Provost Scholar in the fall for having completed 45 semester hours with a cumulative GPA of 3.5 or higher.
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