Upcoming PBS schedule enlightens and inspires

What do Walt Disney, elephants, sushi and Fido have in common? They are all part of PBS’s fall lineup! No other television programming brings enchantment, education and inspiration to you like PBS through your local station, Western Reserve PBS. Following is some of what’s in store for you this fall. Premiere dates for programs already in our schedule are included in italics.

AMERICAN MASTERS, “Althea” – Uncover the story of Althea Gibson (1927-2003), who emerged as the unlikely queen of the segregated tennis world of the 1950s. (9/4/15 at 9 PM)

MASTERPIECE, “Arthur & George” – Martin Clunes stars as world-famous author Sir Arthur Conan Doyle in this three-part adaptation of Julian Barnes’ acclaimed novel. (9/6/15 at 8 PM)

THE CIVIL WAR – Producer and director Ken Burns’ award-winning film will rebroadcast over five consecutive nights, coinciding with the 25th anniversary of its 1990 premiere. (9/7/15 at 9 PM)

AMERICAN EXPERIENCE, “Walt Disney” – This new two-part, four-hour film offers an unprecedented look at Disney’s complex life and enduring legacy. (9/14/15 at 9 PM)

AMERICAN MASTERS, “Pedro E. Guerrero: A Photographer’s Journey” – Discover the remarkable life and work of this Mexican American artist. (9/15/15 at 11 PM)

GORONGOSA PARK: REBIRTH OF PARADISE – Experience the inspiring rebirth of an African wilderness. (9/22/15 at 8 PM)

(continues on page 2)
Programming & Local Productions (cont’d.)

MASTERPIECE, “Indian Summers” – Julie Walters plays the glamorous doyenne of an English social club in the twilight of British rule in India. (9/27/15 at 9 PM)

I’LL HAVE WHAT PHIL’S HAVING – Journey with Phil Rosenthal, creator of the TV hit “Everybody Loves Raymond,” as he learns from the people who keep their communities’ culinary traditions alive. (9/28/15 at 10 PM)

THE BRAIN WITH DAVID EAGLEMAN - Neuroscientist David Eagleman explores the human brain in an epic series that reveals the ultimate story of us, why we feel and think the things we do. (10/14/15 at 10 PM)

EARTH’S NATURAL WONDERS – Visit six continents to learn how natural wonders evolved and hear rarely told stories about the challenges their inhabitants face.

AMERICAN EPIC – In the 1920s, record company scouts toured America with the first electric recording machine and captured the raw expression of an emerging culture. Over three episodes, the remarkable lives of seminal musicians materialize in previously unseen film footage.

AMERICAN EXPERIENCE, “The Pilgrims” – Acclaimed filmmaker Ric Burns explores the converging forces, circumstances, personalities and events that propelled a group of English men and women west across the Atlantic in 1620.

Educational Services

Fall professional development sessions begin

Professional development opportunities for area educators are being developed to be delivered during the fall quarter. Beginning with an opening fall conference in September, the professional development sessions will be face-to-face and online.

Staff participates in ITIP Ohio Summit

Our Educational Services Department helped to coordinate and deliver the fifth annual ITIP Ohio Summit featuring Google for Education in May at the Kalahari Convention Center in Sandusky. ITIP Ohio is a statewide organization supporting the effective uses of instructional technology and digital media content to improve the teaching and learning process.

More than 600 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 students and parents want. The conference featured both hands-on and concurrent sessions delivered by Google staff, certified Google trainers and Ohio educators sharing how their schools went all-Google.

Jeff Good, director of education, presented the session “Google Hangouts and Hangouts on Air.”

IT/Engineering

Our new digital exciter is the small-but-mighty unit with the backlit LCD display.

Western Reserve Public Media’s station WEAO has had upgrades installed to its transmitter, including a new digital exciter. This new piece of equipment from Comark Communications has many new features including remote access, improved error correction and software upgradability that will make it ready for the coming ATSC 3.0 digital transmission standard.

WEAO is the first station in the world to have this new technology from Comark installed. The new exciter ensures that the station’s signal quality is the highest it can be at the farthest reaches of its coverage area. It is just one more way that we’re striving to provide top-quality service for our viewers.
Year-end membership tally is impressive

On June 30, 2015, Western Reserve PBS’s Membership Department finished its 2015 fiscal year with over $1.84 million in pledged support from nearly 19,800 contributions given by over 14,500 donors.

These results exceeded last year’s totals by 1.2 percent (over $21,000), even though Western Reserve PBS devoted 37 fewer days to on-air fundraising in fiscal year 2015. Thank you to all of our great members!

Underwriting packages offer new flexibility for clients

The Underwriting Department has overhauled the station’s sales strategy, changing to a more “niche” approach that involves packaging genre-specific programming, signature shows and special feature events. Doing so allows the sales team to better customize their presentations to customers, enabling them to complement their media mix.

BIG BLUE LIVE series generates big interest

Undoubtedly one of the outstanding PBS offerings of the year is BIG BLUE LIVE, which airs from Aug. 31 to Sept. 2. We’ve pulled out all the stops in inviting potential sponsors to help bring this amazing event into the homes of Northeast Ohioans. On-air promotional spots and mentions in The Prompter, on our website and in social media are being used to provide information to our viewers and to thank our sponsors. Underwriters are Akron Children’s Hospital, The Gables at Kent Ridge and Hudson and James and Maureen Kovach.

Join us on our inaugural Western Reserve PBS Wonders trip

Pack your bags and jump across the pond with us to merry old England (Scotland and Wales, too) as we embark on the station’s first travel adventure. The 10-day tour features iconic sites such as the Tower Bridge, Edinburgh Castle, Stonehenge and more.

The icing on the cake is that our guests will get tickets to see the Edinburgh Military Tattoo live. This iconic spectacle takes place only three weeks each year, showcasing the talents of musicians and performers from all over the world. Even the legendary Beefeaters get in on the action! Pricing and details to come.

Collaboration is king!

Western Reserve Public Media is focusing on partnership marketing to help build our brand across our broad market. To date we have entered into strategic agreements with the Akron and Canton symphony orchestras, Akron Museum of Art, aroundKent Magazine, Akron Civic Theatre, WKSU, The Summit FM and the Business Journal (serving the Mahoning Valley), with more to come.

Celebrate the final season of “Downton Abbey”

All good things must come to an end, but do all great things have to play by the same rules? The answer is “yes” for fans of “Downton Abbey,” whose final season will premiere in January 2016.

In celebration, Akron Civic Theatre and Western Reserve PBS are joining together on Sunday, Dec. 13, to raise a glass to this iconic treasure.

The event will include a free preview of the new season’s entire first episode. For true “Downton Abbey” fans, there will be a private reception featuring music and refreshments.

James P. and Maureen C. Kovach
Mastroianni inducted into YWCA Stark Women’s Hall of Fame

In May, Paula Mastroianni, chief development and marketing director, was inducted into the 25th class of the YWCA Stark Women’s Hall of Fame.

In other news, in June, Mastroianni attended a weeklong planned giving conference presented by the Lilly School of Philanthropy at Indiana University-Purdue University Indianapolis. The event was hosted by Leave a Legacy Summit/Portage/Medina.

Staff News, Training & Conferences

Western Reserve PBS CEO Trina Cutter takes a break from the action at the PBS Annual Meeting in Austin, Texas, to have a selfie moment with KLRU’s Sara Robertson, vice president of production and technology. Sara also happens to be Trina’s second cousin by marriage. Quality television runs in the family!

ISTE 2015 co-presenters were Deb Tschirhart of Southwestern Ohio Instructional Technology Association (SOITA), Betsy Hood of Eastwood Local Schools in northwest Ohio and Jeff Good.

Good presents poster session

Jeff Good, director of education, co-presented a poster session about the Ohio Teacher Showcase Project at ISTE 2015. This event, the nation’s premier education technology conference, was held in Philadelphia in June.

Barb Moore conducts webinar

Barb Moore, 21st century learning consultant, helped to present a webinar in June about learning management systems. Moore focused on the Schoology learning management system.

The webinar was sponsored by National Educational Telecommunications Association (NETA), of which Western Reserve Public Media is a member station.