Western Reserve Public Media President’s Report

Spring 2019
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Summer of Space programming anchored by “Chasing the Moon,” marking 50th anniversary of Apollo 11 moon landing

This summer look for a PBS celestial programming spectacle sure to excite any space enthusiast: A Summer of Space.

The multiplatform experience is anchored by the highly anticipated AMERICAN EXPERIENCE six-hour film “Chasing the Moon” in July, timed to the 50th anniversary celebrations of the Apollo 11 moon landing. The series, written, produced and directed by Academy Award nominee Robert Stone, premieres Monday-Wednesday, July 8-10. The film tells the story of the space race, from its earliest beginnings to the monumental achievement of the first lunar landing in 1969.

The SUMMER OF SPACE lineup also brings five new programs that cover different areas of space exploration combined with the best of PBS’ encore space-themed programming and PBS Digital Studios content. ANTIQUES ROADSHOW kicks it off on July 8 with the premiere of an all-new “Out of This World” special episode, featuring NASA memorabilia, space travel treasures, science fiction finds and more.


On NOVA on July 10, join the next generation of engineers who aim to take us “Back to the Moon” as a stepping stone for future human missions to Mars, the Asteroid Belt and beyond. Later in the month on NOVA, “The Planets” treats viewers to an up-close look at some faraway worlds, including the dark side of Pluto and an ancient Martian waterfall.

In the three-part ANCIENT SKIES, beginning July 24, audiences will discover how centuries of knowledge, experimentation and engineering helped our ancestors explore outer space.

SUMMER OF SPACE programs will stream following each broadcast and be available on all station-branded PBS platforms. The SUMMER OF SPACE interactive hub will be housed on PBS.org. Throughout the summer, viewers are invited to submit videos, photographs, audio recordings or text entries about how they experienced the Apollo mission and/or about their interest in space exploration in general.
Programming & Local Productions (cont’d.)

East Liverpool: The Point of New Beginning

Western Reserve PBS continues development of stories about the Ohio River town of East Liverpool, as a group of citizens unveils new strategies to revitalize the community. With a spirit of innovation and dedication, the economically depressed city seeks a new future. In many ways, this city is a microcosm of many communities in Ohio and throughout the country.

In Part One of a series of programs, we explore the pottery roots of East Liverpool and one of its most valuable assets, the notable alumni who are determined to create a new beginning.

Outreach & Special Events

Station participates in Be a Caring Neighbor events

Western Reserve Public Media will participate in these Be a Caring Neighbor events, sponsored by PNC Bank and the Fred Rogers Foundation:

- **Getting Ready for Kindergarten**—Thursday, June 6, Daniel Tiger will hand out school supplies at Canton Public Library

- **Oh Wow! Silly Science Sunday**—Sunday, Sept. 15, Daniel Tiger and Sid the Science Kid will be on hand for this event organized by The Roger & Gloria Jones Children’s Center for Science & Technology Community in Youngstown

- **Give Back Day**—Saturday, Sept. 21, Daniel Tiger will greet friends at The Reach Opportunity Center

Marketing & Development

Building connections with cultural organizations

Western Reserve Public Media’s Corporate Support Department continues to build close relationships with northeast Ohio nonprofit cultural organizations. Current and upcoming exhibits and performances this spring include the following:

- Media sponsor for the “Nick Cave: Feat” exhibition at the Akron Art Museum, which runs through June 2

- Media sponsor for the upcoming exhibition “Drafting Dimensions: Contemporary Midwest Ceramics” at the Canton Museum of Art, which runs May 3–July 21

- Media sponsor for Akron Symphony Orchestra’s performance of “West Side Story” on May 4

- Media sponsor for Mansfield Symphony Orchestra’s performance of “Fin Magnifique: Featuring the Mighty Wurlitzer Organ” on May 11

- Media sponsor for the “Nick Cave: Feat” exhibition at the Akron Art Museum, which runs through June 2
Multimedia project offers technology instruction for classrooms

The Broadcast Educational Media Commission has awarded new grants to Ohio’s public television stations, including Western Reserve Public Media, to produce a series of programs dedicated to helping teachers meet the educational standards of the Ohio Department of Education. Our station will continue our focus from 2018 with TEACHING WITH TECH: OHIO’S STANDARDS.

From creating 3-D printed hands for people in need to producing video dictionaries, Ohio school teachers are integrating the learning standards for technology in innovative ways. In Part Two of the Western Reserve Public Media series, we share lessons from grades K-2 and 6-8 in the Chagrin Falls, LaBrae, Norden Hills, Youngstown, Eastwood and United Local School Districts.

The project has a June 30 deadline for completion.

Teachers nationwide benefit from Digital Learning Day

Eight Ohio educational technology agencies, including Western Reserve Public Media, offered instruction virtually to educators nationwide during Digital Learning Day, which was held in February. Using YouTube, we presented sessions about Invention Literacy and Thrively.

Jeff Good assists schools with video project

Director of Education Jeff Good assisted nine middle schools across West Central Pennsylvania with their participation in the What’s So Cool About Manufacturing project. Teams of 7th and 8th grade students, guided by their teacher coach, created videos that featured local manufacturers to showcase cool career opportunities. The contest launched in October, with Good instructing teacher coaches on video basics.

Station participates in Columbus educators’ conference

Our Educational Services staff participated in the Ohio Educational Technology Conference held in February in Columbus. Heather Smith presented on the work of Tech Integration Leaders of Ohio and led an after-hours mixer. In addition, Western Reserve Public Media had an exhibitor booth and provided support for educational technology “playgrounds,” with a focus on Google apps in education. Jeff Good was an award presenter.

Employees offer career information

In March, Director of Education Jeff Good represented our station at Youngstown State University’s career fair and also talked about careers in broadcasting and multimedia production with students at Trumbull County Career Tech.

On April 18, Coordinator of Educational Services Heather Smith and Producer/Director Gary Manke spoke to five separate middle and high school classes at Summit Academy in Warren for Career Day. Smith talked about her educational journey from teaching in the classroom to coaching teachers on the use of technology. Manke discussed the ever-changing media landscape and the importance of learning new things.
Jeff Good elected to governing board

In January, Educational Services Director Jeff Good was appointed vice president of the Mahoning County Educational Service Center’s governing board.

Trina Cutter named to veterans board

In January, President and CEO Trina Cutter was elected as chairwoman of the Ohio Woman Veterans Foundation Inc., Board of Directors. The foundation was formed to assist the Ohio Department of Veterans Services with its Women Veterans Conference held in Columbus every two years. It also provides other services to Ohio’s 57,000 female veterans.

Trina Cutter’s recent activities

On March 12, President and CEO Trina Cutter led a group of Stark County leaders in a boardsmanship ideation, which discussed the value of serving on boards and the responsibilities that are involved.

On April 3, Cutter and other Stark County community leaders participated in a four-hour Smart Cities seminar conducted by Johnson Controls, the leading funder of the Pro Football Hall of Fame Village project.

Cutter was a group leader for Leadership Stark County’s Ideation Day on April 23, where the organization’s candidates were asked to develop concepts and proposals for Stark County’s seven opportunity zones.

Also in April, Cutter was a guest speaker at meetings of the American Legion Auxiliary and Canton Kiwanis Club.

Anthony Dennis attends national conference

Chief Technology Officer Anthony Dennis attended PBS TechCon 2019, held at the Flamingo Hotel in Las Vegas from April 3-5. Workshops covered subjects such as the NextGen TV standard ATSC 3.0 and station streaming.

Paula Kritz chosen for PBS Digital Immersion Project

Paula Kritz, digital platforms & publications manager, also attended PBS TechCon 2019 as part of her selection in the PBS Digital Immersion Project. Developed by PBS Digital with support from the Corporation for Public Broadcasting, this six-month educational experience is a unique opportunity that mixes in-depth training, hands-on workshops and collaborative mentorship to improve overall expertise in digital strategies and tactics.