Summer 2019

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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 community members interested in the organization’s activities.

1 Programming & Local Productions
2 IT/Engineering Outreach & Special Events Marketing & Development
3 Educational Services Board of Directors News
4 Staff News

Coming this fall to Western Reserve PBS!

Expect a robust fall slate with a focus on impactful documentary programming. Premieres include the long-awaited eight-part, 16-hour documentary COUNTRY MUSIC from director Ken Burns on Sept. 15-18 and Sept. 22-25, from 8-10 PM; Peabody Award-winning filmmaker Lynn Novick’s COLLEGE BEHIND BARS; and the new weekly one-hour magazine format series RETRO REPORT ON PBS. Additional programs from AMERICAN EXPERIENCE, NATURE and NOVA, along with new seasons of INDEPENDENT LENS, POV and FRONTLINE, add to the expansive fall documentary slate.

For the fall season, we will also highlight cultural and thematic programming, including Hispanic Heritage Month, with a new film co-presented by AMERICAN MASTERS and VOCES about the life and career of Raúl Juliá. We will also present special films for Veterans Day and Native American Heritage Month.

Did You Rescan?

If you use an antenna to watch WEAO Channel 49, you need to rescan your TV to continue receiving it.

Need help? Call 1-877-985-9985 or visit WesternReservePBS.org/rescan.
WEAO transmitter change is complete

WEAO has a new digital transmitter that went on the air on Friday, Aug. 2. The GatesAir Maxiva transmitter is state-of-the-art solid-state technology that is ready to power us into the future, and it is also ready for the NextGen TV standard, ATSC 3.0.

We began broadcasting on our post-repack channel 24 on Aug. 2 from an interim antenna on the side of our tower so that the top mount antenna and transmission line could be replaced.

This transformation increased coverage reach from our old channel. After rescanning, viewers using an antenna will still see WEAO on their TV sets as Channel 49.

Company IT migration under way

Western Reserve Public Media secured the services of Independence, Ohio, company DataCore to manage our day-to-day network infrastructure. New servers were configured, new wireless access points will be installed and a help desk system for employees will be integrated.

Tower removed from downtown Akron building

In July, Western Reserve Public Media removed an iconic radio tower from the top of the Huntington Bank building in downtown Akron. The tower was the original broadcast tower for WEAO Channel 49 in the 1970s and had been a part of the Akron skyline since the 1950s. No longer in use, it needed to come down; however, the logistics of removing the 120-ft. radio tower from the top of a 322-ft.-tall building were daunting!

Over a span of five days, Canton Erectors assembled a massive crane on site, took the tower down in pieces and then disassembled the crane. Special thanks to the management of PNC Center for allowing us to mount cameras to their building to document the event.

Daniel Tiger goes to the library!

The Fred Rogers Foundation and PNC Bank supported a Be a Caring Neighbor event held at the Summit County Library Main Branch on June 6.

Western Reserve Public Media brought Daniel Tiger to meet more than 400 families at the event, where children received school supplies and signed thank-you caregiver posters that were distributed to area fire, police and EMT departments, local schools and senior centers.

Buddy goes to the amusement park!

Western Reserve PBS brought Buddy from DINOSAUR TRAIN to Idlewild & SoakZone amusement park on Aug. 5. Buddy greeted children at the Hillside Theater in the park.

DINOSAUR TRAIN airs Monday-Friday at noon on Western Reserve PBS.

Station is media sponsor for art exhibition

As part of an ongoing partnership with Akron Art Museum, our organization is the media sponsor for the museum’s current exhibition, Dread & Delight: Fairy Tales in an Anxious World, which runs through Sept. 22.

As part of our media partnership, Western Reserve PBS is featured this fall in the Art Works Business Profile section of View, the museum’s quarterly magazine.
Teaching with Tech videos completed

Our production staff recently completed the video series “Teaching with Tech: Ohio’s Standards,” intended to help teachers as they head back to school this fall.

A 2019 project for Broadcast Educational Media Commission and the Ohio Department of Education, the production includes videos for teachers in grades K-2 and 6-8. School districts that collaborated with us for the production include Eastwood Local, United Local, Youngstown City, Nordonia Hills City, LaBrae Local and Chagrin Falls Exempted Village.

This year’s videos complement videos produced in 2018 for grade bands 3-5 and 9-12. The purpose is to provide real-world examples to inspire and educate teachers about the technology standards and how they can integrate them.

The videos are available for viewing at https://westernreservepublicmedia.org/teaching-with-tech/index.htm. They average five minutes in length and were produced by Western Reserve Public Media’s producer/director/writer Kelly Woodward.

Augmented reality training held

Our Educational Services staff recently supported advanced augmented reality training held at Campbell City Schools. The training for 25 teachers, facilitated by Christine Danhoff from Genoa Local Schools, featured advanced options in using augmented reality in the classroom.

Google initiative supported

Western Reserve Public Media has been selected as a nonprofit partner for the Grow with Google initiative, which focuses on providing support to job seekers, educators, small businesses and community members through online and live training opportunities.

We have hosted two live-stream events in support of the initiative.

Google training conducted

Twenty educators attended our Google Admin Bootcamp, which was held June 7 at our offices. John Sowash facilitated the training.

Board of Directors News

On Tuesday, May 21, Romona Davis was elected chair of the board of directors of Western Reserve Public Media. She replaces Bonnie Deutsch Burdman, director of community relations/government affairs for Youngstown Jewish Federation.

Davis is vice president—senior SBA business development officer for The Huntington National Bank. She has been a board member since 2005 and was appointed vice chair in 2018. She has more than 30 years of experience in the financial services industry and has received numerous awards and accolades throughout her career.

Also newly named to board leadership positions are Nathan Ritchey, vice chair, and Stephanie Werren, secretary. Ritchey is vice president, Kent State System Integration and interim dean, Regional College. Werren is director of Leadership Stark County.
Jeff Good accepts leadership position

Jeff Good, director of education, was recently elected chairman of the Ohio EdTech group. In this position, Good led a conversation with Ohio Department of Education computer science/instructional technology staff in July and will discuss collaborative efforts with INFOhio staff in August.

Trina Cutter’s recent activities

President and CEO Trina Cutter attended the following events recently:

• Digital Marketing Bootcamp conference on June 4-5

• Google Classroom hosted by our Department of Educational Services on July 17

• Ohio Educational Televisions Stations, Inc. (OETS) annual meeting in Columbus on July 25

• Ohio Women’s Veterans Conference, held Aug. 10, where she sang the National Anthem

In addition, on June 11, she earned certification in State of Ohio Ethics Training.

Heather Smith takes new position

Western Reserve Public Media at the end of July to pursue a teaching position with Youngstown City Schools. We wish her much success!

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Staff members conduct presentations

On June 10 in Columbus, Jeff Good, director of education, gave a presentation to state tech directors about the work of Ohio’s educational technology agencies.

On June 12, Heather Smith gave a presentation about Thrively, a website that helps children find activities that fit their particular interests, to attendees at APS3T Teach Tech Transform in Akron. Jeff Good also attended the conference.

Good and Smith attend conferences

Department of Educational Services staff members attended several conferences recently:

• From June 24-26, Jeff Good and Heather Smith attended the ISTE Conference, a national educational technology conference, in Philadelphia.

• Good attended the Digital Promise Challenge Institute in Monterey, Calif., from July 7-10.

• From July 29-31, Good attended the Ohio Association of Career Tech Educators’ annual Connections to Education Conference.

Welcome to our staff, Keith!

Keith Nedved is our new educational services coordinator. He comes to us from Garaway Local Schools in SugarCreek, where he was a middle school social studies teacher.

Nedved previously designed online coursework for Stark State College and Kent State University. He also was a technology teacher for two years.

Nedved earned a graduate degree in educational technology from James Madison University and currently resides in the North Canton area.