New production studies life of writer Jim Tully

Western Reserve PBS was the presenting station for Road Kid to Writer – The Tracks of Jim Tully, which premiered on Sunday, Feb. 15. It is the work of independent producer Mark Wade Stone, owner of StoryWorks.TV in Lakewood.


The son of an Irish ditch-digger, Jim Tully (1886–1947) left his hometown of St. Marys, Ohio, as a very young man, spending most of his teenage years in the company of hoboes. After six years on the road, he jumped off a railroad car in Kent, Ohio, with wild aspirations of becoming a writer. While chasing his dream, Tully worked as a chain maker, boxer, newspaper reporter and tree surgeon. All the while he was crafting his memories of the road into a dark and astonishing chronicle of the American underclass. After moving to Hollywood and working for Charlie Chaplin, Tully began to write a stream of critically acclaimed books mostly about his road years. He quickly established himself as a major American author and used his status to launch a parallel career as a Hollywood journalist.

Much as his gritty books shocked the country, his magazine articles on movies shocked Hollywood. Along the way, he picked up such close friends as W. C. Fields, Jack Dempsey and Erich von Stroheim. Many saw the dark side of the American dream, but none wrote about it like Jim Tully.

Road Kid to Writer includes interviews with the companion book’s co-authors, Paul Bauer and Mark Dawidziak. It also features original music by songwriter Eric Taylor.
Programming & Local Productions (cont’d.)

Upcoming programming includes new seasons of British series

Western Reserve Public Media has secured the rights to broadcast new seasons of several of our most popular British series.

DCI Banks, Season 4, finds English detective DCI Alan Banks unraveling murder mysteries in three new, original stories. Stephen Tomkinson stars.

In Death in Paradise, Season 4, Detective Inspector Humphrey Goodman has come to terms with his painful split from his wife and finally resolved to confess his feelings for his beautiful detective sergeant, Camille Bordey.

Father Brown, Season 3, stars Mark Williams in 15 new episodes. He cycles back on screen to solve more mysteries in the sleepy Cotswold village of Kembleford.

In New Tricks, Season 11, the UCOS team has some fresh new faces, with feisty Sasha Miller and unorthodox Dan Griffin now established as permanent squad members. Previously a member of the Kidnap Unit, new boss DCI Miller is firm but fair; her warm, inclusive style brings a new dynamic to the group.

Scott & Bailey, Season 4, premieres on March 26. It stars Suranne Jones and Lesley Sharp, who return in this crime drama that explores the personal and professional lives of the two detectives.

Shetland, an intense Scottish crime drama, premieres on March 21 and stars Douglas Henshaw as Detective Inspector Jimmy Perez. The series is adapted from the “Shetland” quartet of novels by Ann Cleeves.

Vietnam war remembered with special programming

Western Reserve Public Media is planning to commemorate the Vietnam War with projects and special programming beginning this spring.

As part of this endeavor, we are meeting with representatives from WKSU-FM to discuss collaborative ways that the organizations can work together in anticipation of the April 28 premiere of Last Days in Vietnam, which has been nominated for an Academy Award in the Best Documentary Feature category.

A slate of other primetime specials about the war will air in the months ahead, leading up to the 2017 premiere of Ken Burns’ and Lynn Novick’s The Vietnam War (w.t.).

Encore presentation features Columbus artist Aminah Brenda Lynn Robinson

In February and March, viewers of our Western Reserve PBS and Fusion channels can enjoy an encore presentation of Along Water Street at the Akron Art Museum, which celebrates artist Aminah Brenda Lynn Robinson’s exhibition at the Akron Art Museum. A Western Reserve Public Media production made possible by a grant from the Summa Foundation, the half-hour program features her life and works.
Educational Services

Educators take advantage of professional development services

Area educators continue to utilize our professional development opportunities. This past fall, more than 39 sessions were offered regarding the integration of technology in the classroom. In addition, we offered nine sessions online. For the winter, more than 50 professional development sessions are available to educators, with 14 sessions available online. Upcoming spring/summer professional development opportunities will be announced in mid-March.

Ready to Learn workshops benefit child-care providers

The Ohio Ready to Learn program is a state-funded program targeted to home-based care providers. Thanks to new funding for the coming year, project coordinator Pam Oviatt will conduct a total of 30 workshops.

Organization co-sponsors Microsoft conference

Western Reserve Public Media was a co-sponsor for the first Microsoft Office 365 Symposium in Columbus in December. We partnered with the Instructional Technology Integration Partnership of Ohio (ITIP Ohio) and Microsoft for the event, which was attended by over 150 educators and administrators. Microsoft representatives were on hand to discuss how their latest products are being integrated in Ohio’s classrooms. Thanks to the success of the event, a second symposium will be held on Dec. 11, 2015.

Soap Box Derby project update

Barb Moore continues to work on the Soap Box Derby collaborative project to develop a curriculum package that meets the new learning standards in grade 5 and how they connect to the Soap Box Derby. A how-to video is being developed by our production staff that focuses on how to build Soap Box Derby cars.

A pilot module will be ready in March, with hopes of integrating the total curriculum package in school districts for next school year. The project is set to be completed by August of 2015.

Educational Services participates in state conference

At the Ohio Educational Technology (OET) Conference in Columbus in mid-February, our Department of Educational Services offered information about our newest collaborative multimedia project with the Soap Box Derby.

Participants at the conference could sign up at our booth to learn more about the new project, then have their picture taken with an actual Soap Box Derby racing car. Prizes were distributed for attendance at the accompanying presentation about the multimedia project, which was conducted by project manager Barb Moore.

Also at the conference, Jeff Good, director of education, conducted a learning session about Google Hangouts, a collaborative videoconferencing tool. Good also presented the annual ITIP Ohio Outstanding Technology-Using Teacher and Administrator Award.
**Educational Services (cont’d.)**

**Connected Educator project continues**

Our Educational Services Department continued to acquire participants in this year’s Martha Holden Jennings Foundation project to provide services to area educators. Titled “Connected Educators Join the Digital Learning Revolution,” the project is planned as a six-month professional education program, providing monthly support to designated school ambassadors.

The program’s purpose is to help these ambassadors organize their digital lives and connect with resources for communicating, collaborating, creating and critically thinking, with a vision of changing their school’s culture of teaching and learning.

**Philibin helps academy with iPod Touch skills**

Dave Philibin, 21st century learning consultant, worked with the STEAMM Academy, a learning community at Hartford Middle School in Canton, to develop iPod Touch-related skills. More than 30 iPod Touch devices were purchased for six classrooms at the school. Philibin instructed on basic operation of the iPod Touch and new educational applications.

Philibin will be using the learning management system Schoology to continue to engage participants throughout the school year. Schoology allows the participants to post questions, take tests and receive monthly assignments in a self-paced approach.

**Update on Teacher Showcase Project**

Work continues on the Teacher Showcase Project, which supports the teaching of Ohio’s new learning standards. The project is a collaboration with ITIP Ohio and the Ohio Department of Education and involves 20 school district teams.

**Outreach & Special Events**

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**Members enjoy meet-and-greet with Joe Bonamassa**

On Nov. 21, award-winning blues guitarist Joe Bonamassa performed at Covelli Center in Youngstown. Fans who purchased tickets to support Western Reserve PBS were able to meet the gifted performer back stage. Shown here with Bonamassa are Jeff Good, director of education (right) and his son, Dan (left).

**“Downton Abbey” preview events held in December**

Two free sneak preview screenings held in December allowed fans of the blockbuster PBS show “Downton Abbey” to see the series’ first new episode weeks ahead of the rest of the nation.

The first preview was co-hosted by and held at Akron Civic Theatre on Thursday, Dec. 11. At this event, fans had the option of paying $25 to attend a private “upstairs” soiree that featured light refreshments, a signature cocktail (The Poor Edith) and live music. The soiree sold out weeks ahead of the event, which was presented by the Akron Civic Theatre Women’s Guild. More than 400 attended the entire event.

The second preview event was held Sunday, Dec. 14, at Stambaugh Auditorium in Youngstown and was attended by approximately 400.

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**Valentine’s dinner dance cancelled**

Due to a low number of registrations, we made the difficult decision to cancel our Downton Abbey Evening benefit that was to be held Feb. 14 at Sheraton Suites in Cuyahoga Falls. While we were disappointed to have to do so, our data revealed that it was in our best interest.

In conducting follow-up calls to people who had attended the previous year’s event but had not registered this year, we found many had conflicting plans. This told us that Valentine’s Day falling on a Saturday more than likely impacted our attendance. Thank you to all those who planned on attending. Please stay tuned for other interesting events to come.

**Western Reserve Public Media participates in national study**

Western Reserve Public Media was invited by the U.S. Department of Labor to participate in an important national project called the O*NET Data Collection Program. The purpose of the study is to collect information on the knowledge, skills and competencies required for individuals in various broadcast occupations.

Five employees completed highly confidential questionnaires having to do with their particular job. Results of the data collection effort will be used to update a national database on occupations, called the Occupational Information Network (O*NET), our nation’s primary source of information on jobs.

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**Bureau correspondent.**

Interview with Karen Kasler, Statehouse News Bureau correspendent.

### Outreach & Special Events (cont’d.)

**Powerful partnerships**

Western Reserve Public Media has long embraced regionalism and collaboration. One of our primary areas of focus in 2015 is that of partnering with other organizations to educate, enlighten and entertain members of our Northeast Ohio community. We are off to a good start with these three collaborations:

- We partnered with the Akron Civic Theatre to present the United States Army Field Band & Soldiers’ Chorus concert. This popular, free-to-the-public event was held on Feb. 26 with support from WKSU, the Akron Beacon Journal and Vorys, Sater, Seymour and Pease law firm.

- We are teaming up with radio station The Summit FM on a new collaboration that will showcase many of the most talented new music bands from across the nation. *Sessions From Studio C* will be a half-hour program giving our viewership the opportunity to see emerging artists as they travel though our market. The sessions are being produced live, with two to three groups featured in each episode. Viewers of Western Reserve PBS and listeners of The Summit FM will be invited to attend the tapings free of charge. Stay tuned for more information!

- In conjunction with the April national PBS premiere of *Last Days in Vietnam*, we are partnering with WKSU and Kent State University to bring a local face to this worldwide conflict that left an indelible mark on our country. The complete details are being worked out at this time, but some ideas for our involvement include videotaping WKSU reporters conducting interviews with Vietnam veterans, tying into events during the year-long commemoration and collaborating on grant funding opportunities in support of this project.

### Marketing & Development

**Membership drive rings in new year and yields great results**

A pledge drive held from Jan. 1-4 exceeded its goal by 82 percent, resulting in nearly $70,000 in support. Titled “New Year, New You,” the drive featured health and wellness programs on topics such as reversing arthritis, losing weight and improving mental health.

**Organization welcomes new underwriters**

Western Reserve Public Media welcomed new support from the following businesses since our last report: Bounce-A-Round Rentals in Boardman and Craft and Antique Co-op in Painesville.

**Consider joining our Producers Circle**

Our Producers Circle is a major-giving initiative designed to preserve the civic and educational mission of Western Reserve Public Media.

With a minimum annual contribution of $500 or more, you join other major investors in significantly impacting our efforts to inform and inspire hundreds of thousands of viewers, children, teachers and families in Northeast Ohio and western Pennsylvania. For a complete list of Producers Circle benefits, visit our website at http://westernreservepublicmedia.org/producercircle.htm.

### Board of Directors News

**Jim Tressel inducted into College Football Hall of Fame**

Congratulations to Western Reserve Public Media board member Jim Tressel for his induction into the College Football Hall of Fame. Tressel, president of Youngstown State University and former head football coach at YSU and Ohio State University, has been inducted into the hall’s class of 2015.

Tressel coached 15 seasons at Youngstown State University, winning four Division I-AA national titles. He went on to coach 10 seasons at The Ohio State University, winning the Division I national title in 2002.

**Leave a Legacy… and preserve the heritage of Western Reserve PBS**

Planned gifts provide resources that create special opportunities and preserve our future.

Invest in the future of Western Reserve PBS and your community by making a planned gift to the station:

- Request
- Gift of Life Insurance
- Retirement and 401K Plans
- Stocks and Bonds
- Gift of Real Property

For more information or to join the Legacy Society, contact Paula Mastroianni at 1-800-554-4549.

Visit [http://www.WesternReservePBS.org/LegacySociety](http://www.WesternReservePBS.org/LegacySociety)
Staff News, Training & Conferences

Trina Cutter participates in four CPB webinars

President and CEO Trina Cutter participated in four webinars about the spectrum auction that were conducted by the Corporation for Public Broadcasting (CPB).

The webinars were designed to help stations weigh their options in the upcoming spectrum incentive auction. The goal of the initiative is to provide information and resources to help station managers and governing bodies develop strategies and make decisions that are best for their communities to preserve and advance public media for future generations.

Cutter sponsors benefit tables

For the fifth year in a row, on behalf of Western Reserve PBS, Trina Cutter sponsored two tables at the Pizza Oven Charities event held on Jan. 9.

The Canton Ex-Newsboys Association sponsored the event. This group was formed in 1960 as a charitable organization with the slogan, “That No School Child Shall Miss School for Need of Shoes or Clothing.”

Cutter contributes to discussion about spectrum auction

On Jan. 26, Trina Cutter participated in discussion to ensure that CPB, in collaboration with PBS and APTS, is providing stations with the right tools and resources as stations consider all the available options in regard to the pending spectrum auction. The CPB scheduled a phone conversation with several industry thought leaders to understand where they are in the process of developing strategies regarding whether or not to participate in the auction.

The CPB wanted to know how far into the process we are and what we have learned; advice we might give to colleagues who aren’t as far along; and what type of assistance would be most helpful as we move forward.

Cutter meets with breakfast group

On Feb. 5, Trina Cutter helped a Christian men’s group understand our station’s operations at a Jan. 9 breakfast meeting. She offered background information about the organization and discussed how we choose our programming. The event was held at East Park Restaurant in Brimfield.

Cutter contributes to emergency alert discussion

Trina Cutter is serving on the Association of Public Television Stations (APTS) Public Safety Coalition. On Feb. 5, she participated in the first conference call of the year to discuss stations’ emergency alert system initiatives. Also discussed was a Johns Hopkins report on datacasting and public television work in public safety.

Cutter helps plan leadership summit

Trina Cutter, a 2007 Crain’s Cleveland Business Woman of Note, attended an invitee-only breakfast meeting on Feb. 18 that was sponsored by Crain’s Cleveland Business and the Cleveland Foundation. The purpose of the meeting was to help craft a half-day leadership summit to be held on July 23 at the annual Women of Note Awards Ceremony.

Paula Mastroianni joins staff

Please join us in welcoming Paula Mastroianni as our chief development and marketing director. She will be responsible for the organization’s fundraising initiatives and marketing strategies.

Mastroianni has more than 30 years of experience in the fields of marketing, communications and public relations, including upper-management positions with Westfield Insurance, the Timken Company, Unizan Financial Corp. and the Repository.

Committed to community, Mastroianni is a past president of the Rotary Club of North Canton, the Canton Museum of Art and the Canton Advertising Federation, and is a graduate of Leadership Stark County. She currently serves on the boards of Women’s Impact Inc. and the Women’s Leadership Council of the United Way of Greater Stark County, and is the president of the Stark County District Library Foundation.

Anthony Dennis promoted

In January, Anthony “Tony” Dennis was promoted from broadcast maintenance engineer to operations manager. In this role he has responsibility for many of the behind-the-scenes operations functions including equipment, vendor and Internet technology management. He also now oversees our workers’ compensation concerns, insurances, trademark renewals, contracts and more.

Dennis will continue to manage the leasing of space on our transmission towers, which nets significant revenue for the organization. He joined Western Reserve Public Media in February 2007.

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!
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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