Web site redesign highlights video on demand service

In July, PBS 45 & 49 redesigned its Web site (www.pbs4549.org) to showcase our video on demand (VOD) service. The site now features over 100 hours of local programming along with nearly daily updated promos for our general audience series and specials. Local programming available online includes every station-produced program and instructional television series created in the last 10 years. In the months since PBS 45 & 49 significantly expanded its VOD offerings, usage has grown 585 percent and time spent viewing has increased by 53 percent. Chief Operating Officer Don Freeman worked with the Marketing and Development Department, especially Graphic Designer Paula Kritz, to revamp the look and navigation of the Web site. Paula is the station’s webmaster, and Production Assistant Amanda Sackett provides Web video maintenance.

More news about PBS 45 & 49 online

Our most recent data on visitors to pbs4549.org, as measured by WebLog Expert, shows that in a five-week period (Sept. 15-Oct. 21) the site received a total of 896,889 hits with an average of 29,896 hits per day (the latter an increase of 15 percent since June 2006). The average visitor viewed 10.6 pages. The top five most visited pages were 1) the home page, 2) the broadcast schedule, 3) the One State-Many Nations home page, 4) our press release site and 5) the ITV index. Our busiest days are still mid-week, Tuesday through Thursday, but we are seeing increased traffic on the weekends. Highest traffic occurs on weekday afternoons from 1 p.m. to 3 p.m.

PBS 45 & 49 launches first Web-only production

In October, PBS 45 & 49 introduced its first Web-only production, Local Focus. This series of short “webisodes” looks at the places, people and events that make northeast Ohio a great place to live. New programs are posted online every Monday at 9 a.m. through the end of December. Among the locations visited so far this fall are the Cuyahoga Valley National Park, The Winery at Wolf Creek, Canfield Fair and the Countryside Farmers’ Market in Akron. Production Assistant Amanda Sackett is responsible for production, including research, videography, interviews and editing.

July 2006 Nielsen ratings show station prime time audience at all-time high

The July A. C. Nielsen ratings indicate 12.5 percent growth in PBS 45 & 49’s prime time audience and 8.6 percent growth for whole week. The prime time weekly audience of 270,000 households is the largest ever recorded for the station in July sweeps. That audience growth has been driven by the Saturday 8 p.m. to 11 p.m. British comedies, which continue to be our most-watched programs. We also saw impressive audience growth in the children’s 7:30 a.m. to 9:30 a.m. Monday through Friday block, which increased 300 percent over July 2005 ratings.

Youngstown and Cleveland DMAs getting smaller

A. C. Nielsen Media Research indicates that both the Youngstown and Cleveland-Akron-Canton designated market areas (DMAs) have lost ground in the 2006-07 television season. Cleveland, once the 16th market in the country, is now 17th, and Youngstown has dropped from the 102nd to the 103rd position. These changes are directly related to decreases in the region’s population.
Red Tail Reborn update

Local independent producer Adam White continues work on his documentary, Red Tail Reborn. He is now wrapping up videography and will begin editing. PBS 45 & 49 will premiere the program on Sunday, Feb. 11 at 8 p.m. and present it for national distribution to PBS stations in the spring. Red Tail Reborn, underwritten by the Parker-Hannifin Corp., recounts the restoration of the P-51C Mustang named Tuskegee Airmen and the journey of the Tuskegee Airmen Squadron, the nation’s first African American fighter force commissioned in World War II.

PBS 45 & 49 gets two regional Emmy nominations, nets one award

On Sept. 9, Larry Chance, scriptwriter of PBS 45 & 49’s instructional television series Math and Science Gumbo, won an Emmy Award in the Crafts: Writer – Non-News category at the Cleveland Regional Chapter of the National Academy of Television Arts and Sciences’ [NATAS] 37th annual Emmy Awards Show. PBS 45 & 49 received two Emmy nominations in all, the second for Math and Science Gumbo in the Children/Youth Programs – Specials category. Nominated for their work on the project were Executive Producer Dave Benson and Producer/Director Duilio Mariola. The Cleveland chapter of NATAS includes television stations in northern Ohio, eastern Indiana and western Pennsylvania.

Create! renewed for another year; station continues to broadcast three digital channels

The station has renewed its broadcast contract for the digital channel Create!, a lifestyle and lifelong learning channel that showcases the best cooking, travel, crafts and how-to programming that public television has to offer. We will continue to multicast three standard definition digital channels until automation and server upgrades allow for high-definition transmission. In addition to Create!, we carry the Ohio Channel and a simulcast of our analog signal.

UA distinguished professor’s documentary to air

On Feb. 20 at 10 p.m., PBS 45 & 49 will premiere the local independent production, The Rise and Fall of the YWCA of Summit County. Produced by Dr. Kathleen L. Endres, distinguished professor of communication at The University of Akron, the documentary recounts the 104-year history of the institution, from its start in a parlor in one of the most fashionable sections of Akron to its demise on Balch Street in one of the roughest parts of town. The program was produced by The University of Akron School of Communication and the Women’s History Project of the Akron Area.

The UA School of Communication and the Women’s History Project of the Akron area, in coordination with PBS 45 & 49, will host a free preview of the documentary on Tuesday, Feb. 13 at 6:30 p.m. at the Akron-Summit County Library on Main Street in Akron. The screening will be followed by discussion.

Special celebrates legacy of Canton Symphony Orchestra

The magical connection between the Canton Symphony Orchestra and Music Director Gerhardt Zimmermann creates a wonderful story told in the new PBS 45 & 49 production, A Canton Symphony Orchestra Celebration. The program, which premiered on Oct. 5, celebrates the orchestra’s 70th anniversary season and Zimmermann’s 25 years as its music director. Executive producer for the program is Don Freeman, and producer/director is Duilio Mariola. Funding for the production, secured by Account Executive Beth Lockshin, was provided by The Deuble Foundation, The Hoover Foundation and The Henry and Louise Timken Foundation, a supporting organization of Stark Community Foundation.

KSU Trumbull Campus class production and town hall forum to air in February

PBS 45 & 49 will premiere Invisible Struggles: Stories of Northern Segregation on Monday, Feb. 5 at 9 p.m. A follow-up that night at 10 p.m., Invisible Struggles Town Hall Forum (w.t.), will be videotaped at the W.D. Packard Music Hall in Warren on Feb. 1. The oral history project is the work of students and two professors at Kent State University Trumbull Campus – Dr. Molly Merryman, assistant professor of justice studies and the campus coordinator of women’s studies, and Dr. Ken Bindas, professor of history. The project grew out of a special topics class that Molly and Ken team-taught in fall 2002 called Civil Rights in America: 1954-1964. Invisible Struggles is an hour-long documentary built around the oral histories their students collected from Warren-area African American citizens who were activists or witnesses to/victims of segregation from 1954-1964.
Two recent NewsMaker Akron specials profiled important Akron cultural institutions. In July, Mitchell Kahan, director of the Akron Art Museum, led NewsNight Akron panelist Jody Miller on a tour of the exciting renovations under way at the museum. The special brought viewers up to speed on the project, which is slated for completion in May 2007. In September, NewsMaker Akron spent time with Christopher Wilkins, the Akron Symphony Orchestra’s new music director. The maestro talked about his upcoming inaugural season, his background, musicianship and aspirations for the future of the Symphony. NewsNight Akron and NewsMaker Akron are produced by Duilio Mariola. All programs are available to watch on demand at pbs4549.org.

Two Youngstown 2010 Moving Ahead specials look to region’s future

PBS 45 & 49 recently aired two hour-long 2010 Moving Ahead: A Forum for Reporting Progress specials, both focused on the future of the Mahoning Valley. On Sept. 7, Where Do We Go From Here? detailed progress made on the Youngstown 2010 comprehensive plan. A panel comprised of Youngstown city officials and representatives from Youngstown State University fielded questions from moderator Joe Bell, veteran reporter at 27 First News WKBN. The city was represented by Mayor Jay Williams, CDA Director Bill D’Avignon and Chief Planner Anthony Kobak. YSU was represented by President David Sweet, Special Assistant to the President for University Advancement George McCloud and Director of the Center for Urban and Regional Studies Hunter Morrison.

Cutting costs, sharing services and sponsoring joint projects are some of the outcomes occurring nationwide as local governments cooperate more closely with one another. How this concept relates to northeast Ohio was examined in the Oct. 8 broadcast of Regionalism: What Is It and Can It Work Here? Produced in cooperation with The Business Led Development Group of Mahoning Valley, the program revolved around special guest Joan Riehm, deputy mayor of Louisville Metro Government, who described examples of local government cooperation across the country and talked about the lessons that Louisville has learned from merging its city and county governments. Vince Bevacqua, reporter for 33 News WYTV, was host.

PBS 45 & 49’s 2010 Moving Ahead: A Forum for Reporting Progress is produced and directed by Jeremiah Blaylock. The station has presented 14 programs under the 2010 Moving Ahead banner since January 2003, all of which have been simulcast on WYSU-FM and underwritten by the Tony Lariccia family of Youngstown. All programs are available on demand at pbs4549.org.

Educational Services

New Director of Education named

PBS 45 & 49 announced the appointment of Jeffery P. Good as director of education in August. Jeff has more than 15 years of public education experience, with a specialty in building distance learning networks and educational resources for networks. He recently relocated to Ohio from Flint, Mich., where he was manager of interactive media operations, technology and media services for the Genesee Intermediate School District. He has also held educational media technology positions at several school systems in Michigan and Ohio and was associate director of Media Services at Youngstown State University.

A 1987 graduate of YSU, Jeff holds a master of arts degree in education curriculum and technology from University of Phoenix in Arizona. He also holds a high school teaching certificate and a supervisory certificate from the State of Ohio’s Department of Education. In his new position, Jeff will oversee the K-12 services the station provides to teachers and students in our eight-county service area. Jeff will also serve as the organization’s primary contact with the Ohio Department of Education and eTech Ohio.

He resides in Salem with his wife and two children.

Station receives two $105,000 grants for FY07 educational multimedia projects

PBS 45 & 49 has received grants totaling $210,000 from the State of Ohio legislature to produce two multimedia curriculum projects. Using feedback from the station’s school liaisons, Education Content Producer Ria Mastromatteo and Producer/Director Duilio Mariola will develop an economics package for students in grades 5-8 and a measurement package for students in grades 4-6. Ria is currently meeting with teacher teams to develop concepts and lesson plans for both projects. The projects must be completed by June 30, 2007 and will roll out for classroom use in September 2007.
Educational Services (cont’d)

Grant allows station to pursue game development

A $15,000 grant from eTech Ohio will fund the development of a PBS 45 & 49 electronic game based on our local production, Antarctica: 90 Degrees South. Ria Mastromatteo, education content producer, is overseeing the project and seeking additional grant support. The game begins with this premise: A satellite camera has spotted a large rock near the South Pole. The U.S. government has offered $1 million to the first person to get there and determine whether this rock is a meteor from Mars. Gamers must successfully navigate three levels to arrive at the South Pole. At Level 1, gamers create a character (avatar) and name the navigation group. At Level 2, they visit Expedition City to gather supplies, personnel, clothing, etc. “Pop-ups” in both levels help the gamers make good choices, and good choices are rewarded with points. At Level 3, gamers embark on the journey, selecting routes and solving problems along the way. Decisions made on the journey will determine the outcome of the game.

Latest PBS 45 & 49 multimedia projects now in circulation

The two grant-funded multimedia kits developed in FY06, Constitution Challenge and Snapshot: The Decades, are now in circulation in area schools. Each project includes a video series, a Web site, lesson plans, simulation projects and other resources for students and teachers. A grant from the Martha Holden Jennings Foundation has allowed PBS 45 & 49 to conduct 14 free teacher workshops on these projects to demonstrate how to integrate them into the classroom. We are partnering with county educational service centers to present the workshops over the next few months. Last school year, about 500 teachers attended our workshops for multimedia curriculum kits developed in FY05.

PBS 45 & 49 Fall 2006 technology workshops

PBS 45 & 49 will offer 37 professional development workshops through December – a total of 17 at our computer lab in Kent and 20 at schools and educational service centers. Topics include the integration of educational technology such as Smart Boards, podcasts, video editing, handheld computers and digital still and video camera technology.

Grant funds podcasting project

The Martha Holden Jennings Foundation has provided PBS 45 & 49 with a grant for the creation of a mini-podcasting studio as well as the presentation of five podcasting workshops for K-12 teachers. Ria Mastromatteo sought the grant in response to teachers’ requests for workshops on using podcasts in the classroom. The station’s mini-podcasting studio includes an iMac, video MPEG players and microphones. The studio is free and open for use by educators at their convenience.

Ohio Ready To Learn update

PBS 45 & 49 has contracted with Pam Oviatt, an early childhood education consultant, to oversee delivery of our required 75 free Ohio Ready To Learn workshops beginning in January 2007. Pam and five other trainers will present the workshops for home-based child care providers. Two modules will be presented. Ready To Learn Early: Infant and Toddler Modules covers temperament traits and types; routines, including feeding, diapering and napping; and culturally sensitive ways to respond to families. The Ready To Learn Preschool Modules cover health, nutrition and safety; goals and strategies for providing quality care; and development, assessment and school readiness.

PBS 45 & 49 to provide content for D3A2

PBS 45 & 49 has been accepted as a content provider for the Ohio Department of Education’s “D3A2” project — Data Driven Decisions for Academic Achievement (note the three Ds and two As). This long-term initiative will provide a systematic approach for educators to access and analyze valuable data that will help their students with proficiency test performance. D3A2 will deliver to users, via Third Frontier and MeasureUp technologies, resources such as instructional video, online lesson plans and other relevant materials to help teachers meet the individual needs of students. The end result will be an easy-to-use resource that will save time, improve instruction and raise student achievement.

Staff participates in SPARCC conference

Director of Education Jeff Good, Educational Technology Consultant Dave Benson and Education Content Producer Ria Mastromatteo participated in the September Stark/Portage Area Computer Consortium (SPARRC) technology conference at the R.G. Drage Center in Massillon. In addition to hosting a booth to showcase our multimedia curriculum kits, the staff also made two presentations. Ria demonstrated our multimedia packages, and Jeff and Dave presented a session on streaming video.
Aging smART: The Art of Aging to launch

In January 2007, PBS 45 & 49 will launch a multi-year outreach project directed at older adult viewers called Aging smART: The Art of Aging. Built around a broadcast schedule dedicated to the needs and interests of this audience, the project will initially be complemented by print, Web and community event support. The long-term goal is to create a workshop program for both older adults and caregivers of the elderly that extends the content of PBS programs into concrete practices for healthful living, well-being and informed decision-making. The Development staff is currently seeking financial support for the project.

PBS 45 & 49 to explore war and peace

Beginning in January 2007, PBS 45 & 49 will launch a one-year outreach initiative called The War and Peace Project (w.t.), which will explore the dynamics of war and peace in both historical and contemporary contexts. This focus was selected because of the pervasive concern about the global war on terror and the Iraq War. This outreach topic will be supported by ample television programming throughout the year and will lend itself to many opportunities for community engagement beyond the TV set. Two 2007 PBS series will serve as anchor points for the year: America at a Crossroads in April and Ken Burns’ new film series on World War II, The War, in September. Our initiative has three goals: 1) create an ongoing forum in which diverse viewers will be able to explore and discuss issues of war and peace from many angles and in many venues, including television, the Internet and community events; 2) engage a younger audience (adults 18-34) that is not part of the traditional PBS audience but is very concerned about a global war on terror that will likely impact the rest of their lives; and 3) empower viewers by supporting active and informed citizenship. By virtue of its localism, its noncommercialism and its status as the most trusted media outlet in the nation, public television is uniquely positioned to lead the way in community engagement with what is perhaps the most important issue of our time.

First Book and Lending Library update

Thanks to funding from the Marie Denise DeBartolo York Foundation, PBS 45 & 49 is providing 300 Youngstown children with First Books for the next year. First Book is a national program that gives one new book per month to low-income children. Community Outreach Coordinator Heidi Johnson is coordinating the program with AmeriCorps volunteers at Heartreach Ministries. She has conducted staff training, and the first three rounds of books have been ordered.

Aging smART: The Art of Aging

Station rides in Hall of Fame Parade

PBS 45 & 49 President & CEO Trina Cutter joined Clifford the Big Red Dog and Curious George in the Pro Football Hall of Fame Timken Grand Parade on Saturday, Aug. 5. Over 100,000 people lined the streets of Canton for this annual event.

Clifford the Big Red Dog at Fun Fair.

Clifford dances at Youngstown Fun Fair

PBS 45 & 49 participated in the Mahoning Valley Parent Magazine Fun Fair on Aug. 12 and 13 at Boardman Park. The station hosted a dance party called Rockin’ Revue Featuring Clifford the Big Red Dog at the event. Our participation was funded by Mahoning Valley Parent Magazine.

Roadtrip! Warhol Museum

In conjunction with the Sept. 20 national premiere of American Masters, Andy Warhol: A Documentary Film, PBS 45 & 49 sponsored a day trip to Pittsburgh’s famous Andy Warhol Museum on Saturday, Sept. 30. Forty-five participants joined us for this chartered bus trip that included a private guided museum tour. The event was presented under the station’s History Circle affinity club banner.

Arthur and Dragon Tales’ Cassie at the Akron Reading Festival.

Station supports Akron Reading Festival for second year

On Sept. 16, the station hosted a meet and greet with Arthur and Dragon Tales’ Cassie at the second annual Akron Reading Festival at Lock 3 Live. On Sept. 17, we hosted the appearance of Tom Oliphant, regular guest commentator on The NewsHour With Jim Lehrer, at Writer’s Voice – Reader’s Choice at the Akron-Summit County Public Library.

Station hosts screening, eats cake at Marie Antoinette party

On Sept. 21, the Beecher Center theater at The Butler Institute of American Art in Youngstown was the site of our premiere screening of the new PBS documentary Marie Antoinette. About 100 guests enjoyed David Grubin’s two-hour documentary on the big screen, followed by cake and dessert wines. The event was presented as an activity of the station’s History Circle affinity club.
Station premieres Canton Symphony documentary at reception

PBS 45 & 49 hosted a reception and premiere screening of *A Canton Symphony Orchestra Celebration* for about 60 special guests at the Cable Recital Hall in Canton on Oct. 5. Guests enjoyed hors d’oeuvres and wine while cellist Michael Kosco performed. President & CEO Trina Cutter introduced the 30-minute documentary, which was funded by grants from The Deuble Foundation, The Hoover Foundation and The Henry and Louise Timken Foundation, a supporting organization of the Stark Community Foundation.

Characters meet and greet fans at Eastwood Mall Family Fun Weekend

Clifford, Cassie and Ord were on hand for the annual Family Fun Weekend at Eastwood Mall in Niles on Nov. 4. Our participation was funded by the Cafaro Company.

KidsFair Akron celebrates seventh year

For the seventh year in a row, PBS 45 & 49 headlined the entertainment stage at KidsFair Akron on Sunday, Nov. 5 at the John S. Knight Center. Phyllis Cicero, who plays Stella the Storyteller in *Barney & Friends*, performed three stage shows with Clifford the Big Red Dog and Curious George. Our participation was funded by the Shaw Jewish Community Center of Akron.

BritCom Club event promises Dish ‘n Clips

PBS 45 & 49’s British Comedy Club will host a screening of BritComs available for acquisition by the station, followed by lively behind-the-scenes “dishing.” Guests will screen clips of four one-season wonders, plus *The Thin Blue Line* and *Yes Minister*, and then vote for their favorites. Don Freeman, our programmer, will use these responses to help him make decisions about future BritCom selections. Special guest for the event is Julius Cain, vice president of BBC Worldwide Americas, who will provide background on the programs and, after the screening, “dish” with the audience about British comedies and their stars. The event takes place on Saturday, Dec. 2 at 1 p.m. at Sheraton Suites in Cuyahoga Falls.

Roadtrip! Pittsburgh Doo Wop Concert sold out

On Dec. 8, PBS 45 & 49 and 110 music fans will board buses and head to Mellon Arena in Pittsburgh for the Doo Wop Holiday Reunion Concert. The station bus trip is sold out.

PBS 45 & 49 display is part of Mahoning Valley broadcast history installation

PBS 45 & 49 has contributed memorabilia to the Mahoning Valley Historical Society’s new exhibit, “On Air: 80 Years of Commercial Broadcasting in the Mahoning Valley.”

Upcoming station events

PBS 45 & 49’s events calendar continues to grow. Here is a list of more upcoming station outreach projects and events:

- **Tuesday, Jan. 2**: Launch of the 13th Annual Reading Rainbow Young Writers and Illustrators Contest
- **Thursday, Feb. 1**: *Invisible Struggles* town hall forum and documentary screening, W.D. Packard Music Hall, Warren
- **Tuesday, Feb. 13**: Free preview screening of *The Rise and Fall of the YWCA of Summit County* at 6:30 p.m. at the Akron-Summit County Library. Presented by The University of Akron School of Communication, the Women’s History Project of the Akron area and PBS 45 & 49.
- **Friday, March 9**: Italian Feast With *Ciao Italia* host Mary Ann Esposito
- **Saturday, March 10 & Sunday, March 11**: *Ciao Italia* host Mary Ann Esposito, Mid-American Home & Garden Show, Chevrolet Centre, Youngstown
- **Saturday, March 24**: PBS 45 & 49 / Summit Mall Family Expo, Akron
**Board News**

**Dr. Mark Auburn named chair of board**

Dr. Mark Auburn, community volunteer and former dean of the College of Fine and Applied Arts at The University of Akron, has been appointed chair of the board of directors at Northeastern Educational Television of Ohio, which owns and operates PBS 45 & 49. Also appointed to leadership positions on the board were Allen Bartholet, vice chair, and Renee Pipitone, secretary. Bartholet is executive director/general manager of WKSU-FM. Pipitone is a resident of Copley and an active community volunteer. The appointments were announced Thursday, Nov. 2, at the organization’s quarterly board meeting.

Dr. Mark Auburn, community volunteer and former dean of the College of Fine and Applied Arts at The University of Akron from 1998 until 2005. An honors graduate of both The University of Akron and the University of Chicago, he taught full-time at The Ohio State University from 1971 to 1980. He has been a Rotarian since 1983 and has consulted widely for colleges and universities.

“This is a significant event in the history of PBS 45 & 49,” said President & CEO Trina Cutter. “For the first time, a community volunteer will serve as the chairman of the board, where up until this time it was always a university president. Mark Auburn’s commitment to public television and strong support of PBS 45 & 49 make him an ideal individual to lead the board.”

**KSU’s Dr. Lefton joins NETO board**

Dr. Lester Lefton, president of Kent State University, has joined the board of directors of NETO, Inc. Trina Cutter, president & CEO of PBS 45 & 49, presented an orientation session for Dr. Lefton in August.

**Emergency power generators funded**

In October, PBS 45 & 49 was awarded a PTFP grant of $95,250 (50 percent match) for the purchase and installation of emergency power generators for the Salem and Copley transmitter sites. The station will receive an additional $25,000 for this project from DirecTV. The project will be completed in June 2007.

**Station applies for rechannelization grant**

IT/Engineering Manager Bill O’Neil is working on a DDF grant for rechannelization of WNEO-DT (moving from the current assignment of Channel 46 to Channel 45). The completion of this project coincides with the shutdown of all full-power analog television stations on Feb. 17, 2009.

**IT/Engineering**

**Capital projects nearing completion**

IT/Engineering Manager Bill O’Neil reports that three major capital projects are close to completion. The multi-camera field unit will be paid for and in house by Dec. 30. Engineering will oversee construction of the unit over the winter and it should be ready for field work by spring. The station received 50 percent funding ($146,125) from the Public Telecommunications Facilities Program (PTFP). An additional $10,000 has been contributed by the Youngstown Foundation and $5,000 by the Walter E. and Caroline H. Watson Foundation. The master control upgrade and monitoring system, funded at $58,200 (a 60 percent match) by CPB’s Digital Distribution Fund (DDF), will be installed and completed by Dec. 30. We have received $42,338 from PTFP (a 75 percent match) for PSIP (Program and System Information Protocol) and TSID (Transport Stream Identifier) compliance.

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Staff reorganization prepares PBS 45 & 49 for digital future

In anticipation of evolving technological advances that are occurring within the television industry, PBS 45 & 49 President & CEO Trina Cutter announced a staff restructuring effective July 1, 2006. The changes pave the organization for the television industry’s February 2009 conversion from analog technology to a digital television format. PBS 45 & 49’s emphasis on education is expanded under the new structure, with education specialist positions added to the IT/Engineering and Programming & Operations departments. Essentially Trina has “seeded” all the departments at PBS 45 & 49 with education specialists, which will enable us to streamline the creation and distribution of programming content, educational services and online services in a multiple platform environment.

The following staff reorganization has taken place:

Don Freeman, who was director of programming and operations, is now chief operating officer, adding the administrative functions of the organization to his current duties of creating local productions and the PBS 45 & 49 broadcast schedule.

Bill O’Neil, the former assistant to the general manager, is now manager of information technology (IT) and engineering services.

Ria Mastromatteo opted to step down from her position as director of educational services and has moved into the part-time position of education content producer under Programming & Operations.

Heidi Johnson has moved from the Department of Educational Services to the Department of Marketing & Development, with a title change to community outreach coordinator. Her duties include development and implementation of non-fund-raising community events and outreach projects.

Ralph Tolbert, former educational technology consultant, is now IT/education technician. He will continue to teach technology workshops and oversee the station’s computer lab.

Bob Tullis, former production technician, is now an IT technician who assists with network and computer maintenance. A new account executive position has also been established, which is expected to be filled before the end of 2006.

Cleveland TV execs gather for panel discussion for first time in more than a decade

PBS 45 & 49 President & CEO Trina Cutter was one of seven Cleveland area television executives to participate in the NATAS Cleveland Regional Chapter’s “Ask the General Managers” luncheon on Monday, Oct. 16 at The City Club. The executives appeared together on the same panel for the first time in over a decade. The discussion was moderated by TV critics Mark Dawidziak of the Plain Dealer and David Glasier of The News Herald. About 105 people attended.

Trina Cutter joins Constructive Dialogue Committee of Mahoning Valley

Trina Cutter has joined the Constructive Dialogue Committee of the Business Led Development Group of Mahoning Valley. Conveners of the committee are Dr. David Sweet, president of Youngstown State University and board member of NETO; U.S. Rep. Tim Ryan of Ohio’s 17th congressional district; and Tom Humphries of the Youngstown/Warren Regional Chamber. Trina attended the committee’s Oct. 6 meeting in Warren, where potential initiatives to advance regionalism were discussed. Trina presented a 10-minute PBS 45 & 49-produced video on regionalism that framed the discussion for the meeting.

Trina Cutter serving on CSG review committee

Trina Cutter is serving on the Corporation for Public Broadcasting’s Community Service Grant (CSG) review committee. The committee will meet six times over a one-year period; two meetings have already taken place – in Chicago on June 19-20 and Philadelphia on Sept. 27-28. The review committee will evaluate current CSG policies and formulas and study the relationship between PBS dues and the CSG.

Trina Cutter travels to Washington with Canton Chamber

Trina Cutter joined other Canton business leaders for the Canton Regional Chamber of Commerce’s one-day Washington, D.C., Fly-In Trip on Nov. 14. U.S. Rep. Ralph Regula of Ohio’s 16th congressional district hosted the trip and arranged an entire day that included behind-the-scenes tours and an array of meetings with leaders in Congress and administration officials.
Staff News, Training and Conferences (cont’d)

Trina Cutter attends Round Robin meeting
Trina Cutter traveled to Chicago on Oct. 25-26 to attend the CPB/PBS-hosted General Managers’ Round Robin meeting.

Trina Cutter attends OETS retreat
Trina Cutter, currently president of Ohio Educational Television Stations (OETS), attended an all-day retreat in Columbus on Oct. 19.

Trina Cutter attends NETA board meeting
Trina Cutter attended the National Educational Telecommunications Association (NETA) Board meeting in Nashville on July 24-26 in her capacity as chair of the Small Station Association and board member of the Affinity Group Coalition.

Trina Cutter moderates Citizenship Day panel
Trina Cutter moderated a panel at Leadership Stark County’s Citizenship Day on June 8. Trina, a graduate of the 17th class of Leadership Stark County, serves on the Citizenship Day committee.

Trina Cutter makes presentations to local Rotary clubs
Trina Cutter was invited to make presentations about digital television and the future of media at the Rotary Club of Canton on Aug. 11 and the Rotary Club of Massillon on Sept. 21.

Trina Cutter serves on StarkACT1 committee
Trina Cutter served as a committee member of StarkACT1, an outreach project to raise awareness of, increase participation in and build connections between the arts and the community. From March 31 to April 9, 2006, Stark County celebrated its first-ever countywide arts extravaganza, called Stark Arts Coming Together 1 (StarkACT1).

Station receives NATAS Humanitarian Award
Trina Cutter accepted the Cleveland Chapter’s NATAS Humanitarian Award on behalf of PBS 45 & 49 at the 2005 regional Emmy Awards in September. The award, shared by all of Cleveland’s commercial and public television stations, recognizes exemplary efforts to improve the human condition in a spirit of unparalleled cooperation that serves the public in time of great need. All of the stations simulcasted a fund-raising telethon in September 2005 for victims of Hurricane Katrina.

Trina Cutter goes on Interfaith Mission
Trina Cutter participated in an Interfaith Mission to Washington, D.C., on Aug. 2. The yearly trip is sponsored by the Jewish Community Board of Akron, which subsidizes the event as a learning and networking experience for Akron community leaders. More than 40 people made the trip, which included a diplomatic briefing on the Middle East at the Embassy of Israel and a high-level briefing on domestic issues.

NETA president makes station visit
Skip Hinton, president of the National Educational Telecommunications Association (NETA), spent a half-day at PBS 45 & 49 on Oct. 11 to learn more about the station and its major programs and services. We recently joined NETA, which is one of the major program syndicators for PBS stations nationwide.

Station welcomes two new employees
Jeff Good joined the staff as director of education on Aug. 1. You can read about Jeff’s background in the Educational Services section of this report. Matthew McPike was named full-time production assistant beginning Sept. 1. Matt started working at the station in a part-time capacity in early July. His job duties include responsibilities in the broadcast traffic area as well as master control and production. A graduate of Bowling Green State University with a bachelor of arts degree in communications, Matt resides in Cuyahoga Falls with his wife and two children.

PBS 45 & 49 accepted into Akron Area Arts Alliance
PBS 45 & 49 has been accepted as a member of the Akron Area Arts Alliance. Both organizations share a common mission: to strengthen the arts and cultural experiences in northeast Ohio. Vice President of Marketing and Development Lisa Martinez and Community Outreach Coordinator Heidi Johnson are pleased to serve as station representatives to the Alliance. Heidi has also joined ArtCetera, a network organization for young professionals in the Akron area who have an interest in art and culture. In partnership with the Akron Area Arts Alliance, ArtCetera provides opportunities for members to become familiar with and visit the many galleries and theaters in the community.

Station joins Jackson Belden Chamber of Commerce
PBS 45 & 49 recently joined the Jackson Belden Chamber of Commerce. Meetings will be attended by Account Executive Beth Lockshin. The station also belongs to the Greater Akron Chamber, the Canton Regional Chamber of Commerce, the North Canton Chamber of Commerce and the Youngstown/Warren Regional Chamber.
Community Outreach Coordinator Heidi Johnson and Production Assistant Amanda Sackett represented the station at The University of Akron Career Fair on Oct. 27.

Don Freeman attends seminars on legal, personnel, health care issues

Chief Operating Officer Don Freeman recently attended four seminars covering legal, personnel and health care issues in the workplace. The Law of Tax-Exempt Organizations provided national perspectives on existing IRS laws affecting nonprofit organizations as well as legal structures of organizations and boards, Internet fund-raising and UBIT rules. Mastering the Essentials of Human Resources focused on avoiding common mistakes, understanding FMLA and managing health care benefit strategies, ADA, Workers’ Compensation, FLSA and record-keeping. Health Care Strategies explored how to determine what health care plans benefit both employees and the company. A one-day seminar in Cleveland sponsored by The Center for Nonprofit Excellence and the law firm of Buckingham, Doolittle & Burroughs addressed legal issues affecting nonprofit organizations in Ohio.

Lisa Martinez joins Food Bank committee

Lisa Martinez, vice president of marketing and development, has joined the Akron/Canton Regional Food Bank Marketing Committee.

Jeff Good joins Goodyear Leadership Network for Education

Director of Education Jeff Good has joined a group of 10 administrators for a two-year initiative, the Goodyear Leadership Network for Education. The Akron-based Network brings together chief education officers of education-focused organizations. Through a series of two-day workshops, the Leadership Network provides a sense of belonging, support, recognition and intellectual stimulation. Its purpose is to present speakers and resources that model “best in class” business and organization practices, and then design materials for participants to implement what they’ve learned in their respective organizations.

Jeff Good attends RTLL meeting in Washington

Director of Education Jeff Good attended CPB’s Ready to Lead in Literacy (RTLL) fall conference in Washington, D.C., on Oct. 19-20. Attendees representing Ready To Learn personnel from PBS stations nationwide received information regarding the PBS initiatives related to this pre-K outreach project. The CPB funded all attendees’ expenses for the conference.

Carolyn Raley attends seminar on tax exemption

Accounting Supervisor Carolyn Raley attended a seminar titled The Law of Tax-Exempt Organizations on Nov. 8. This one-day seminar focused on creating and maintaining the tax-exempt status of organizations.

Carolyn Raley receives training in ISIS

The CPB provided free training for PBS station accountants on the new ISIS (Integrated Station Information System), which replaced the previous SGMS (Station Grants Management System). Accounting Supervisor Carolyn Raley traveled to Washington, D.C., on Oct. 18-19 for the training.

Ria Mastromatteo to judge student video contest

Education Content Producer Ria Mastromatteo is serving on the eTech Ohio State Video Contest Committee, which includes representatives from each of Ohio’s eight PBS stations. The group meets regularly to set up the categories, rules and procedures, and will eventually select the regional and state winners.
Heidi Johnson accepted into Leadership class

Heidi Johnson, community outreach coordinator, has been accepted into Leadership Portage County’s Class of 2007. This nine-month program offers networking, skill development and community outreach opportunities for class members. Topics that will be explored this year include education, economy, human services and government in Portage County.

Heidi Johnson named to policy council, advisory board

Community Outreach Coordinator Heidi Johnson is serving on the Portage County Head Start Policy Council, a federally required board made up of parents and community members to assist in making financial and staffing decisions for Head Start. Members also assist with program assessment and regulations compliance. She is also serving on the Six District Educational Compact GRADS Advisory Board. GRADS is an in-school program for pregnant and parenting teens, designed to teach child development awareness and appropriate parenting skills, as well as link participants with resources in the community.

Jeremiah Blaylock contributes to KSU Teleproductions strategic planning process

Producer/Director Jeremiah Blaylock met with a consultant engaged by Mark Weber, Kent State University dean of Library and Media Services, to help KSU Teleproductions formulate a strategic plan.

Jeremiah Blaylock presents talk on Mahoning Valley media history

Producer/Director Jeremiah Blaylock is working with the Leadership Mahoning Valley Media Day Committee, which is designed to educate the current Leadership class on media in the region. On Media Day, Nov. 10, Jeremiah presented a one-hour talk on the Valley’s media history. Jere is a graduate of the 2006 Leadership Mahoning Valley class.

Dave Benson represents station at UA teacher conference

On Oct. 21, Dave Benson, educational technology consultant, represented PBS 45 & 49 at the Power of Video Teacher Conference held at The University of Akron in cooperation with Time Warner Cable. Attendees talked with Dave about how to start a video program in their school, next steps for existing school video programs and an overview of PBS 45 & 49’s multimedia kit, You Be the Producer.

Dave Benson invited to talk at PTA meeting

National PTA offers a program called Reflections, which encourages young people to be involved with the arts. On Oct. 23, Dave Benson attended the kickoff of the regional Reflections program at the Akron Council of PTAs, which was held at the Akron-Summit County Public Library. Dave talked with students about video as an art form.
• Reaches over 750,000 viewers in more than a half-million households in northeast Ohio and western Pennsylvania each week (Source: A.C. Nielsen 2006 audience research). The station is carried on almost every cable and satellite service in the region.

• Is available to 99% of all households in the region. By comparison, cable and satellite access represents 75% to 85% of those same households.

• Represents a brand name that resonates powerfully with and is trusted by the American public: PBS.

PBS 45 & 49’s over-the-air broadcast service area is extended by carriage on almost all the cable systems and satellite services in northeast Ohio and parts of western Pennsylvania.