PBS 45 & 49 receives American Planning Association award

PBS 45 & 49 has received an American Planning Association award, along with the city of Youngstown, for our role in the Youngstown 2010 revitalization project. The award was presented to the station by Anthony Kobak, Youngstown’s chief planner. The station has supported the project with 14 broadcast events since 2003, under the umbrella series title 2010 Moving Ahead: A Forum for Reporting Progress. The series was conceived as a mechanism to allow city officials to report to the community on the project’s progress and achievements.

“The Youngstown 2010 project is exactly the kind of project that gives PBS 45 & 49 purpose,” said President and CEO Trina Cutter. “As a public television station that is owned and operated in the public interest, it is both an obligation and a privilege to be a working partner in community initiatives such as this.” The Tony Lariccia family of Youngstown has funded all 14 programs. Producer/Director Jeremiah Blaylock has been the series producer since its inception.

New 2010 Moving Ahead programs planned for 2008

Thanks to funding from the Tony Lariccia family of Youngstown, PBS 45 & 49 will produce three new 2010 Moving Ahead programs in 2008. Producer/Director Jeremiah Blaylock is working with Anthony Kobak, Youngstown’s chief planner, and Mayor Jay Williams on topics for the next series of shows. Topics under consideration include JEDDS (Joint Economic Development Districts); crime (Youngstown was listed as the 15th most dangerous city in America in a Nov. 19 report); and chamber of commerce consolidation and regionalization.

Northern Ohio Live production finds a home on PBS 45 & 49

Live From the Circle, a new weekly half-hour television program from the publishers of Northern Ohio Live magazine, airs Thursdays at 10:30 p.m. and Saturdays at 6:30 p.m. PBS 45 & 49 is the only broadcaster carrying the series.


The series, produced in cooperation with Classic Teleproductions of Twinsburg, has been launched with 13 programs, but it is yet unknown if the series will continue in 2008. For more information on Live From the Circle, visit www.livefromthecircle.com.
Redesigned PBS 45 & 49 Web site invites visitors to “Get Involved”

PBS 45 & 49 recently relaunched its Web site at www.pbs4549.org with a new look and a lot of new features. The site’s content has been expanded and enriched to reflect our regional service. With the adoption of Flash technology, our broadband video loads faster and plays more crisply than ever before. We’re also using Public Action, an interactive software that allows users to submit comments, video and photos to our site. The redesign was overseen by Graphic Designer Paula Kritz, Vice President of Marketing and Development Lisa Martinez and Chief Operating Officer Don Freeman.

Front and center at the new Web site is a section called “Get Involved,” which encourages visitors to interact with the station, our programming and even the resources of the region:

• “Join Our Discussion” invites visitors to comment on weekly topics related to recent broadcasts.

• “Respond to Our Poll” poses a new question each week.

• “Hit the Road” is our Web-only video series about the interesting places, people and events of northeast Ohio.

• “Check Out the Press Coverage” tracks what regional media are saying about our programs (good, bad or ugly).

• “Tell Us What You Think” allows users to provide feedback and ask questions.

• “Get More Involved” directs visitors to more ways to get involved in civic life, including volunteer opportunities at PBS 45 & 49. You will also find video on demand of regional events, such as the Canton Forum on “Sustainable Canton,” taped on Nov. 14.

• “Read Our Blogs, Watch Our Vlogs” reveals what is on the minds of PBS 45 & 49 staff members. What’s a blog? It’s short for “Weblog,” and one can use it as a noun or a verb. A blog is a personal online journal. A “vlog” is the same thing, only presented in video format.

  • In her vlog “CEO on the Go,” President and CEO Trina Cutter shares her weekly adventures, with updates on what’s going on in the regionalism movement and suggestions on where to go and what to see in northeast Ohio.

  • “Ed Tech Talk” is Director of Education Jeff Good’s blog on the latest educational technologies for the classroom, like Google Earth or Web 2.0.

  • Lisa Martinez, vice president of marketing and development, writes a blog about our programming in her weekly post, “What to Watch.”

Program information is still our visitors’ top reason to come to PBS 45 & 49 Online. In addition to providing monthlong broadcast schedules and program descriptions for both our analog and digital signals (including HDTV), www.pbs4549.org also gives users other ways to search for shows (organized alphabetically and by genre) and features live links to all available program Web sites. Our video-on-demand library houses well over 100 hours of programs, including NewsNight Akron, NewsMaker specials, 2010 Moving Ahead and other local productions.

Last but not least, the Educational Services section of the site is loaded with resources for the classroom, including all of our locally produced multimedia projects with video on demand features, online teacher guides and tons of other support materials.

New Storytellers Media series to premiere

Few print reporters have known Cleveland as well or for as long as Doris O’Donnell Beaufait. She beat the pavement and reported the daysights out of a city on the make and on the move. PBS 45 & 49 presents the premiere of a new media series, Doris O’Donnell’s Cleveland, produced by Storytellers Media Group of Lakewood. Based largely on O’Donnell’s memoir, Front Page Girl, episodes in this series feature the journalist’s firsthand recollections of the Marilyn Sheppard murder, the Glenville and Hough riots, Cleveland’s “golden age of print” and O’Donnell’s swing with the Cleveland Indians in 1957. The Day Marilyn Died, which recalls the infamous Marilyn Sheppard case of 1954, premieres Thursday, Dec. 27 at 10 p.m. The other programs will air on a monthly basis on PBS 45 & 49. All productions will be available on demand on Storytellers’ Web site, www.storytellersmediagroup.com, following their premieres.

PBS 45 & 49 special features Akron Art Museum’s Norman Rockwell exhibition

The premiere of a Norman Rockwell exhibition is the subject of a new PBS 45 & 49 documentary, Norman Rockwell at the Akron Art Museum. The program premiered Nov. 22. The 30-minute documentary includes a tour of the exhibition, titled “American Chronicles: The Art of Norman Rockwell,” plus interviews with representatives from the Norman Rockwell Museum and the Akron Art Museum. Jody Miller, a panelist on PBS 45 & 49’s NewsNight Akron, hosts. Norman Rockwell at the Akron Art Museum has been made possible by a grant from The Burton D. Morgan Foundation.
NewsNight Akron tours new Akron Art Museum

In late August, PBS 45 & 49 premiered Defying Gravity — Akron’s New Art Museum: A NewsNight Akron Special Edition with Jody Miller, a regular NewsNight Akron panelist. In the show, Miller walks the museum halls with Mitchell Kahan, museum director and chief executive officer, and Barbara Tannenbaum, director of curatorial affairs. Jody’s guides explain the “gravity-defying” features of the Beatrix Knapp McDowell Grand Lobby and the quiet serenity of the renovated galleries in the 1899 building and its display of art from 1850 to 1950. Also included are the collection and special exhibition galleries, which showcase remarkable works — paintings, sculpture, photography, prints and drawings — that span three centuries. This and two other NewsNight Akron specials that profile the museum’s renovation can be viewed online at www.pbs4549.org by selecting the “on demand” link. Producer/Director Duilio Mariola produces NewsNight Akron and the NewsMaker specials.

World War II veteran Fred Appel of Canfield

NewsMaker special showcases The University of Akron

NewsNight Akron panelists Ed Esposito and Jody Miller check out the results of The University of Akron’s “New Landscape for Learning” renovation project in a special NewsMaker edition of NewsNight Akron, which aired Nov. 23 at 9 p.m. and is now available on demand at www.pbs4549.org. The program features a tour of new sites and facilities with University of Akron President Luis Proenza and the vice president for capital planning and facilities management, Ted Curtis. The University of Akron’s $300 million enhancement program has literally changed the face of the campus. New structures include two classroom buildings, a residence hall, a recreation and wellness center and an honors complex. Renovations include closed streets, 30 acres of green space and 30,000 newly planted trees and flowers. Producer/director of the program is Duilio Mariola.

Eric Mansfield presents first-ever documentary on PBS 45 & 49

During the summer of 2007, PBS 45 & 49 invited community members to attend free local workshops that gave instruction on how to create videotaped oral histories. Then, workshop attendees — and others who were interested in the project — interviewed local people who agreed to share their memories of life during World War II. PBS 45 & 49 also helped preserve World War II stories by interviewing residents in Canton and Canfield. All of these videos were gleaned for footage to produce Northeast Ohio: The War, Ken Burns’ monumental seven-part documentary. Student intern Elisa Altomare produced the documentary under the guidance of Producer/Director Duilio Mariola. Elisa also worked closely with Community Engagement Coordinator Heidi Johnson to generate the content. Northeast Ohio: The War is now available on demand at www.pbs4549.org/vod.htm. Even more local stories can be found on PBS 45 & 49’s War Web site, www.pbs4549.org/thewar.

New Web-only series launched

PBS 45 & 49’s new Web-only series, Hit the Road, made its broadband debut in October. Reworking the Local Focus concept, Production Assistant Amanda Sackett is focusing on arts, culture and recreation in northeast Ohio. Her goal with the series is to inspire viewers to get active by getting out and seeing the wealth of resources in our region. Hit the Road is available at www.pbs4549.org/hittheroad.
Programming & Local Productions (cont’d)

Curious Ohio attractions featured on Northeast Ohio Times
The latest installment of PBS 45 & 49’s Northeast Ohio Times showcases offbeat people, places and objects from the four corners of our viewing area. Featured in the latest program, which aired in September, are the Heartbeats, the world jump rope champions from Medina; the Dean Martin Festival in Steubenville; Akron’s Hamburger Festival; a segment on “the world’s largest,” including a cuckoo clock in Wilmot, an Amish buggy in Berlin and a rocking chair in Rock Creek; the Merry-Go-Round Museum in Sandusky; and the Rubber City roller derby team of Akron. Northeast Ohio Times is available as video on demand at www.pbs4549.org/vod.htm.

Two new multimedia kits now circulating in area schools
Teacher guides, video and Web sites for our two newest multimedia packages have been released for use in area schools. Big or Small: Measure It All is keyed to mathematics standards in grades 4-6. Five 10-minute videos focus on how mathematics is used in the real world. Hands-on lessons match the topics covered in the videos. A second component of the kit is a tour of Ohio using Google Earth. Check out the project at www.pbs4549.org/measure.

Economics Academy 101 is keyed to standards in grades 5-8. Five 10-minute videos, a teacher guide and a Web site teach general economic concepts (scarcity, production, consumption and distribution, and the market economy) and also view economics with a historical perspective. Lesson plans are constructivist in approach. Check out the project at www.pbs4549.org/economics.

Professional development sessions for classroom implementation of both projects have been scheduled through the fall.

Multimedia project is medieval
Education Content Producer Ria Mastromatteo is currently completing a multimedia package on the Middle Ages. This project is keyed to standards in grade 7. The teacher guide is in the editing phase and a series of Web-only videos is in production. The project is expected to be finished in December and available to teachers in January.

Electronic game in final phase of production
Antarctica: The Game is the station’s first attempt to create an interactive electronic educational game based on one of our multimedia projects. Education Content Producer Ria Mastromatteo and the game producers at Media Cellar, Inc. have been working with a focus group of students through the creation process. A beta version will be ready in January, at which time we will conduct teacher training and pilot the game with students. Dr. Linda Quinn, a statistician from John Carroll University, will evaluate the academic effectiveness of the game.

Station receives Martha Holden Jennings Foundation grant for educator training and services
We recently received an $8,500 grant from the Martha Holden Jennings Foundation for the following: 10 educator professional development sessions each for Big or Small: Measure It All and Economics Academy 101; printing of the teacher guide and five professional development sessions for the Middle Ages project; five professional development sessions for Antarctica: The Game; and the purchase of 10 global positioning systems (GPS) units for professional development and for loan to our member schools.

PBS 45 & 49 submits more content to D3A2
Three of our multimedia programs – Constitution Challenge, Ama-Zone! The Rain Forest Project and 108 Stitches: The Physics in Baseball – have been added to the Ohio Department of Education D3A2 (Data-Driven Decisions for Academic Achievement) database to be used by school districts. The lessons were entered by Ohio benchmarks and indicators. The database is available to all school districts in Ohio.

New programmer now scheduling PBS 45 & 49’s air
PBS 45 & 49 has engaged the services of an outside programmer beginning this fall. Working with Chief Operating Officer Don Freeman (the station’s programmer for almost 20 years), Tom Doggett of Oregon Public Broadcasting (OPB) has taken on program scheduling responsibilities. Tom currently serves as programmer for OPB as well as two other stations in the nation. Don isn’t an outsider in the process; he has simply turned over some of the strategy and planning and a lot of the day-to-day legwork to an outside source. Don will continue to have authority over the program schedule, plus schedule pledge and oversee local productions. Many stations around the country successfully use outside consultants to program their stations.

Youngstown moves to 106th market position in latest Nielsen households count
The June 2007 households and head counts from A.C. Nielsen show that the Cleveland designated market area (DMA) remains in the 17th position among all television markets in the nation, with 1,533,710 households and 3,699,000 people 2+. The Youngstown DMA dropped from the 103rd position to the 106th, with 273,480 households and 651,000 people 2+. Overall, PBS 45 & 49’s total service area reaches over 1.8 million households and 4.4 million people.

Nielsen to install Local People Meters in Cleveland
Representatives from A.C. Nielsen met with PBS 45 & 49 President and CEO Trina Cutter, Chief Operating Officer Don Freeman and Manager of IT/Engineering Bill O’Neil in November to review impending changes in how television viewership will be measured in the future. Nielsen plans to have Local People Meters (LPM) installed in the Cleveland DMA by the end of 2008. Nielsen officials provided Trina, Don and Bill with a broad overview of the changes and explained ways the company can work with us once these new measurement tools are in place.
**Educational Services**

**PBS 45 & 49 repositions educator training program**

In August, PBS 45 & 49 began the 2007-08 school year with the introduction of our Professional Development Center in Kent. Formerly known as the Technology Resource Center, the newly named facility reflects changes in the K-12 educational environment, which emphasizes professional development. “Our technology workshops have always been about professional development for educators,” said Jeff Good, director of education. “This renaming merely reflects that reality.”

**Educational Services professional development workshops update**

Over 20 professional development sessions are scheduled through the fall at PBS 45 & 49’s Professional Development Center in Kent, and an additional 25 sessions will be offered January-March 2008. Sessions cover podcasting in the classroom; using digital cameras and digital video in the curriculum; and integrating both interactive whiteboards and global positioning systems (GPS) with Google Earth in the curriculum. We also collaborated with WGTE, Toledo’s public television station, to present a joint professional development project called Build Your Own Web Site. Over the summer, two three-day professional development sessions were offered to area educators with a college credit granting option. These sessions were attended by 10 area educators, all of whom received graduate credit from Kent State University.

**School year kickoff meeting streamed live on the Internet**

PBS 45 & 49’s Department of Educational Services hosted its annual school year kickoff meeting on Sept. 7, with over 60 educators representing 45 school districts and agencies in attendance. This annual gathering allows PBS 45 & 49 to showcase new multimedia programs, professional development opportunities, educational technology innovations and the myriad services we offer to area educators. Speaking of innovation, for the first time we streamed the meeting live on the Internet as a convenience for those educators unable to attend in person. Forty-five people attended via the Internet for an average duration of 40 minutes per user. The meeting is now available on demand at [www.pbs4549.org/vodtv.htm](http://www.pbs4549.org/vodtv.htm).

**E-newsletter for educators introduced this fall**

To supplement TechKnowledge Newsletter, the publication we mail to 21,500 educators every month during the school year, PBS 45 & 49 is now offering an e-newsletter called TechKnowledge Online. Created by Education Content Producer Ria Mastromatteo, the publication offers information about educator grants, PC and Mac tips, monthly Web tips with live links, a teacher feature, relevant book reviews and more. To subscribe, send an e-mail to maria@wneo.org. The e-newsletters are archived at [http://wneo.org/newsletter/archive.htm](http://wneo.org/newsletter/archive.htm).

**More innovations in Educational Services**

The beginning of the school year also heralded a new year and new developments in our Department of Educational Services. For the first time, we are offering online registration for our professional development sessions. At [www.pbs4549.myworkshops.com](http://www.pbs4549.myworkshops.com), visitors can explore our course offerings, register for sessions and even complete evaluations after the training. Our new Technology on the Go kits are now in circulation. For use in the classroom or after-school programs, the Technology on the Go kit is an all-inclusive package incorporating global positioning system (GPS) technology, Google Earth and geocaching along with lesson plans.

**Station partners with YSU for professional development**

A partnership between PBS 45 & 49 and Youngstown State University will permit our Department of Educational Services staff to offer six professional development sessions at YSU’s Metro College in Boardman this spring. The partnership will allow PBS 45 & 49 to better serve the needs of our school districts in Columbiana, Mahoning and Trumbull counties.

**PBS 45 & 49 hosts NEOEA Day event**

Seventy-five area educators attended our half-day professional development session on NEOEA Day, Oct. 12. Over 50 teachers participated in a three-hour session on interactive whiteboard technology, while another 25 teachers attended a comprehensive review of our educational services. We also offered an afternoon session on the integration of digital video editing and production skills in the classroom.

**Open Learning Partnership taps into open source solutions**

PBS 45 & 49 continues to partner with the Stark-Portage Area Computer Consortium (SPARCC), eTech Ohio and the Ohio Learning Network in a pilot project called the Open Learning Partnership, which endeavors to develop more online education opportunities using open source solutions. Open source solutions are built in an open community of developers, resulting in a cost savings to final users. SPARCC, eTech and PBS 45 & 49 are conducting the next phase of the project, which includes professional development for area educators interested in developing online classes to support their current classroom offerings.

**Ready To Learn update**

PBS 45 & 49 continues its work with the Ohio Ready To Learn project. We will offer over 70 free workshops to home-based child care providers in Carroll, Columbiana, Mahoning, Medina, Portage, Stark, Summit, Trumbull and Wayne counties through June 2008. A total of 48 workshops on the Ready To Learn Preschool module will be offered beginning in January and will cover topics such as literacy, behavior and assessment strategies. An additional 28 workshops on the Ready To Learn Infant and Toddler module will be presented. These workshops address a variety of early childhood development issues. Pam Oviatt, an early childhood education consultant, and her team of five other trainers have been contracted to oversee the delivery of our RTL service.
Outreach & Events

Ohio Ready to Work update

PBS 45 & 49 concluded its work with the Ohio Ready to Work project, aimed at strengthening Ohio communities by helping the unemployed and underemployed with additional training and skill development. The project was based on a partnership between Ohio Educational Television Stations (OETS) and social service agencies involved in training today’s workforce. Ohio One Stop Employment agencies and local ABLE (GED test-preparation centers) affiliates in the broadcast area were given over 400 free kits of print materials related to PBS programming (four workbooks for Workplace Essential Skills and three workbooks for GED Connection) to distribute in our eight-county service area. Earlier this fall, Jeff Good, director of education, conducted two sessions for Portage Workforce Connection professionals, outlining the Ohio Ready to Work program and distributing materials to over 30 attendees. The television series Workplace Essential Skills and GED Connection will continue to broadcast weekdays from 5 a.m. to 6 a.m. on PBS 45 & 49 in support of this project.

Ed Services staff presents sessions at technology conferences

PBS 45 & 49 participated in the Stark-Portage Area Computer Consortium (SPARCC) Technology Conference in September. Jeff Good, director of education, presented two sessions on the use of handheld global positioning system (GPS) technology in the classroom and a session on the multimedia program, What’s the Problem?, developed by WOUB/Athens and ETSEO. Education Content Producer Ria Mastromatteo presented sessions on the newest multimedia project offerings from PBS 45 & 49, Big or Small: Measure It All and Economics Academy 101. Over 150 educators were in attendance.

At the Northwest Ohio Educational Technology (NWOET) Center’s Technology Conference at Castalia High School in October, Jeff Good presented sessions on handheld GPS technology and podcasting. Over 100 educators were in attendance.

Also in October, PBS 45 & 49 Educational Services staff presented professional development training at the Columbiana County Educational Service Center’s professional development day at Beaver Local and Crestview schools. Jeff Good presented sessions on handheld GPS technology and Google Earth. Ria Mastromatteo presented on the station’s newest multimedia packages. Ralph Tolbert, IT/education technician, presented sessions on the multimedia package, What’s the Problem? Over 200 educators were on hand for the conference.

PBS 45 & 49 to host British Invasion, Doo Wop Celebration concerts at Kent Stage

PBS 45 & 49 announced this month two concert events with the Kent Stage. The Spencer Davis Group (“Gimme Some Lovin’,” “I’m a Man”) and Joey Molland’s Badfinger (“No Matter What,” “Day After Day,” “Come and Get It”) will headline PBS 45 & 49’s British Invasion concert at the Kent Stage on Saturday, April 12, 2008, with performances at 4 p.m. and 8 p.m. Tickets go on sale to the public Dec. 10 and are $50 for reserved Gold Circle seating with a meet-and-greet reception and $30 for reserved seats only.

Charlie Gardner’s Coasters (“Yakety Yak,” “Charlie Brown”), The Reflections (“Romeo and Juliet”) and The Chiffons (“He’s So Fine,” “One Fine Day”) will headline PBS 45 & 49’s second annual Doo Wop Celebration on May 10, 2008 at the Kent Stage in downtown Kent. Performances will be at 4 p.m. and 8 p.m. Tickets will go on public sale in mid-March and are $55 for reserved Gold Circle seating with a meet-and-greet reception and $35 for reserved seats only.

Clifford, Elmo, the Super Why gang and Curious George headline KidsFair Akron 2007

Over 8,000 people attended the 8th annual KidsFair Akron at the John S. Knight Center on Sunday, Nov. 4. PBS 45 & 49 once again provided the headline entertainment with Storybook Fun Featuring Curious George and Annette Calud (best known as Celina from Sesame Street). In addition, the station hosted meet-and-greets with Elmo from Sesame Street, Clifford the Big Red Dog and the four main characters from the new hit children’s series, Super Why. The Shaw Jewish Community Center oversees this annual event and underwrites PBS 45 & 49’s participation.
Outreach & Events (cont’d)

Heart health program presented in Cuyahoga Falls and Boardman

PBS 45 & 49 hosted two free heart health events that addressed the issue of heart disease, the nation’s number-one killer of men and women alike. The events were held on Thursday, Oct. 11 at the Riverfront Family YMCA in Cuyahoga Falls, and Friday, Oct. 12 at the D.D. and Velma Davis Family YMCA in Boardman. Each event featured a film preview of the new three-part PBS series, The Mysterious Human Heart, plus a follow-up discussion with cardiology specialists. The events were sponsored by SilverSneakers Fitness Program and Northeast Ohio Cardiovascular Specialists.

Curious George braves the cold at Cleveland WinterFest 2007

Curious George greeted fans of all ages at Cleveland’s annual WinterFest Parade on Nov. 24. Riding in a horse-drawn carriage, he braved the cold and had a wonderful evening. The festivities began with the annual Holiday Lighting of Public Square, followed by a parade, activities for kids around the square and fireworks. This is the first year PBS 45 & 49 has participated in the event.

George to “Shop With a Cop”

Curious George will surprise over 125 children in Massillon on Saturday, Dec. 15 during the “Shop With a Cop” program. The children will get to meet Curious George and have a picture taken, plus receive other PBS 45 & 49 surprises. The event is sponsored by the Henderson Lodge No. 5 of Massillon.

THE WAR
A KEN BURNS FILM

Station delivers comprehensive outreach around Ken Burns’ The War

With the highly anticipated September premiere of Ken Burns’ The War, a 14-hour documentary series on World War II, PBS 45 & 49 Community Engagement Coordinator Heidi Johnson created and implemented a comprehensive outreach plan over the summer and fall. Presented under the banner of our 2007 War and Peace Project, this community engagement plan touched an impressive number of local veterans, students, families, and history and media professionals.

Oral histories collected by local high school and college students Last spring, the station solicited videotaped World War II oral histories collected by students at local high schools and a Kent State Trumbull history class. A number of these oral histories were submitted to PBS 45 & 49 for use in broadcast and placement in the World War II on-demand archives on the station’s Web site.

Oral history workshops for the community In June and July we hosted three free community workshops to teach citizens how to collect videotaped oral histories, with the option to submit videos for station use. Participants were taught techniques in both collection and video production using their home video equipment. Over 75 people attended these workshops in Akron, Canton and Youngstown. Approximately 40 videos were received, all of which have been posted at www.pbs4549.org/thewar. The videos also have been submitted to the Ohio War Stories Web site (www.ohiowarstories.org) and the Library of Congress’ Veterans History Project for permanent archiving.

Northeast Ohio war stories videotaping day PBS 45 & 49 added an oral history videotaping day on Aug. 9 in two communities in our viewing area to collect additional material. We set up cameras at a VFW in Canton and the War Vet Museum in Canfield and recorded people’s recollections of World War II. Thirteen interviews were collected in all. These have been added to the “citizen journalist” videos we collected all summer, for use on-air, at our local screenings and on our Web site.

Professional training with Library of Congress representative In August, we invited Tom Barden, a representative from the Library of Congress’ Veterans History Project, to present two trainings on oral history collection to history professionals in the community. More than 50 teachers, librarians and historical society members participated.

Free public premierses of The War PBS 45 & 49 hosted free premiere screenings of Ken Burns’ landmark documentary on Sept. 11 and 12 in Akron and Youngstown. Attendees got a first look at the series by watching the Burns-created preview screener, followed by a screening of Northeast Ohio: The War. PBS 45 & 49 created this 30-minute documentary from the videotaped oral histories that we received from students, workshop participants and other community members. Approximately 150 guests attended the premieres.

PBS 45 & 49’s local Web site for The War PBS 45 & 49’s local War Web site at www.pbs4549.org/thewar includes information on the national production, video on demand of the oral histories collected locally, information on how to create your own video oral histories (with tips on story-collecting and videotaping techniques), a series viewer’s guide, educator resources and more.
Marketing & Development

FY08 membership report

As of the end of October, we are $76,380 ahead of our FY08 year-to-date membership goal and $81,240 ahead of the same point in FY07. Pledge and renewal mail are our two strongest performing areas right now, as both are significantly ahead of pace.

FY08 major giving report

Major gifts are performing ahead of goal so far this fiscal year. To further improve performance, PBS 45 & 49 has announced a major gifts/planned giving officer position. Review of applicants will begin Nov. 26 and the station hopes to have a person in place by Jan. 2, 2008. We are continuing to work with Katie Gardella of majorgiving.com, who served as our mentor through the CPB Major Giving Initiative.

Freelance grant writer’s services retained

Vice President of Marketing and Development Lisa Martinez has retained the services of Barb Greene, principal of Common Good Consulting, Inc. in Akron, to assist with grant writing. Barb’s work will focus on securing grants for capital equipment and production projects.

Station welcomes new underwriters, foundations and nonprofits

PBS 45 & 49 has welcomed the following new businesses, foundations and nonprofit clients since our last report in June 2007: Akron Health Department, Alcraft Egg Artistry LLC, Andy’s Parties, Christkindl Mart, Don Drum Studios and Gallery, Federal Express, Kent State University Stark Campus, M. Conley Company, Massillon Museum of Art, Modern Home Concepts, Opera Western Reserve, Sam’s Club Cuyahoga Falls, Silver Sneakers Fitness Program, Stambaugh Auditorium, Stark County District Library and WITAN Community Projects Fund.

Development undergoes corporate support assessment

Vice President of Marketing and Development Lisa Martinez recently commissioned the services of Marlene Schneider of Revenue Solutions, Inc. to conduct an assessment of our underwriting practices and procedures. Marlene, a former corporate support director at Oregon Public Broadcasting, recently served on the team of consultants that completed the “PBS Best Practices in Local Corporate Support Study.” The goals of PBS 45 & 49’s assessment were to determine the overall effectiveness of our underwriting program and help us make revenue projections through FY11.

Marlene collected data in August and September 2007 and completed her study in October. She visited the station in early November to meet with Development and other staff members and review her findings. The assessment is generally positive, noting that Development has successfully diversified the ways in which companies and organizations can support the station and that other departments have made important changes to make revenue growth possible.

The report illustrates that there is revenue growth potential in underwriting for PBS 45 & 49. In the report’s executive summary, Marlene notes that, “Implementing a handful of new strategies will help the station realize more underwriting support from the community. These include focusing on proven categories of businesses as prospects; seeking large commitments with companies that are true partners of the station; using a prospect needs based sales approach to secure these commitments; learning and implementing the PBS CSPI methodology consistently; and engaging new inventory management strategies to spread underwriting credits throughout all dayparts, relieving the pressure on primetime inventory.”

Lisa Martinez, along with Senior Development Officer Dan Hluch, Account Executive Beth Lockshin, Membership Specialist Becky Tarka and Producer/Director Jeremiah Blaylock are in the process of implementing changes recommended in the study.

AEP Ohio renews as Good Corporate Citizen

Account Executive Beth Lockshin has secured AEP Ohio as PBS 45 & 49’s largest corporate underwriter for the fourth consecutive year. Renewing its Good Corporate Citizen contract with the station through 2008, the company also recently sponsored an October pledge evening during which its staff members answered phones.

Who’s Watching

Viewer: Nathaniel S. Lynch, Hartville
Occupation: Preparing for kindergarten
Hobbies/interests: Letters, numbers and part-time super hero
Favorite PBS 45 & 49 shows:
Super Why, Curious George, Jakers: The Adventures of Piggley Winks, Clifford the Big Red Dog, WordWorld, Thomas and Friends and Sesame Street
What he likes about our shows:
They get me excited about learning to read, count and be a good person.
Additional programming comments:
Keep up with the great shows.
Emergency generators installed

Station engineers Rick Patterson and Anthony Dennis completed the installation of Caterpillar emergency generators at the Salem and Copley transmitter sites. These generators will keep WNEO/PBS 45 and WEAO/PBS 49 on the air during the frequent power outages we experience. The Copley generator was powered up July 31 and the Salem generator on Aug. 7.

IT staff performs network upgrade

IT Systems Administrator Steve Balazs and IT Technician Bob Tullis completed an upgrade to a state-of-the-art information technology (IT) system. PBS 45 & 49 IT services, in cooperation with eTech Ohio, now has access to ultra high-speed broadband for delivery of audio-video programming, educational videoconferencing and data. Berbee, the company we contracted to complete the installation, finished the project in mid-November. Also in the final stages of planning is a new telephone system to replace the current limited and aging one. We will begin installation of the new telephone system in early December.

Broadcast automation equipment to be upgraded

The upgrade of our broadcast automation system by VCI is due to begin in January. Engineering has been working closely with operations on this project. The upgrade will allow recording and playback of high definition programming, among other things. It will also provide an interface with eTech’s new Edge server delivery system, which is being tested at this time.

Rechannelization project to prepare station for analog shut-off

PBS 45 & 49 is working with engineering firm John F.X. Browne to complete plans for the rechannelization of WNEO-DT next fall. Thomson and Dielectric will supply equipment to move our digital transmission channel from position 46 to position 45.

Staff News, Training and Conferences

Trina Cutter attends PBS/CPB Round Robin

PBS 45 & 49 President and CEO Trina Cutter traveled to Arlington, Va., on Nov. 7 and 8 for the PBS/CPB Round Robin meeting. The agenda included sessions on today’s competitive media environment, station challenges and the opportunities presented by high definition, multicasting and multiplatform services.

CEO on the Go

In October, Trina Cutter introduced her weekly “vlog” at PBS 45 & 49’s Web site. A “vlog” is a broadband video diary. Every week, Trina reports on her work in the community — meetings, initiatives and projects — and talks about the region’s myriad cultural and recreational resources. Look for a new vlog from Trina every Monday at www.pbs4549.org/blogs.

PBS 45 & 49 CEO volunteering at Mediation Center

Trina Cutter recently became a volunteer mediator for the Stark County Mediation Center. To qualify, she completed the required 20-hour course of mediation training and will soon go through orientation and then an internship. The training teaches volunteers about the importance of listening actively, staying neutral and helping people reach their own solutions to their conflicts.

Trina Cutter on Stark County Local Government Leadership Academy

Trina Cutter, a graduate of the first class (2006) of the Stark County Local Government Leadership Academy, continues to be involved with the organization as it gears up for the 2008 class. Last summer, Trina produced a series of interviews with Academy graduates to describe the program and also to promote the importance of public service. You can see the project online at www.pbs4549.org/starkco.htm. The Academy was created to develop positive relationships among elected officials within Stark County while giving them a strengths-based view of themselves and the community. It was the culmination of two years of collaboration between Leadership Stark County, the Canton Regional Chamber of Commerce, Ohio State University Extension and the Stark County District Library.

Trina Cutter participates in panel discussion at Regional Leadership Conference

Trina Cutter participated in the Fifth Annual Regional Leadership Conference, held at Kent State Stark Campus on Oct. 30. Trina was one of three presenters on the media panel, where she discussed the multiplatform future and PBS 45 & 49’s role as a regional media resource. The annual conference is designed to broaden the participants’ understanding of regional assets, demographic and economic drivers, constraints on regional processes and the individual efforts and broad-based programs that are assisting regional development. Over 500 graduates from 15 northeast Ohio Leadership programs attended this year. Trina is a graduate of both Leadership Akron and Leadership Stark County.
Trina Cutter invited to be featured guest at Women of Achievement Luncheon

Trina Cutter will be a featured guest at the March 6, 2008 Corporate Club at Landhaven Series Luncheon, “Women of Achievement.” The Corporate Club at Landhaven Series, now entering its 19th season, invites corporate, civic and other leaders from northeast Ohio to appear as featured guests.

Trina Cutter to participate in eTech Ohio strategic planning

Trina Cutter has been invited to be a member of the workgroup that will engage in preliminary planning and ongoing review of the eTech Ohio strategic plan through the data collection, data synthesis and drafting stages. As president of Ohio Educational Television Stations (OETS), Trina will represent the needs and interests of Ohio’s 12 public television stations.

Trina Cutter attends Economic Outlook meeting

On Nov. 13, Trina Cutter attended the Greater Akron Chamber’s Economic Outlook 2008 panel discussion at the Sheraton Suites in Cuyahoga Falls. The panel discussed the regional economy, looking at labor, industry and the impact of major current events.

PBS 45 & 49 staff members “Hug Technology”

As PBS 45 & 49 staff members gear up for the “multiplatformed” future, President and CEO Trina Cutter introduced the “Hug Technology” initiative. Every Monday afternoon over a period of five weeks in October and November, staff members were introduced to a variety of new media applications, including blogs, vlogs, podcasts, user-generated content (such as YouTube), wikis, RSS feeds, fantasy gaming, MySpace, Facebook, videoconferencing and more. As the staff enters the new media future, we need to understand new terminology, ideas, applications and software. The weekly workshops were presented by PBS 45 & 49 staff, including Chief Operating Officer Don Freeman, Director of Education Jeff Good, IT Systems Administrator Steve Balazs, Production Assistant Amanda Sackett and Production Assistant Matthew McPike.

Staff to take workshop on “Respect in the Workplace”

On Dec. 14, our Employee Assistance Program at Coleman Wellness Solutions will present a two-hour workshop to PBS 45 & 49 staff members on “Respect in the Workplace: Creating Harassment-Free Work Environments.” This will help fulfill the station’s commitment to maintaining a work environment that removes harassment as a contributing factor to worker stress.

Station represented at job fairs

PBS 45 & 49 staff members Jeff Good, director of education, and Bob Halko, production technician, hosted a table at the Youngstown State University Job Fair on Oct. 3. On Nov. 7, our table at the Kent State University Fall Career Expo was hosted by Carolyn Raley, accounting supervisor, and Steve Balazs, IT systems administrator.

Production staff gets training

In September, PBS 45 & 49 Production staff members Jeremiah Blaylock, Amanda Sackett, Matthew McPike and Bob Halko participated in a full-day lighting seminar. Hob Zabarsky of Haze Visuals and Sound was the instructor. Our crew reviewed basic lighting techniques and discovered many shortcuts. Training was done on station equipment so the staff could realize the potential uses for the gear that is already in house.

Communications staff trained in Myers ProTrack

Lisa Martinez, Paula Kritz, Diane Steinert and Pat Weed were trained in October on the use of the Myers ProTrack traffic system. Although this software has been in use for over a decade to schedule programs and underwriting spots, it has only recently been made available to help create the monthly program guide and to assist in answering viewer questions.

Lisa Martinez attends DevCon

Vice President of Marketing and Development Lisa Martinez traveled to Palm Desert, Calif., in early October to attend the PBS Development Conference. This annual meeting covers a wide range of fund-raising disciplines and issues, from membership to corporate support to entrepreneurial ventures.

Don Freeman announces retirement

With more than 40 years’ experience in the public broadcasting industry, including almost 20 years at PBS 45 & 49, Chief Operating Officer Don Freeman has announced that he will retire effective March 28, 2008.

“Don is an icon here at the station as well as within the entire public broadcasting community,” said President and CEO Trina Cutter. “I knew of the ‘Don Freeman franchise’ long before I came to PBS 45 & 49.

“There are some employees who have much greater expectations of — and put far more demands on — themselves than what the job requires,” she added. “These employees excel well beyond ‘just good enough’ and they set the bar for everyone else. Don is such an employee. The staff and I truly will miss him.”

Don has enjoyed increasingly more responsible roles in public television over the last four decades. His broadcast career began in the mid-1960s at KRMA-TV, Denver’s public television station, where he was still attending college. He then joined the United States Air Force in 1966, where he served as a news and sports broadcast reporter with American Forces Radio in Madrid, Spain. When he returned to civilian life four years later, he resumed work at KRMA, where he rose from an instructional television producer to director of the station’s public affairs unit. In 1979 he joined Nebraska Educational Television Network, creating nightly legislative review programs and other public affairs specials.

Don and his family moved to Columbus in 1979 when he accepted a position with Ohio Educational Television, first as executive producer for statewide programs and then as director of programming, a position he held for eight years.

In 1988, Don joined PBS 45 & 49 as the director of programming, where he assumed responsibility for creating the broadcast schedule as well as local productions and communications. His duties expanded over the years to include broadcast operations and then, in 2006, he was named chief operating officer of the organization. As such,
he assumed additional management duties of administration, accounting and personnel.

Among Don’s many successes at PBS 45 & 49 over the years, his broadcast scheduling strategies have resulted in a doubling of the station’s viewing audience since the late 1980s. As an executive producer, he has won two National Academy of Television Arts and Sciences Cleveland Chapter Emmy Awards, one in 1994 for the on-air campaign “More Than You See on TV” and the other for the 1995 production Presumed Innocence: A Portrait of Youth Violence. He was honored with an additional 10 Emmy nominations between 1990-2006. Don received the 1990 Ohio PTV Program of the Year Award from Ohio Educational Broadcasting (OEB) for Our Family and additional OEB awards for Presumed Innocence and Spacebound (1997). He also received PBS Advertising and Promotion Awards for Our Family and “Carmen Sandiego Live.”

Under Don’s direction, his award-winning production staff launched the series NewsNight Akron in 1997, Read It! in 2000 and 2010 Moving Ahead: A Forum for Reporting Progress in 2003. The latter was awarded the 2007 National Planning Excellence Award for Public Outreach by the American Planning Association. In addition, several station productions have been released nationally, among them Act of Duty, Read It!, Main Street America and Heart of a Nation: America’s First Ladies.

Don and his wife of 39 years, Joan, will relocate to their home state of Colorado in early summer. They have two sons and two grandchildren.

Don Freeman attends Workers’ Compensation University

On Sept. 11, Chief Operating Officer Don Freeman attended the full-day seminar, “Workers’ Compensation University,” presented by the Ohio Bureau of Workers’ Compensation in Akron. The workshop covered ways to control costs with proven claims- and risk-management strategies; implement strategies to keep workers safe on the job; and forge partnerships to return injured workers to work. Also addressed were legal and health care aspects of workers’ compensation.

Freeman attends video expo

On Sept. 20, Don Freeman traveled to Columbus for the Industrial Video Media Expo. The event featured displays and demonstrations of leading technology equipment from broadcast equipment vendors.

Freeman takes part in Law and Media conference

On Oct. 5, Don Freeman attended a Law and Media conference presented by the Ohio State Bar Association in Columbus. The full-day meeting included sessions on reporters’ privilege; privacy and libel issues; Internet legal issues; and public records for journalists.

Freeman travels to NYC for “state of the industry” meeting

Don Freeman was in New York City Nov. 8-9 for the Future of Television conference. This two-day executive conference, presented by NYU’s Stern School of Business, Digital Media Wire and the Consumer Electronics Association, brought together decision-makers from cable and broadcast networks, satellite operators, high-tech companies and advertising to focus on the future of our industry. Speakers included content and executive presidents from Warner Brothers TV, NBC Universal, MTV Networks, ABC News, YouTube, Google, Hearst-Argyle TV, ESPN, Sony, NTIA, Cablevision, TiVo, Association of Public Television Stations, MSNBC, Fox and other media outlets.

Heidi Johnson serves as judge for AAAA awards

Community Engagement Coordinator Heidi Johnson judged nominations for the Akron Area Arts Alliance Arts Alive Awards. This special event honors individuals and groups who enrich lives by their participation in arts and cultural activities. The committee was composed of five AAAA members who judged 59 nominations. Winners were presented their awards at the Arts Alive Awards celebration on Nov. 10.

Blaylock speaks to Leadership Mahoning Valley class

Producer/Director Jeremiah Blaylock made a one-hour presentation on the history of media in the Mahoning Valley at Leadership Mahoning Valley’s Media Day on Nov. 16. Thirty-five Valley business and organization leaders learned about the origins of the Vindicator and the birth of local radio and television, including PBS 45 & 49. A graduate of Leadership Mahoning Valley, Jeremiah helped plan Media Day and served as a discussion leader for other presentations throughout the day.

Amanda Sackett co-chairs Great Lakes chapter Emmys

Production Assistant Amanda Sackett continues to be involved with the National Association of Television Arts and Sciences as the Great Lakes Chapter Emmy Awards committee co-chair. The Emmy Awards were held Sept. 9 at the Hilton Garden Inn in Cleveland. Amanda will also serve on the 2008 awards committee.

Sackett volunteers for marathon

Amanda Sackett represented PBS 45 & 49 as a volunteer at the Akron Roadrunner Marathon in September. She was a co-coordinator of the finish line volunteers.

Bob Tullis to retire

IT Technician Bob Tullis will retire on Dec. 31, 2007. Bob’s career with PBS 45 & 49 began in 1983, when he was hired as a master control operator at the Salem facility. Like all of our former master control operators, Bob’s position was retitled production technician after the Salem staff relocated to the Kent offices. In 2005, he was named IT technician. Always cheery and helpful, Bob will be missed.

Interns join PBS 45 & 49

Helen Hunter, a sophomore at Lewis & Clark College in Oregon, spent her summer with the Communications staff writing a weekly blog for the Web site. Mallory Graham and Elisa Altomare interned in Production last summer, where they worked with Dulio Mariola to produce field pieces for NewsNight Akron. Mallory attends Malone College. Elisa, a graduate student at Kent State University, is continuing her internship throughout the school year. Most recently, Whitney Prather, a senior communication major at Malone College, served an internship in Communications, where she worked with Writer/Editor Diane Steinert.
PBS 45 & 49 ... 

• Reaches over 700,000 viewers in more than a half-million households in northeast Ohio and western Pennsylvania each week (Source: A.C. Nielsen 2006-07 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.