Fall 2008

Western Reserve Public Media President’s Report

Organization announces new name and stakes its claim in the Western Reserve

With a focus on the future and a respect for the past, PBS 45 & 49 launched its new identity as Western Reserve Public Media on Oct. 1, 2008.

The new name better reflects the organization’s regional coverage, which unifies the major metropolitan areas of northeast Ohio — Akron, Canton, Cleveland and Youngstown/Warren — and emphasizes the broad range of services that Western Reserve Public Media provides to the region, including broadcast, Internet, new media, education, print services and more.

Under this new umbrella identity, the channels PBS 45 & 49 are now Western Reserve PBS (a service of Western Reserve Public Media) and continue to operate as the primary broadcast service of the organization. Additional standard definition channels will be named at a later date to reflect the Western Reserve concept. Western Reserve Educational Services (a service of Western Reserve Public Media) will continue to offer lifelong learning opportunities, with an emphasis on the K-12 environment.

“One of the defining characteristics of our organization has been its production of local programming and its support of regional independent producers,” said Trina Cutter, president and CEO. “As Western Reserve Public Media, we want to super-serve the region with these important endeavors through our own productions and through production partnerships.”

The Western Reserve name dates back to the late 1700s, when the state of Connecticut gave up its claim to western lands but specifically “reserved” a strip of land bordering upon Lake Erie and Pennsylvania, which became known as the Connecticut Western Reserve. “Because we have two public television stations — WNEO and WEAO — that span such a large geographic area, and because of the many different channel positions and extended services that we provide to the community, we chose to streamline our name,” Cutter said. “The historic region of the Western Reserve is the one common denominator that unifies nearly all of our viewing area.”

The organization’s telephone numbers will remain the same. The new Web address is www.WesternReservePublicMedia.org. For more information, call 330-677-4549 or 1-800-554-4549.

Turn to page 15 for the FAQ on the Western Reserve Public Media name change.

Analog-to-digital conversion comes early for WNEO

Western Reserve Public Media made the analog-to-digital TV conversion for WNEO on Nov. 21, 2008, three months ahead of the national conversion date of Feb. 17, 2009. Related engineering upgrades at the station’s Salem transmitter required the WNEO channels (analog and digital) to go off the air between Nov. 12-Nov. 21. The WNEO analog signal permanently went off the air on Wednesday, Nov. 19, and the station is now broadcasting a digital-only service.

Beginning Wednesday, Nov. 12, the WNEO digital channels [WNEO-DT channels 45.1 and 45.2] signed off through Friday, Nov. 21. During this time, viewers could still tune in to the analog Channel 45 until Wednesday, Nov. 19, when it signed off permanently. From Nov. 19 to Nov. 21, all WNEO channels were off air; however, subscribers to several area cable companies and DirecTV still had access to the station. On Nov. 21, the digital channels permanently returned with an improved, stronger signal.

WEAO, Western Reserve Public Media’s transmitter in Copley that serves the greater Cleveland, Akron and Canton areas, remained on air during the WNEO conversion. WEAO’s analog signal will turn off on the national Feb. 17, 2009 analog-to-digital conversion date, and the WEAO digital signals will continue to air uninterrupted. W58AM-TV, the analog channel serving low-lying areas of the Mahoning Valley, is currently off air due to technical difficulties. We are actively pursuing options to upgrade the translator to a digital signal.

Station Manager Bill O’Neil said that the early transition of WNEO from analog to digital has given viewers the incentive to prepare early for Feb. 17, 2009, when all full-power television stations in the nation will stop broadcasting on analog airwaves and begin broadcasting only in digital. “For those who own analog TV sets and use rooftop or rabbit-ear antennas to receive the new digital signals, this is an early opportunity to determine whether they will need to make antenna adjustments in order to continue receiving their favorite stations,” O’Neil said.

Maintenance Engineers Rick Patterson, Anthony Dennis and Horace Chong worked on the WNEO transition.
Programming and Local Productions

Name change requires major changes in on-air look and sound

When the channels PBS 45 & 49 became Western Reserve PBS in October, our entire on-air look and sound needed to be overhauled, including the station identification spots, our bug, our program promotions and even our on-air voices. Overseen by Duilio Mariola, programming/local production manager, the new on-air look required a massive team effort.

Light-colored backgrounds and subtle colors dominate the overall look of the station identity. Ed Lazar of Youngstown created the new logo animation and signature sound you now see. Dave Kuhar of The Media Cellar in Willoughby worked on the new program promotions backgrounds for the station. Kuhar and station staff, including production assistants Mary Barnett and Craig Turpin, created hundreds of backgrounds for program promos. Our voices have changed, too. To prepare for the name change, literally thousands of voice-over one-liners, station IDs and promos were cut for the new station identity. Our two primary voices come from Todd Carlson of Salt Lake City and Buffy O’Neil of the Piedmont Triad region of North Carolina. Carlson handles the evening station identity, and O’Neil is heard during the daytime schedule. One other voice new on the station is that of Chad Jenson of Akron, who voices our underwriting and event spots.

Cliff Baechle honored for 30+ years of service

Cliff Baechle, whose voice was well-known to our viewers as the sound of WNEO/WEAO, will be honored for his 30+ years of work at the station. Our on-air announce booth, located in our main offices in Kent, will be dedicated as The Cliff Baechle On-Air Announce Booth, complete with a permanent plaque, in December.

Western Reserve PBS digital channels now broadcasting in high definition

Western Reserve PBS’s primary digital program service (simulcasting with our analog service) is now broadcasting in high definition (HD). On Nov. 1, the station ceased broadcast of the national PBS HDTV schedule and replaced it with our own local HD service. Many of our prime time programs can now be enjoyed in true HD, including Nature, Nova and Frontline.

Western Reserve PBS switches to 16:9 format

Viewers will notice that, with our migration to the high definition service on our primary digital channels, we are now broadcasting in a 16:9 format (as opposed to the traditional analog format of 4:3). If viewers are watching on standard 4:3 screens, all 16:9 native programs will have a letterbox look and 4:3 programs will be full screen. Viewers with wide-screen sets will see 4:3 programming with pillars and 16:9 programs in full-screen.

FY08 multimedia kits in implementation phase

Three multimedia projects developed by Western Reserve Educational Services for use in K-12 classrooms this academic year are now in circulation. This fall, we presented a total of 25 professional development workshops on integrating the materials into the curriculum. Educators’ responses have been very positive.

QuizBus: Dealing With Data helps students in grades 4-8 with the practice of data collection; analysis and presentation of data through graphing; identification of ways data can be distorted; and the exploration of both arithmetic and geometric probability (area models). This multimedia package contains five videos, a teacher guide and a Web site at WesternReservePublicMedia.org/quizbus. Duilio Mariola served as producer/director and Ria Mastromatteo as project coordinator.

Change My Mind: The Power of Persuasion is based on the reality that students will be bombarded with persuasive techniques in all aspects of their lives. They need to recognize the persuasive techniques being used to manipulate them. They also need to know how to use persuasive techniques to influence others. This project is directed at the persuasive writing process. The multimedia kit is keyed to grades 8-10 language arts standards and includes a teacher guide, five videos and a Web site at WesternReservePublicMedia.org/changemymind. Duilio Mariola served as producer/director and Ria Mastromatteo as project coordinator.

Antarctica: 90 Degrees South — The Game is an electronic educational game based on the following scenario: the government wants to know if a very large meteor thought to be located on Antarctica is from Mars and is willing to pay $1 million for someone who can find the stone and determine its origin. Classroom students are part of the journey. The students are given $100,000 to buy their supplies and a number of days (depending on the route they choose) to make the trip. If they run out of money or run out of days, their trip is ended. If they make bad choices (like indiscriminately killing penguins) or need something they didn’t choose to bring, their trip is ended. The intent of the game, based on our multimedia kit of the same name, is to educate students about this mysterious continent. Education Content Producer Ria Mastromatteo is the project coordinator.

Planning begins for FY09 multimedia kits

Each year, eTech Ohio grants money to Western Reserve Educational Services and other PBS member stations in the state for the development of educational multimedia projects. This year, the agency has introduced a much more rigorous RFP process. The RFP contains a list of state benchmarks, from which stations have to select eight. A learning module must be based on each benchmark and include a three- to four-minute introduction video, a professional development video and assessments. Our tentative plan is to develop two packages, each containing four benchmarks. The first will be the science-based Machines at Play (an extension of what was created for the Akron Art Museum; see next page). The second will deal with formula car racing and will be mathematics-based. This package will show real-life applications for the use of algebra, number concepts such as percent and proportion and the use of data in decision-making. Both kits are based on 8th- and 9th-grade standards. The grant amount is $171,213.70, a $30,000 reduction from last year.
Project celebrates Ohio artist

In celebration of the centennial birth year of Ohio painter Clyde Singer, Western Reserve PBS produced and premiered Clyde Singer: An American Artist in August. Our production was part of a collaborative celebration of the artist’s life and works that included exhibits at The Butler Institute of American Art in Youngstown and the Canton Museum of Art. Both museums hosted free screenings of the Western Reserve PBS documentary. In addition, The Kent State University Press released Clyde Singer’s America, by M. J. Albacete, executive director of the Canton Museum of Art. Produced and directed by Duilio Mariola and written and hosted by Jody Miller, the program can be viewed as video on demand at WesternReservePBS.org.

In addition to viewing the program on Western Reserve PBS, the public was invited to attend museum events that included free screenings. At the Canton Museum of Art on Sept. 6, an exhibition grand opening dinner featured clips from the documentary and remarks from Western Reserve Public Media President and CEO Trina Cutter. Additionally, a free opening celebration of the “Clyde Singer’s America” exhibition was held on Sept. 11 at the Canton location. At The Butler, “Clyde Singer: A Retrospective Exhibition Opening” included a brunch on Sept. 7.

Funding for the program was provided by the Mahoning County Convention and Visitors’ Bureau, the Canton/Stark County Visitors’ and Convention Bureau, The Kent State University Press and William and Sharon Luntz.

Machines at Play project first of four in Akron Art Museum partnership

Thanks to funding from Summa Foundation, Western Reserve PBS and the Akron Art Museum will partner on four documentary projects in 2008-09.

First at bat was Jean-Pierre Gauthier: Machines at Play. In September 2008, the Akron Art Museum gave the public access to view the installation of an exhibition—a process normally off-limits—for the first time in its history. During regular gallery hours, visitors could watch artist Jean-Pierre Gauthier and his team build 11 kinetic sculptural installations, titled Machines at Play, from the ground up. Western Reserve Public Media installed three live Webcams to allow people to watch the weeklong installation online on both the museum and the Western Reserve Public Media Web sites.

Then, Western Reserve PBS used footage gathered on the Webcams, along with interviews with the artist, to create a half-hour documentary, Jean-Pierre Gauthier: Machines at Play, which premiered in September. Produced and directed by Duilio Mariola and written and hosted by Jody Miller, the program can be viewed as video on demand at WesternReservePBS.org.

Further, Education Content Producer Ria Mastromatteo coordinated with educators at the museum to create a grades 2-8 standards-based multimedia package based on Gauthier’s works. The package focuses on waves, sound, electricity, force and motion and includes a teacher guide with classroom lesson plans and other interactive activities, all available online at WesternReservePublicMedia.org/machinesatplay. This fall, Western Reserve Educational Services and the Akron Art Museum hosted 10 free professional development workshops for teachers to illustrate how they can use the curriculum materials in the classroom.

Economic well-being of Canton, Cleveland and Youngstown is focus of Western Reserve PBS special

An Aug. 5, 2008 report by Forbes.com that named four Ohio cities—Canton, Cleveland, Dayton and Youngstown—to its list of top-10 fastest-dying cities generated much discussion, especially in northeast Ohio’s three communities that made the unfavorable list. On Oct. 17, Western Reserve PBS, in cooperation with The Impact Group of Hudson, gave regional community leaders an opportunity to respond to the Forbes rankings in a one-hour broadcast called The Living Cities. Production funding for The Living Cities was provided by Dominion Foundation and the Raymond John Wean Foundation. Duilio Mariola served as producer and director.

The program, now available as video on demand at WesternReservePBS.org, presented field segments on each of northeast Ohio’s so-called “dying cities.” These segments were used as a springboard for a live, studio-based conversation during which viewers were invited to participate through live call-in, e-mail and Twitter. Community leaders interviewed for the program included David Abbott, chairman, Fund for Our Economic Future; Canton Mayor William Healy II; Cleveland Mayor Frank Jackson; Warren Mayor Michael O’Brien; Robert Torres, director, City of Canton Department of Development; Chris Warren, chief of regional development, City of Cleveland; and Youngstown Mayor Jay Williams.

The live panel discussion was moderated by Eric Mansfield, host of Western Reserve PBS’s NewsNight Akron and anchorman for WKYC-TV3. Participating on the panel were Pepper Pike Mayor Bruce Aker; Leah Anglin-Walsh, Akron regional economic development director, Ohio Department of Development; Ann Womer Benjamin, executive director, Northeast Ohio Council on Higher Education; Robert Torres; Thomas Waltermire, chief executive officer, Team NEO; T. Sharon Woodberry, director, City of Youngstown Economic Development; and Cleveland City Councilman Matt Zone, Ward 17, who is also president of the Northeast Ohio City Council Association.
Western Reserve PBS presents final two Youngstown 2010 programs

The final two programs in the 2010 Moving Ahead: A Forum for Reporting Progress series aired this fall, bringing to a close our five-year commitment to the project. Since 2003, we have produced 16 programs in the series, which has functioned as a “report-to-the-community” mechanism for the Youngstown 2010 revitalization project. All 2010 Moving Ahead programs are available as video on demand at WesternReservePBS.org.

The city of Youngstown’s efforts to revitalize its neighborhoods are featured in the 15th installment of the Youngstown 2010 series, which aired in September. Neighborhoods, hosted by news reporter Cynthia Barnes, involved a half-hour conversation with local leaders about changes that are both under way and forthcoming in the neighborhoods of Idora, the Garden District and Hope Six. On Oct. 28, 2010 Moving Ahead focused on education. Since President Bush passed the No Child Left Behind Act, there has been an increase in the standards of accountability for states, school districts and schools. The Youngstown 2010 project includes a comprehensive plan that addresses education. This installment asks how educators are working in partnership with city leaders to elevate young minds for the future.

The entire 2010 Moving Ahead series has been funded by the Tony Lariccia family of Youngstown.

Western Reserve PBS is presenting station for award-winning regional productions

Two documentaries that premiered on Western Reserve PBS in 2007 won Emmy Awards from the Lower Great Lakes Region of NATAS (National Academy of Television Arts and Sciences) at its awards ceremony held Sept. 13 in Cleveland.

Red Tail Reborn, produced by Cleveland area filmmaker Adam White of Hemlock Films, won three Emmy awards. This emotional documentary tells the tale of the Tuskegee Airmen, the first African-American fighter pilots, and of those who sacrifice everything to tell the Airmen’s tale. The film won regional Emmys for best informational/instructional program, best music composition/arrangement and best research.


“Western Reserve Public Media makes a very deliberate and concerted effort to partner with independent filmmakers. Our goal is to be the premier TV station for their work,” said President and CEO Trina Cutter. “We congratulate Hemlock Films and Storytellers Media Group on their achievements and look forward to presenting more quality regional productions to our viewers.”

Who’s Watching

Viewer: Ann VerWiebe of Akron
Occupation: Marketing associate, WKSU/fokalley.com
Hobbies: Sewing, reading, hiking, gardening
Favorite Western Reserve PBS shows: This Old House, America’s Test Kitchen, Britcoms, Masterpiece Classic
What she likes about our shows: Western Reserve PBS presents a range of quality programming that’s not available elsewhere — especially for someone like me who chooses to live without cable
Additional programming comments/suggestions: Bring back Red Dwarf and ‘Allo, ‘Allo
Programming & Local Productions (cont’d)

Western Reserve PBS produces two of Gov. Ted Strickland’s “Conversations on Education” forums

Western Reserve PBS aired two of Gov. Ted Strickland’s 12 “Conversations on Education” over the summer, each followed by a half-hour of analysis about how the governor’s plans might affect the Akron and Youngstown areas. The first forum was held July 23 at North High School in Akron and the second on Sept. 3 at Youngstown State University’s Kilcawley Center. Gov. Strickland’s “Conversations on Education” focused on the six principles for education reform that he laid out in his State of the State address last February. They also explored specific policy ideas for making sure Ohio schools are among the best in the world and meeting the needs of every child. All 12 town hall meetings were broadcast live or live-to-tape for later broadcast by Ohio’s public television stations.

Programs examine Ohio’s education successes and challenges

On Sept. 15, Ohio was the focus of national and local programming about education. At 9 p.m., the national program Where We Stand: America’s Schools in the 21st Century introduced Ohio students, parents, teachers and administrators whose stories illustrate the overwhelming odds and shining successes of education in America. At 10 p.m., the Western Reserve PBS production Where We Stand in Northeast Ohio brought the discussion even closer to home through a conversation with these area education leaders: Ellen McWilliams, assistant superintendent, Akron Public Schools; Debra Mettee, superintendent, Springfield Local School District, New Middletown; Sandy Womack, director of school improvement and a school principal, Canton City Schools; and Anna Marie Vaughn, superintendent, Columbiana County Educational Service Center. Program host was news reporter Cynthia Barnes. The half-hour program, now available to view as video on demand at WesternReservePBS.org, discussed preparing students to succeed in a global economy, mentoring teachers and partnering with parents and business leaders.

New regional productions in development

In 2009, Western Reserve Public Media will produce a first-time, one-hour documentary called Generations: The Cuyahoga Valley National Park. The program will be supported by a host of interactive online resources and multimedia educational materials that together will chronicle the history, natural resources and impact of our Cuyahoga Valley National Park. The documentary will be broadcast in conjunction with PBS’s national release of The National Parks: America’s Best Idea in fall 2009 from renowned PBS filmmaker Ken Burns. Our local documentary is being produced with the full support and enthusiasm of Cuyahoga Valley National Park and Cuyahoga Valley National Park Association. To date, funding has been secured for Generations: The Cuyahoga Valley National Park from the Cleveland Foundation, the Herbert W. Hoover Foundation, PPG Industries Foundation, FirstEnergy Foundation, the Bakom Foundation and the Northeast Ohio Education Association.

To tell the park’s story, Western Reserve PBS will launch an oral history project and host oral history collection events on Jan. 25, April 26 and May 17 at the park’s Happy Days location in Peninsula. Participants are invited to come share memories, home movies, photos and memorabilia.

Two productions on the Akron Symphony Orchestra’s annual Gospel Meets Symphony are on deck for production in early 2009: a 30-minute documentary that tells the story of Gospel Meets Symphony from its inception in 1993 to its current status as one of the cultural events of the year in Akron and northeast Ohio, and a live-to-tape recording of the performance of Gospel Meets Symphony in February 2009. These two productions will complement one another in that one will allow viewers to discover the story behind Gospel Meets Symphony while the other invites viewers to enjoy the aesthetics of a great local performance. To date, funding has been secured from the Margaret Clark Morgan Foundation, the Welty Family Foundation, the Kulas Foundation, the Akron Community Foundation and the County of Summit Regional Arts & Culture Board.

Educational Services

Professional Development Center update

Since July 1, Western Reserve Educational Services has offered 66 face-to-face professional development sessions to 655 educators, accounting for 2,158 contact hours at the Professional Development Center in Kent. We have also presented four professional development sessions via videoconferencing to 83 educators, accounting for 295 contact hours. Fifty-three professional development sessions are being offered through April 2009.

Ohio Ready To Learn update

Western Reserve Educational Services’ Ohio Ready To Learn team, led by our early childhood education consultant Pam Oviatt, will conduct a total of 80 workshops this fiscal year. The free workshops are designed for childcare providers of infants, toddlers and preschool children. All participants must complete the Infant/Toddler Guidelines Overview before taking any others in the series. This 2.5-hour workshop allows participants a deeper understanding of how children learn through six developmental domains and of the impact that routine care has on all developmental areas. The six domains are presented in three-hour workshops on physical health and emotional, social, motor, language and cognitive development. The initiative is a cooperative effort between the Ohio Educational Television Stations (OETS) and is funded through Ohio’s Department of Job and Family Services.
Ohio Ready to Work update

Western Reserve Educational Services continues its work with the Ohio Ready to Work project, aimed at strengthening communities in Ohio by helping the unemployed and underemployed with additional training and skill development. The project is implemented through a partnership between the Ohio Educational Television Stations (OETS), a coalition of PBS member stations, and other agencies involved in training for today’s workforce. Episodes of the PBS series GED Connections and Workplace Essential Skills are being broadcast daily by Western Reserve PBS. Over the summer, advisory groups collected information about resources available throughout the service region and then a collaborative conference was held in September. A training session on GED Connections materials was conducted via videoconferencing in October. The project will continue through next year with an emphasis on maintaining the broadcast schedule of each series and training on Workplace Essential Skills materials for area workforce literacy agencies.

D3A2 update

Western Reserve Educational Services currently has 10 multimedia kits, representing a total of 258 resources, circulating in the Ohio Department of Education’s Data-Driven Decisions for Academic Achievement. (D3A2) online environment. Available to educators statewide (and around the world) are Ama-Zone: The Rain Forest Project; 108 Stitches: The Physics of Baseball; Economics Academy 101; Big or Small: Measure It All; Antarctica: 90 Degrees South; Snapshot: The Decades; The Middle Ages; One State-Many Nations: Native Americans of Ohio; Math and Science Gumbo; and Constitution Challenge. Our materials have been downloaded over 3,300 times. D3A2 is an easy-to-use resource that saves time, improves instruction and raises student achievement. It allows educators to access and analyze valuable data that can help their students with proficiency test performance. D3A2 provides resources such as instructional video, online lesson plans and other relevant materials to help teachers meet the individual needs of students. The database can be found at http://resource.d3a2.org.

Collaboration in Mahoning County

Western Reserve Educational Services and Mahoning County Educational Service Center have announced a new collaborative agreement. The two organizations will work together to provide professional development for educators in all schools in Mahoning County and Columbiana Exempted Village schools.

The new arrangement will enable educators to receive technology training via weekly sessions delivered and developed collaboratively by staff from both organizations. They can now receive on-site professional development at their schools or attend weekly professional development sessions to be held in the computer training lab at Mahoning County ESC. Examples of the training topics that will be available to educators include Smart Board technology, digital photography and video editing.

This is the first such countywide collaboration for Western Reserve Educational Services. “In these trying financial times, our districts need even more assistance in integrating technology to improve student success,” said Jeff Good, Western Reserve Educational Services director of education. “We are fortunate to have the opportunity to team up with Mahoning County ESC and share in their vision to make this opportunity a reality.”

Ed Services receives eTech grant for assistive technology training

Western Reserve Educational Services recently received an Educational and Assistive Technology grant from eTech Ohio for a project that will create a model professional development classroom capable of demonstrating, recording and archiving best practices in educational technology implementation. The target audience is area superintendents from over 90 public school districts served by Western Reserve Educational Services. The model classroom will be located at our Kent facility and will include training classes for area administrators; the development of a replicable model curriculum for administrators; and a series of sessions related to administrators’ integration of educational technology plus an accompanying wiki space for online collaboration. Equipment housed in the model classroom will include a Smart Board interactive whiteboard, a wireless controller tablet, four laptop computers with appropriate Smart Notebook software and a dedicated computer for presentation and videoconferencing.
Educational Services (cont’d)

Organization hosts teachers on NEOEA Day

On Friday, Oct. 17, more than 75 teachers attended classes sponsored by Western Reserve Educational Services and the Northeast Ohio Education Association. Attendees had the choice of four different classes involving Smart Boards, podcasting, Web 2.0 and handheld GPS (global positioning systems) devices.

Staff members present at conferences

In August, Jeff Good presented sessions to over 100 educators on podcasting, blogs and wikis at the Ohio Association of Teachers of Family and Consumer Science conference in Columbus.

In September, Western Reserve Educational Services participated in the Stark Portage Area Computer Consortium (SPARCC) Technology Conference held in Massillon. In addition to attending sessions and hosting an exhibitor space, staff members made presentations on technology. Good offered a session on the use of handheld GPS devices in the classroom, while Educational Content Producer Ria Mastromatteo presented information about our new multimedia packages, Quiz Bus: Dealing With Data and Change My Mind, and our educational game based on our package called Antarctica: 90 Degrees South — The Game.

Jeff Good and Clifford sidekick at county fairs

Director of Education Jeff Good (not left) and Clifford the Big Red Dog (left) were on hand for the Columbian County Fair in July and the Mahoning County Fair in August. Clifford posed for photos while Good made presentations on Western Reserve Educational Services.

Marketing and Development

FY09 Membership report

At the end of the first quarter of FY09, our Membership revenue is $67,846 below where we expected it to be at this point in the fiscal year. While renewals are holding steady, many other revenue lines are performing under goal. The most significant shortfall is in pledge revenue, which has to do more with timing than lackluster performance.

December is a very important fund-raising month for Western Reserve Public Media. This year, we must reach a goal of $346,485 by Dec. 31. Vice President of Marketing and Development Lisa Martinez reports that we are combining a 20-day on-air pledge campaign with direct mail (renewals, additional gift, lapsed and acquisition) and telemarketing, which we further support with “giving” messages on air, in print and online. Those interested can keep track of our progress toward the goal at our home page at WesternReservePBS.org.

FY09 Underwriting and Private Support report

Vice President of Marketing and Development Lisa Martinez reports that at the end of the first quarter of FY09, our Underwriting and Private Support revenue is $18,177 short of where we expected it to be at this point, which reflects a timing issue related to local production grants. Senior Development Officer Dan Hluch and Account Executive Beth Lockshin have performed significantly ahead of their goals established for the first quarter. The addition of Robert Stern as a freelance underwriting account representative in the Cleveland market is expected to give revenue an additional boost. Additionally, the organization is having a banner year in foundation support, having secured funds for local productions from more than 10 foundations that have never made grants to us, including the Cleveland Foundation, PPG Industries Foundation, the Bokom Foundation, Dominion Foundation and several others.

FY09 Major Gifts/Planned Giving update

At the end of the first quarter of FY09, Western Reserve Public Media has raised $23,265 in major donor support toward its goal of $125,000 by June 30, 2009. With the addition of Major Gifts/Planned Giving Officer Brian Reitz to the Western Reserve Public Media Marketing and Development team in August, the organization has entered a new era in its major gifts and planned giving programs. This edition of the President’s Report introduces a new section devoted to major gift and planned giving. See information about our activities on pages 10-11.

Western Reserve PBS welcomes new underwriters, foundations and nonprofits

Western Reserve Public Media has welcomed the following new businesses, foundations and nonprofit clients since our last report in June 2008: Algonquin Mill Fall Festival, The Cleveland Foundation, County of Summit Regional Arts and Culture Board, Dominion Foundation, F.O.P. 164254, The Herbert W. Hoover Foundation, The Kent State University Press, PPG Industries Foundation, Senior Employment Center, The Fred R. Silk Foundation, Stark County Park District, Stark Industrial and The Raymond John Wean Foundation.
PTFP and DDF grants awarded

Western Reserve Public Media has been awarded two new capital grants, reports Station Manager Bill O’Neil. One grant is a Public Telecommunications Facilities Program (PTFP) grant to help fund the conversion of our Youngstown translator, W58AM, to digital. The second is a Corporation for Public Broadcasting Digital Distribution Fund (DDF) grant to assist with digital master control equipment.

Western Reserve Public Media’s administrative building treated to major facelift

On June 9, a crew from Wallen Construction began the massive project of removing the old leaky metal roof at our Administrative Building in Kent. As the old roof was removed, a second crew was covering the structure with a quality green shingle that was colored to match the original look of the building. The roof was extended to prevent rain water from running down the side of the building and continuing to damage the stucco siding. Also replaced were all gutters, downspouts and ridge vents. Good weather prevailed and the project was completed by Aug. 1. Continuing the much-needed repairs, Ed Scarsellato Painting filled and repaired all of the rain water and ice damage on the exterior walls. Once patched, portions of the building were painted and the remainder was pressure-washed.

PBS launches new satellite

PBS launched a new satellite to relay its programming. AMC-21 will be in service as of Dec. 1. Our engineering staff has been working with Pinzone Engineering to coordinate re-steering our earth station dish antennas to receive the new satellite.

Request granted for WNEO signal maximization

Western Reserve Public Media’s application to the FCC for maximization of the WNEO signal has been approved, which will allow us to increase our Salem transmitter power from 44 kW to 500 kW. The power increase is set to take place on Feb. 18, 2009, but we have filed for a waiver to allow us to increase by Jan. 5, reports Bill O’Neil. Our application for the maximization of the WEAO signal is pending. FCC approval will allow us to increase that transmitter’s power from 180 kW to 250 kW.

Who’s Watching

Viewer: Alan L. Toussaint
Occupation: Electrical engineer
Hobbies: Farming, fitness, outdoor activities
Favorite Western Reserve PBS shows: This Old House, all musical and home improvement shows
What he likes about our shows: The programs are so helpful; the musicals are relaxing.
Additional programming comments/suggestions: Love the improvements. Great news programs.
Outreach: The DTV Transition

DTV Help Desk, public education initiative helping northeast Ohio viewers make the transition

A.C. Nielsen data tells us that roughly 36,500 households (or 13.3 percent) in the Youngstown market rely on over-the-air television signal, and 158,810 households (or 10.4 percent) rely on over-the-air television signals in the Cleveland-Akron (Canton) market. Combined, that’s 195,310 households that will need to take DTV action.

In the summer of 2008, Western Reserve Public Media established four objectives for its DTV transition campaign to help northeast Ohioans – especially those combined 195,310 households — make the transition:

- Educate the staff about the DTV transition
- Establish a Western Reserve PBS DTV Help Desk
- Communicate educational messages about the DTV transition through February 2009
- Establish a public presence in DTV education

While there is still much work to be done, the staff of Western Reserve Public Media has risen to the challenge and made great progress toward these goals, as you will see from this report about the outreach we’re doing. Amanda Donatelli, marketing and communications specialist, has taken the lead role in making our DTV public education project a reality. To date, we have 1,150 subscribers to our DTV transition newsletter, and we’ve fielded over 500 calls on our DTV Help Desk phone line.

Our Western Reserve PBS DTV Help Desk service can be reached by telephone at 1-877-DTV-4PBS, by e-mail at dtv4pbs@WesternReservePublicMedia.org and on the Internet at www.WesternReservePublicMedia.org/dtv4pbs.

Analog shut-off calls for customer service

With the early analog shut-off on WNEO in November, Western Reserve Public Media had to go into customer service overdrive to handle the flood of phone calls. Using a small crew of temporary customer service representatives trained to field DTV questions, our Administrative Conference Room was converted into a “DTV War Room” for a week. We are currently exploring strategies to handle the WEAO analog shut-off in February, which affects 158,810 households in the market — significantly greater than the impact of the WNEO shut-off.

Trina Cutter and Western Reserve Public Media hit the road to enlighten consumers about the DTV transition

To raise awareness and educate consumers about the digital TV (DTV) transition, Western Reserve Public Media President and CEO Trina Cutter hit the road to visit area libraries and conduct free presentations. She and Western Reserve Public Media staff members Amanda Donatelli and Dan Hluch provided a clear explanation of DTV options, demonstrated how to install analog converter boxes and answered attendees’ questions. All of the hour-long sessions began at 6:30 p.m. Presentations were made at libraries in Carroll, Columbiana, Mahoning, Portage, Stark, Summit, Trumbull and Wayne counties.

“With the February 2009 transition date approaching, we want to do whatever we can to help our community members learn about their options,” Cutter said.

Western Reserve Public Media partners with NAB to reach out to the public

Western Reserve Public Media has been partnering with the National Association of Broadcasters (NAB) to continue the DTV transition public education initiative. We’re conducting free DTV information sessions at several branches of the Akron-Summit County Public Library from November to January. The sessions cover critical issues such as converter boxes, antennas and more.

Production Assistant Craig Turpin (left) shows DTV Open House guests how to hook up a converter box.

Western Reserve PBS hosts two DTV Open Houses

Western Reserve PBS invited community members to attend a free DTV Open House on Nov. 6 at its main offices in Kent and on Nov. 13 at the Austintown Public Library. Attendees had the opportunity to get information about digital TVs, see demonstrations on converter box hook-ups, get help ordering converter box coupons, ask questions about antennas and more. Western Reserve PBS hosted these events in conjunction with the National Association of Broadcasters and other television stations nationwide in recognition of the Nov. 10, 2008 milestone of 100 days until the nationwide DTV transition. For the station’s Youngstown-area WNEO viewers, the event was particularly timely because this channel’s conversion took place on Friday, Nov. 21 – three months ahead of the national DTV conversion.

“Our DTV Open Houses are part of our ongoing educational efforts to ease our viewers’ transition from analog to digital TV,” said Trina Cutter, president and CEO of Western Reserve PBS. “It’s just one more service that we are offering to community members to help them get the information they need from our engineers and support staff.”
Introducing The Legacy Society

Throughout the history of Western Reserve Public Media, many thoughtful individuals have left estate gifts to the organization for the purpose of helping us fulfill our mission. Now, Western Reserve Public Media is proud to present The Legacy Society to recognize those special individuals who have generously planned to honor Western Reserve PBS through their legacy and the contribution of a “planned gift.” Their vision and commitment translate into an extraordinary contribution to ensure that the important mission of Western Reserve Public Media continues to be funded well into the future. Individuals who inform us of their choice to include Western Reserve Public Media in their estate planning within the next 14 months will be recognized uniquely as “Founding Members” of The Legacy Society. For more information about how you can remember Western Reserve Public Media in your will, contact Brian Reitz at 330.474.5033 or at breitz@WesternReservePublicMedia.org.

FY09 Producers Circle Corporate Club update

Last fiscal year, we introduced the Producers Circle Corporate Club—a variation of our major gifts program, the Producers Circle—and we were able to generate some revenue through the program. In FY09 we will be investing more energy toward securing support from local businesses and organizations through the Producers Circle Corporate Club. In late October, President and CEO Trina Cutter sent a letter to all of the northeast Ohio vendors with whom we do business to request their support in the spirit of reciprocity. Responses to that request are just now coming in. In addition, we are implementing a year-end campaign to take advantage of the business practice of charitable giving in the months of November and December.

Find out how you can underwrite your favorite programs

Do you have a favorite PBS program that you look forward to every day, week or month? When you join the Producers Circle, you now have an opportunity to contribute support to help pay for the acquisition and broadcast costs of a specific program or programming block. Whether it is an interest to assist in providing weekly children’s programming to the community, weekend morning “how-tos” or direct funding for series such as Nova or Masterpiece Theatre, you have the ability to communicate your interests directly to the station. We’d love to acknowledge your contribution as well as direct your resources according to your program interest. For more information on how you can be an individual underwriter of your favorite Western Reserve PBS programs, contact Brian Reitz at 330.474.5033 or at breitz@WesternReservePublicMedia.org.

Western Reserve PBS 25-year club

With a focus on the future and a respect for the past, Western Reserve Public Media will be recognizing the tremendous history of support from our members with the creation of a Western Reserve PBS 25-year club (we’ll come up with an appropriate name!). The club celebrates those dedicated and longtime members whose support over the past 25 years or more alone has contributed a combined $2.5 million to the mission of Western Reserve Public Media. Today, we have over 1,500 members who originally joined as members in or before 1983 and continue to support in 2008! Stay tuned for more information on special opportunities for members of the 25-year club.

Take advantage of Producers Circle Ticket Club

Exclusive tickets to local concerts will be offered to members of the Producers Circle as a way for us to say thank you for continued generous financial contributions. This additional benefit is available to all levels of giving into the Producers Circle beginning in November. Limited tickets will be available for events. Earliest responses will be given preference, so your prompt reply of interest is recommended. To be one of the first to receive alerts of the Producers Circle Ticket Club, send your e-mail address to Brian Reitz at breitz@WesternReservePublicMedia.com or call 330.474.5033.

Work begins to establish Major Giving Advisory Council

Recruitment is under way for the creation of the Major Giving Advisory Council. Members of the Advisory Council will work closely with Major Gifts/Planned Giving Officer Brian Reitz in developing strategies to recruit, retain and recognize members of the Producers Circle, a group of advocates that supports the station through annual gifts of $1,000 or more. Interested individuals are asked to contact Brian Reitz at 330.474.5033 or at breitz@WesternReservePublicMedia.org.

Who’s Watching

**Viewer:** Georgeann Terry-Webb of Akron  
**Occupation:** R.N. Case Manager, Aetna Health Insurance  
**Hobbies:** Church, learning new things, reading, staying active  
**Favorite Western Reserve PBS shows:** Comedies, concerts, plays  
**What she likes about our shows:** Very informative, encouraging, helpful
Charitable IRA Rollover Law extended: Make your gift today!

You now have the ability to use your individual retirement account (IRA) to make a tax-free contribution to Western Reserve Public Media, which is owned and operated by the 501(c)(3) Northeastern Educational Television of Ohio, Inc.

On Oct. 3, 2008, President George W. Bush signed into law the Financial Rescue Package, which includes a provision for charitable gifts from donors who are 70½ years old or older. Under the law, you can make a lifetime gift using funds from your individual retirement account (IRA) without undesirable tax effects. Gifts for tax year 2008 must be made no later than Dec. 31, 2008. The same law applies to gifts made through Dec. 31, 2009!

Taxpayers ages 70½ years and older are required to take annual distributions from their IRAs. The distributions are taxed along with other sources of income. The Charitable IRA Rollover Law permits taxpayers to transfer gifts directly from their IRA to the charity — without including it as income and without paying taxes on the total amount of the gifts.

How to make gifts from your IRA
Simply call or write to your IRA office. After your request has been received and processed, your IRA office will send a check to Western Reserve Public Media on your behalf. The check itself must be made payable to Western Reserve Public Media. For assistance contact Brian Reitz at 330.474.5033 or at breitz@WesternReservePublicMedia.org.

Tell us about yourself.
I am a lifelong Cleveland. I grew up on the west side of Cleveland, near the airport. High school: John Marshall. College: Cleveland State University.

I’ve always enjoyed and participated in Cleveland’s cultural activities. I worked for many years as an office manager, ending my career at The Cleveland Foundation. I started a second career in veterinary medicine, which lasted for 11 years. I am still involved in animal rescue. I’ve had a lifelong interest in history, particularly ancient Egypt and Colonial Williamsburg. I serve as co-chair of the National Advisory Council of Colonial Williamsburg. I enjoy reading, gardening, photography and traveling and I am taking piano lessons.

What are your favorite programs?
My favorite programs are the British sitcoms, any nature programming, music programming and mysteries.

Why did you choose to become involved with Western Reserve PBS?
I chose to become involved because I believe in supporting endeavors that I feel benefit society. I like Western Reserve PBS because it carries programming that benefits so many different kinds of people, and it needs to be supported to continue its mission.

Why is being a member of the Producers Circle important for you and for others?
I have the ability to help Western Reserve PBS, which I think is important and perhaps by being in the Producers Circle, it will show others that they need to support PBS to the best of their ability.

All individuals and corporations have a responsibility to support endeavors such as PBS because not only do individuals benefit, but the community benefits by the content and mission of PBS. We all have civic responsibilities that help keep this country strong. We also have civic responsibilities to our immediate neighborhoods, cities and states. The programming on Western Reserve PBS helps us all stay informed, shows programming that makes us think and gives us resources so that we may stay better informed and make better decisions.

What role do you think Western Reserve PBS plays in the community?
I see the role of Western Reserve PBS as being an information conduit for the community. It has the ability to broadcast programming that pertains to a national forum or better yet, a regional forum. It also has the ability to begin a dialogue within a community about a specific subject. It can combine its own resources with schools, universities, employers, etc., to facilitate problem-solving or introduce new ideas to a region or community.

What sets Western Reserve PBS apart from other PBS stations and nonprofits?
I think the most important factor that sets Western Reserve PBS apart from other PBS stations is its focus on its own community. Its Friday night local news programming [NewsNight Akron], the fact that its programming reflects what viewers want to see speaks very well to the organization’s devotion to its community.

What are the important issues we’re facing in the next five years with which Western Reserve PBS may be able to assist out in the community?
I think the most important issues in the next five years will be how the station can combine with local governments and employers to help the region grow economically. I also think that the other important issue will be in increasing the education availability to not only undergraduates, but people looking to expand their skills to increase their employability. The station can also help facilitate schools to expand the kinds of extra learning opportunities they can use.

Where you would like to see Western Reserve PBS in the next five years?
I would like to see Western Reserve PBS continue to focus on the community its serve — it does such a great job!
Staff News, Training and Conferences

DTV Road Trip: Tuesdays With Trina

On Tuesday evenings in September and October, Western Reserve Public Media President and CEO Trina Cutter was on the road to spread the word about the digital television transition in an outreach initiative we titled, “Get Ready for DTV: Tuesdays With Trina.”

To raise awareness and educate consumers, she visited eight area libraries in all, one each in Carroll, Columbiana, Mahoning, Portage, Stark, Summit, Trumbull and Wayne counties. Attendance at each venue varied from 10 to 25 people. Western Reserve Public Media has been the only local broadcaster in all of northeast Ohio to implement a public education campaign of this kind, duly noted by the online bloggers at Ohio Media Watch, who observed in their Nov. 5 posting, “Western Reserve PBS has been far and away a leader in digital TV-related education in Northeast Ohio.”

Cutter to be guest speaker at Smart Business Live luncheon

Western Reserve Public Media President and CEO Trina Cutter will be the featured speaker at the Smart Business Live luncheon in Akron on Tuesday, Dec. 16. Smart Business Live luncheons are high-level networking events that welcome senior executives to enjoy lunch while gaining insights from the most recognized business leaders in Akron. The event takes place at The University of Akron Student Union.

Cutter participates in Women in Leadership Focus Group

Trina Cutter was invited to take part in the Women in Leadership Focus Group in September, hosted by Kent State University Stark Campus’ Office of Corporate and Community Services. Cutter was asked to share her experiences and insights as the leader of a major nonprofit in northeast Ohio. The focus group also explored issues and challenges facing women in leadership roles in the community.

Cutter attends Regionalization Collaboration Conference

In September, Trina Cutter attended the Regionalization Collaboration Conference in Boardman, hosted by the Youngstown/Warren Regional Chamber. The conference addressed the regional economy, regional partnerships, the role of technology in regionalism and how northeast Ohio can build a globally competitive economy.

Cutter is guest at Tri-C Summer Partnership Session

In August, Trina Cutter attended one of Cuyahoga Community College’s three Summer Partnership Sessions. The purpose of the gathering was to allow Tri-C the opportunity to thank its community partners, share information about the college’s mission and values, report on new projects and identify ways the partners can work together to build a stronger community through access to education.

Cutter takes part in NETA Board Planning Conference

In July, Trina Cutter traveled to Little Rock, Ark., to participate in the National Educational Telecommunications Association’s (NETA) Board Planning Conference. NETA is a professional association that serves public television licensees and educational entities in all 50 states and connects people and ideas by providing quality programming, educational resources, professional development, management support and national representation.

Cutter works with Community Mediation Center board on strategic planning

In October, Trina Cutter, a board member of the Community Mediation Center of Stark County, participated in the organization’s strategic planning meeting. The Community Mediation Center’s purpose is to provide effective dispute resolution services to those who live or work in Stark County. The work of the Center continues to develop and expand in response to the organization’s outreach and vision for a more peaceful community.

Cutter helps with Akron Symphony Orchestra strategic planning

As a member of the board of the Akron Symphony Orchestra, Trina Cutter is taking part in the organization’s strategic planning efforts, led by NETO board member Renee Pipitone and her husband, Guy.

Cutter attends candidates forum at Israel Temple Brotherhood Election Dinner in Canton

In late October, Trina Cutter attended the Temple Israel Brotherhood Election Dinner in Canton, where the audience was invited to pose questions to candidates for the offices of the 16th U.S. Congressional District seat, state representative and county commissioner.

Cutter is special guest at Kent State Stark’s Featured Speaker Series

In October, Trina Cutter was invited to be a special guest at Kent State University Stark Campus’ Featured Speaker Series presentation, “According to Corddry: An Evening With America’s New Best Friend,” including a private dinner, lecture and reception. Rob Corddry is a comedian best known for his work on Jon Stewart’s Daily Show.

Cutter attends nonprofits and regionalism luncheon

In October, Trina Cutter, along with Vice President of Marketing and Development Lisa Martinez and Major Gifts/Planned Giving Officer Brian Reitz, attended a presentation titled, “Regionalism and Its Impact on the Nonprofit Community.” The luncheon was sponsored by the Greater Cleveland Chapter of the Association of Fund-raising Professionals.
**Staff News, Training and Conferences**

**Lisa Martinez attends PBS DevCon 2008**

Vice President of Marketing and Development Lisa Martinez attended the PBS Development Conference in San Antonio in October. This annual conference focuses on fund-raising in the public television community and covers disciplines such as membership, corporate support, major giving and special events.

**Martinez joins Akron Symphony Orchestra Marketing Committee**

Vice President of Marketing and Development Lisa Martinez will represent Western Reserve Public Media as a member of the Akron Symphony Orchestra’s Marketing Committee.

**Don Freeman attends BBC Worldwide PBS Syndication Showcase**

On Oct. 23 and 24, Programmer Don Freeman attended the first BBC Worldwide PBS Syndication Showcase in New Orleans. This showcase invited just 34 programmers from around the nation, whose combined purchasing power represents 62 percent of the PBS national market. The group was presented with 21 offers of series or individual programs, of which 11 will be U.S. premieres. Some of the programs available include a new four-part series by Simon Schama titled *The American Future: A History*, a new drama series set in the 1880s countryside of Oxfordshire titled *Lark Rise to Candleford*; a three-part series on *The Story of God*; and a fascinating four-part series called *The Age of Terror: The Bloody History of Our Times*.

**Brian Reitz named to new major-gifts position**

In August, Western Reserve Public Media announced the appointment of Brian Reitz to the newly created position of major gifts/planed giving officer. In this capacity, Reitz will coordinate all aspects of the organization’s major gifts and planned giving programs, including The Producers Circle, a membership program of major investors in and ambassadors for Western Reserve Public Media, and our planned giving program, The Legacy Society.

Reitz formerly held the position of director of Hale Farm and Village in Bath, Ohio. He joined the outdoor living history museum in 1999 while still a student at Kent State University and worked in various positions before being appointed director in 2006. During his tenure as director, Reitz managed all operations of Hale Farm’s $1.4 million budget, including fund-raising, programming and capital campaigns.

A native of Silver Lake, Reitz graduated summa cum laude from Kent State University’s Honors College with a bachelor of arts degree in history. He is a board member of Artcetera and is active in the Association of Professional Fundraisers, Akron Area Arts Alliance, Ohio and Erie Canalway Interpretation Committee and Young Professionals of Akron.

**Horace Chong named new maintenance engineer**

Western Reserve Public Media began recruiting a maintenance engineer in February 2008. With the merger of broadcast and computer technologies, the successful candidate needed to have a combination of broadcast and computer experience. Horace Chong fits the bill and joined the engineering staff on Oct. 7. Chong holds a bachelor of science degree in computing (multimedia system development) and a bachelor of science degree in communications (electronic media production) from Kent State University. He worked with KSU Teleproductions and the KSU School of Library and Information Sciences, plus WOSU, the PBS member station in Columbus. Chong joins our two other engineers, Rick Patterson and Anthony Dennis, in working on our digital transition and keeping our six operations sites running smoothly.

**Amanda Donatelli and Brian Reitz represent organization on regional committees**

Marketing and Communications Specialist Amanda Donatelli is currently serving on planning committees with the Akron Area Arts Alliance, Senior Independent Living Council, Akron’s This City Reads, Youngstown’s Plant a Seed to Read and Summit County Family Awareness Month Family Expo.

Major Gifts/Planned Giving Officer Brian Reitz is currently representing Western Reserve Public Media on the Akron/Summit County Convention and Visitors Bureau’s Destination Planning Committee; as a board member of Artcetera; and on the Leave a Legacy (Akron/Medina/Portage) marketing and public relations committee.

**Freelance underwriting account representative secured**

Western Reserve Public Media recently entered an agreement with independent contractor Robert A. Stern to represent Western Reserve Public Media in underwriting sales in the Cleveland market. Stern’s background includes more than 30 years in media sales, including 12 years with WCPN and later Ideastream in Cleveland.
Timeline for Western Reserve Public Media’s Analog and Digital Channel Changes

Youngstown Area and a Portion of Stark County

The current Western Reserve PBS channel designations for WNEO in Alliance, which serves the greater Youngstown area and portions of Stark and Portage counties, are as follows:

- WNEO-DT Channel 45.1 – High-definition digital channel
- WNEO-DT Channel 45.2 – Standard-definition digital channel
- W58AM-TV Channel 58 – Analog channel serving low-lying areas of the Mahoning Valley (will remain analog past the national Feb. 17, 2009 digital conversion date)

Saturday, Nov. 1, 2008

- WNEO-DT Channel 45.1 becomes the primary program stream for Western Reserve PBS. It is now a high-definition channel that airs the same program lineup as the current analog channel.
- Until Tuesday, Feb. 17, 2009, Channel 45.2 will air a standard-definition version of the programming on Channel 45.1. After that date, Channel 45.2 and an additional digital channel, 45.3, will offer special-interest programming, the content of which will be announced in the future.

Wednesday, Nov. 12, 2008

- The WNEO digital channels sign off so that Western Reserve Public Media can make antenna conversions to improve signal power. Viewers will still be able to watch WNEO programs on analog Channel 45 through Tuesday, Nov. 18.

Wednesday, Nov. 19, 2008

- Western Reserve Public Media’s analog Channel 45 goes off the air permanently.
- The WNEO digital channels (45.1 and 45.2) are off air for two days, until Friday, Nov. 21. Viewers who subscribe to several of the area’s cable companies, plus DirecTV subscribers, continue to receive our programming during the entire transition.

Friday, Nov. 21, 2008

- Western Reserve Public Media’s digital channels permanently return with an improved, stronger signal.
- Viewers who own analog TV sets and use rooftop or rabbit-ear antennas to receive their TV signals need to make a change in order to view WNEO channels (and to view all full-power TV channels beginning Tuesday, Feb. 17, 2009). Their options are to purchase a converter box for their existing TV, purchase a TV that has a digital tuner or subscribe to a pay-TV service. For more information, call the Western Reserve Public Media DTV Help Desk at 1-877-DTV-2009 or visit WesternReservePublicMedia.org/dtv4pbs.
- Viewers who already have cable, satellite or other pay-TV services will not have to make any changes, nor will viewers who own televisions equipped with digital tuners.

Akron/Canton/Cleveland Area

The current channel designations for WEAO in Copley, serving the Akron, Canton and Cleveland markets, are as follows:

- WEAO-TV Channel 49 – Analog channel
- WEAO-DT Channel 49.1 – High-definition digital channel
- WEAO-DT Channel 49.2 – Standard-definition digital channel

Saturday, Nov. 1, 2008

- WEAO-DT Channel 49.1 becomes Western Reserve PBS’s primary program stream. It is a high-definition channel that airs the same program lineup as the current analog channel.
- Until Tuesday, Feb. 17, 2009, Channel 49.2 will air a standard-definition version of the programming on Channel 49.1. After that date, Channel 49.2 and an additional digital channel, 49.3, will offer special-interest programming, the content of which will be announced in the future.

Tuesday, Feb. 17, 2009

- Western Reserve PBS’s analog Channel 49 will go off the air permanently.
- Viewers who own analog TV sets and use rooftop or rabbit-ear antennas to receive their TV signals will need to make a change. Their options are to purchase a converter box for their existing TV, purchase a TV that has a digital tuner or subscribe to a pay-TV service. For more information, call the Western Reserve Public Media DTV Help Desk at 1-877-DTV-2009 or visit WesternReservePublicMedia.org/dtv4pbs.
- Viewers who already have cable, satellite or other pay-TV services will not have to make any changes, nor will viewers who own televisions equipped with digital tuners.
Frequently Asked Questions About the Name Change

**What Happened to PBS 45 & 49?**
While our brand identity has changed, we are still the same organization you’ve known for over 33 years. We have the same staff of employees and the same broadcast schedule — only the name has changed. Our new brand identity is Western Reserve Public Media and the channels PBS 45 & 49 are now Western Reserve PBS, which will continue to operate as the primary broadcast service of the organization.

Our 501(c)(3) corporation name, Northeastern Educational Television of Ohio, Inc., has not changed, nor have our call letters, WNEO/Youngstown and WEAO/Akron. The corporation is a consortium of The University of Akron, Kent State University and Youngstown State University.

**Will the Programming Be Different?**
No. You can count on your favorite PBS 45 & 49 programs to be your favorite Western Reserve PBS programs.

**Why Did PBS 45 & 49 Change Its Name?**
Western Reserve Public Media better reflects the organization’s regional coverage, which unifies the major metropolitan areas of northeast Ohio — Akron, Canton, Cleveland and Youngstown/Warren. The historic region of the Western Reserve is the one common denominator that unifies nearly all of our viewing area. We also wanted to emphasize the broad range of content and services that Western Reserve Public Media provides to the region. In addition to broadcast television, our services include Internet and print content, professional development for educators, community outreach and more.

**What Is the “Western Reserve”?**
The Western Reserve name dates back to the late 1700s, when the state of Connecticut gave up its claim to western lands but specifically “reserved” a strip of land bordering upon Lake Erie and Pennsylvania, which became known as the Connecticut Western Reserve. Western Reserve is now a common descriptor for northeast Ohio’s geography and the area includes a large portion of our viewing area.

**Why Aren’t You Using Your Channel Numbers Anymore? What Channel Is Western Reserve PBS On?**
The television landscape has changed over the last 15 years to the point where channel designations aren’t as meaningful as they used to be; however, WNEO is still channel 45 in the Youngstown market and WEAO is still channel 49 in the Cleveland/Akron/Canton market. Together, we now simply call them Western Reserve PBS. Most cable companies in northeast Ohio carry WNEO and WEAO in channel positions different from our over-the-air broadcast positions. You will continue to find us in the same place on your system if you’re a cable subscriber. A list of our cable positions is available at www.WesternReservePublicMedia.org/cable.htm.

**Where Will I Find Your Channels After the Digital Transition?**
Our over-the-air broadcast channel positions (channels 45 and 49) will remain the same after the digital transition. Additional standard definition channels will be named to reflect the Western Reserve concept.

**What About The Members Who Supported PBS 45 & 49?**
All current members of PBS 45 & 49 are now current members of Western Reserve PBS. They won’t miss a beat.

**Is This Name Change the Result of Merger With Other Organizations?**
No. Western Reserve Public Media has neither acquired other organizations nor been acquired by another organization.

**How Does This Affect Your Relationship With WVIZ, Ideastream in Cleveland?**
Nothing has changed. WVIZ is licensed to the city of Cleveland. We have always had a cordial relationship with WVIZ and have collaborated with them in many ways. For example, WVIZ manages the Ohio Government Channel and the Statehouse News Bureau for Western Reserve PBS as well as the other six public television stations in the state. Aside from the “common carriage” programs that the Public Broadcasting Service requires Western Reserve PBS and WVIZ to air at the same time on the same day, we go to great lengths to ensure that our broadcast schedules are not duplicated.
Western Reserve PBS ...

- Is watched by over 700,000 viewers in 500,000 households in northeast Ohio and western Pennsylvania each week. (Source: 2008 Nielsen audience research)

Serving viewers in northeast Ohio and western Pennsylvania, the station not only embraces regionalism, it *is* regionalism. Western Reserve PBS is the only local broadcast television service that spans almost all of northeast Ohio. Our analog and digital broadcast services are available to 4.4 million people in 1.8 million households.

- Is available to 99% of all households in the market.

Cable and satellite access represents, on average, 85% of those same households. Western Reserve PBS is carried on almost every cable and satellite service in northeast Ohio and western Pennsylvania, usually in a top tier position.

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