Western Reserve Public Media presents NEOtropolis

With a funky name and a hip host, NEOtropolis is not business as usual.

In November, Western Reserve Public Media launched NEOtropolis, its new half-hour weekly public affairs program about the regional economy. The program builds northeast Ohio viewers’ knowledge of regional economic issues, strengthens their confidence in the economy of northeastern Ohio and provides them with helpful information and resources to endure challenging economic times. NEOtropolis airs every Friday at 9 PM and repeats on Saturdays at 5:30 AM on Western Reserve PBS. It also airs on Fusion on Saturdays at 9 PM and on Mondays at 8:30 PM. (NewsNight Akron, which formerly aired Fridays at 9 PM on Western Reserve PBS, has moved to 9:30 PM.)

NEOtropolis is hosted by Thomas Mulready, publisher of CoolCleveland.com. Content partners are Crain’s Cleveland Business and The Business Journal of Youngstown.

Mulready brings many strengths to the table for this production, among them his weekly Cool Cleveland following of 80,000 subscribers and his superb understanding of how to harness the power of social media. Using Facebook and Twitter, Mulready is asking the audience to participate in the creation of content for the program and to respond to stories in the series.

The program presents short segments on the region’s business headlines and stock reports; a long-form field piece taking a close look at some aspect of business or the economy relevant to current events; and reports on new and emerging business ventures, exploring the entrepreneurial work of the region’s business incubators. It also explores projects that are emerging from growth sectors (e.g. biomedicine and biosciences) and research being done at our colleges and universities; an insider’s perspective on what drives business decisions and how they are made; and a weekly roundtable presenting interpretation and analysis of the week’s economic news.

You can watch NEOtropolis online anytime at www.neotropolis.org. You can also follow the series on Facebook and on Twitter at twitter.com/neotropolistv.

Funding for NEOtropolis is provided by the Burton D. Morgan Foundation, Key Private Bank, KeyBank Foundation, MAGNET, Kent State University, Dominion Foundation, JumpStart Inc., the Raymond John Wean Foundation and Youngstown Business Incubator (YBI).
Western Reserve Public Media’s Generations: Cuyahoga Valley National Park is the most successful audience-generating regional production in the organization’s 36-year history. More than 145,500 households and 247,000 viewers tuned in to Western Reserve PBS for the one-hour documentary during its premiere week of Sept. 27.

Generations premiered in conjunction with the national release of Ken Burns’ The National Parks: America’s Best Idea. It is the first full-length broadcast documentary about the 34-year-old Cuyahoga Valley National Park, showcasing the park’s 33,000 acres through a variety of methods, including archival video footage, recent interviews, oral histories and memorabilia provided by park visitors.

Integral to the production are the stories provided by more than 40 people who answered the station’s invitation to share their park memories and experiences. Anecdotes about valley farming, weekend hikes and wedding proposals enrich the concept of generations in the production. Community members and business leaders also talk about the difficulties experienced during the park’s formative years as a new National Park Service entity.

Funding for Generations: Cuyahoga Valley National Park is provided by The Cleveland Foundation, FirstEnergy Foundation, George and Susan Klein and Family, The Harry K. Fox and Emma R. Fox Charitable Foundation, The Herbert W. Hoover Foundation, The John P. Murphy Foundation, National Park Service, NEOEA, PPG Industries Foundation and The S. Livingston Mather Charitable Trust. Additional support is provided by The Goodyear Tire and Rubber Co.

Generations Educational Resources
Educational resources on the Web site include an interdisciplinary teacher guide for middle school classrooms with a theme of “preserve and protect.” The site offers lessons in mathematics, language arts, science, social studies and art. Additional features include a board game and a virtual tour of the park. Western Reserve Educational Services is currently presenting professional development workshops to help educators integrate the multimedia materials into their lesson plans.
Story of Jack and Jim Knight told in new documentary

A new one-hour documentary about John (Jack) and James Knight and the newspaper chain they created premiered on Western Reserve PBS on Oct. 27 and on Fusion on Oct. 29. Final Edition: Journalism According to Jack and Jim Knight features on-camera interviews, period photos and excerpts from existing film footage of the Knights, as well as news events of their era.

Produced and written by Paul Jaconway, of Paul R. Jaconway Productions of Akron, and Kathleen Endres, distinguished professor of communication at The University of Akron, and directed by Jaconway, the documentary tells the story of the Knight family, the Akron Beacon Journal and the rise and fall of Knight-Ridder.

Jack and Jim Knight were Akron brothers and prominent national figures who owned and ran the Akron Beacon Journal newspaper in the 1900s. They eventually created the Knight-Ridder Newspapers Inc. empire of 31 daily and 26 nondaily newspapers in 28 U.S. markets, including the well-known Detroit Free Press, Miami Herald, Philadelphia Inquirer and San Jose Mercury News. The brothers also founded the John S. and James L. Knight Foundation, now based in Miami, Fla. The prize-winning newspaper group, at one time the nation’s largest, was sold to McClatchy Company in 2006 and Knight-Ridder passed into history.

Three years in the making and narrated by David Lieberth, deputy mayor of the city of Akron, the documentary features interviews with popular local newspaper writers Abe Zaidan and Michael Douglas, Beacon Journal Editor Bruce Winges and Knight Foundation President Alberto Ibargüen.

Ghouardi special premieres on Western Reserve PBS

For northeast Ohioans who grew up in this area in the 1960s, the new TV production Turn Blue: The Short Life of Ghouardi is an entertaining blast from the past. Ernie Anderson, who played Cleveland’s counter-culture media celebrity Ghouardi, hosted WJW-TV’s late-night horror movies from 1963 to 1966 and was an incredible influence locally. The one-hour production premiered on Western Reserve PBS on Oct. 27 and on Fusion on Oct. 29. Sneak previews of the production were held at the Ghoulardifest, on Oct. 23-25 at The Marriott, Cleveland Airport.

Turn Blue is the work of award-winning producer/director Phil Hoffman, Ed.D., who also teaches radio and television courses at The University of Akron. It is the latest in a series of local history productions that Hoffman has created in cooperation with Western Reserve Public Media.

“The process of creating this film began with my discovery of a book [titled] Ghouardi: Inside Cleveland TV’s Wildest Ride,” Hoffman said. “Authors Rich Heldenfels and Tom Feran do an excellent job of making the case for Ghouardi’s place in the pantheon of local TV hosts who had an impact on a generation of young minds weaned on TV during the 1960s.”

At WJW-TV 8, Ernie Anderson was working as an announcer when the station asked him to don a fright wig and serve as the host of a late-night horror movie series. Ghouardi was born. Within just a few short weeks, Clevelanders were shouting phrases including “kniß,” “Onxarnd” and “turn blue.” Anderson’s Ghouardi would begin a local TV tradition that would continue with Hoolihan and Big Chuck and Little John Rinaldi well into the first decade of the new millennium.

Turn Blue chronicles Anderson’s wild ride on Cleveland TV and includes interviews with Heldenfels, Feran, “Big Chuck” Schodowski, Dick Goddard, Mark Dawidziak and many other colleagues and witnesses to the Ghouardi phenomenon.

Anderson, whose son Paul Thomas Anderson has directed films such as “There Will Be Blood,” “Magnolia” and “Punch-Drunk Love,” eventually moved to Los Angeles and became the voice of ABC for many years beginning in the 1970s.

Issue 3 debated live on Fusion

In October, Ohio casino advocate and former congressman Dennis Eckhart and opponent Rob Walgate, Ohio Roundtable’s vice president, debated the pros and cons of issue 3 at Kent State University. Students representing Ohio colleges served as panelists. Western Reserve Public Media’s Fusion channel aired the debate live, and both Fusion and Western Reserve PBS aired the debate on tape delay later that evening.

“Airing this debate live on Fusion is a perfect example of why we created the channel,” said Trina Cutter, president and CEO of Western Reserve Public Media. “Our plan for Fusion is to make it a regional channel with a flexible schedule, which allows us to respond quickly to opportunities such as this one.”

Gaming in Ohio: A Student Forum on Issue 3 was sponsored by KSU’s Hospitality Management academic program and produced by the university’s TeleProductions department. “A segment of our academic program covers casino management and operations,” said Rob Heiman, KSU professor of Hospitality Management. “Given the importance of Issue 3, we thought the debate would be an excellent civic lesson for our students and a great way for viewers to hear arguments for both sides of the issue.” Panelists included two KSU students, plus one student each from Ashland University, Ohio University and The Ohio State University.
Programming & Local Productions (cont’d.)

Documentary about Akron Art Museum’s Chuck Close exhibition premieres in October

One of America’s most renowned contemporary artists is the subject of a Western Reserve Public Media production, *It’s Close at Akron Art Museum*, which premiered in October on both Western Reserve PBS and Fusion. The program is now available to view on demand at WesternReservePublicMedia.org.

The focus of the program is the Akron Art Museum and its exhibition “Familiar Faces: Chuck Close in Ohio Collections,” which brings together 37 of the artist’s works from both public and private collections around the state. Close’s painting “Linda” is the Akron Art Museum’s iconic 9-foot-tall painting of author Linda Rosenkranz.

In Western Reserve PBS’s *It’s Close at the Akron Art Museum*, the artist talks about his life and his art. His friends, among them Rosenkranz and her husband, Christopher Finch, artist and author of *Chuck Close: Work*, talk about their relationship with the artist. The program covers the opening of the show and talks with private collectors of Close’s work, who share their insights on the artist.

Renowned for reinventing portraiture in the late 1960s, Chuck Close (born in 1940) is one of America’s most important contemporary artists. He masterfully employs a multitude of media to create monumental portraits of his family and friends. The Akron Art Museum, an institution with a longtime commitment to Close’s art, organized the exhibition of the artist’s work from collections throughout Ohio. This is the first time that Close’s work in Ohio museums — Akron Art Museum, Allen Memorial Art Museum, Butler Institute of American Art, Cincinnati Art Museum, Cleveland Museum of Art, Toledo Museum of Art, Wexner Center for the Arts and Wright State University Galleries — can be seen together. These pieces hang beside rarely seen pieces from private collections.

Close has redefined portraiture by using the human face as his compelling and most-often-large-scale subject matter. His meticulous process and his array of mediums — among them, oil, acrylic, ink, paper pulp, photography, various printing methods and even tapestry — make his work a journey of discovery for the viewer. From the abstract to the realistic, from life-sized to small scale, Close’s work engages the viewer along what has been called a magical mystery tour of talent, style and process.

Funding for *It’s Close at Akron Art Museum* is provided by Summa Foundation.

Gospel Meets Symphony program to be released nationally

The Western Reserve Public Media production *Gospel Meets Symphony: Let Freedom Ring!* has been picked up for national distribution by American Public Television (APT, the second largest distributor of programs for America’s public television stations). It will be available for PBS stations across the country to air beginning in February 2010.

*Gospel Meets Symphony: Let Freedom Ring!*, which premiered on Western Reserve PBS in April 2009, features the Akron Symphony Orchestra in concert with its 200-voice Gospel Choir in celebration of Abraham Lincoln’s 200th birthday, with maestro Christopher Wilkins and guest conductor Roland Carter sharing the podium. Akron’s Gospel Meets Symphony event, which was founded in 1994, is one of the longest-running gospel-and-symphony events in the United States.

Funding for this production is provided by Akron Community Foundation, Kulas Foundation, Margaret Clark Morgan Foundation, Summa Health System, County of Summit’s Regional Arts and Cultural District Board and Welty Family Foundation.

Patchwork Nation project expands to video

Earlier this year, Western Reserve Public Media was one of 13 PBS member stations and Akron one of 24 cities nationwide selected to participate in Patchwork Nation, a joint project of Online NewsHour and the Christian Science Monitor. The yearlong project offers a unique look at how these turbulent times are playing out in different types of communities across the country. Akron was selected as a “Campus and Careers” community because of the number of colleges and universities in northeast Ohio.

The Patchwork Nation project, funded in part by the Corporation for Public Broadcasting, includes on-air and online components. For the last several months, three Akron residents have been posting fantastic blogs to the national site on behalf of our organization: former Beacon Journal columnist David Giffels, Akron Area Arts Alliance director Jessie Raynor and Western Reserve Public Media staffer Amanda Donatelli. You can read their work at http://akron.patchworknation.org.

Now that the bloggers are up and running, we are turning our attention to the on-air components of the project. Over the next several months, we will produce four short news segments for Patchwork Nation (for use regionally on NEOtropolis and for national distribution online and possibly on PBS NewsHour). Our first piece is on Akron Children’s Hospital and addresses the question, “How do medical institutions deliver good medicine in economically troubled times?” For Akron Children’s Hospital, one way is to get the workers involved. Children’s has adopted the Lean Six Sigma program, a business model that aims to correct inefficiencies in the workplace. By engaging employees in the process to make and implement recommendations for greater efficiencies, Children’s estimates that the project saved the hospital over $4 million last year.

Down the road, we’ll look at the impact of the economy on enrollment in our local colleges and universities. Other topics to be explored are regionalism and emerging industries in our area.
Programming & Local Productions (cont’d.)

Three regional productions capture Emmys

Three productions that premiered on Western Reserve PBS last year have won 2008 Emmy Awards from the Lower Great Lakes chapter of the National Academy of Television Arts and Sciences. Winners were announced in September 2009.

Storytellers Media Group, Ltd., of Lakewood, won two awards: Best Arts/Entertainment Program for Doris O’Donnell’s Cleveland, Rosie the Reporter and Crafts, Musical: Composition/Arrangement for the Doris O’Donnell’s Cleveland series. Harvard 131 Films of Cleveland won Best Nostalgia Program/Series/Special for Radio Daze: Cleveland’s FM Air Wars. ScreenPlay Inc. of Cleveland won the Community Service award for Beyond the Fence: Memories of Buchenwald.

Western Reserve Public Media was nominated for a 2008 regional Emmy in the category of “Promotion — Station Image” for our three-part on-air promotional campaign announcing our name change. You can still see these spots online at WesternReservePublicMedia.org/newname.htm.

Two new educational multimedia projects in circulation

Two new Western Reserve Public Media educational multimedia projects are now in circulation for classroom use. The projects are funded by the state of Ohio through eTech.

Ubiquitous Science (aka Ubi Science) (because science is everywhere) was produced in partnership with the Akron Art Museum and is based on a recent installation called “Machines at Play,” a kinetic exhibition created by artist Jean-Pierre Gauthier. The package is made up of four modules, each dealing with one benchmark from the physical science content standards in grades 8 and 9. Four short videos are available on the Western Reserve Public Media Web site, on Ohio on iTunes U and on D3A2. The modules cover speed, velocity and weightlessness; waves; the electromagnetic spectrum; and Newton’s laws. A professional development video and teacher guide accompanies each instructional video. For more information, visit WesternReservePublicMedia.org/machinesatplay.

Math nMotion tackles the very difficult 8th-grade mathematics standards using Formula M racing to illustrate concepts. The package includes four short videos and a teacher guide, which are available on the Western Reserve Public Media Web site, on Ohio on iTunes U and on D3A2. Each section of this multimedia package contains a three- to four-minute video that gives a brief overview of the concepts and real-life examples of why we need to know it; a set of lesson plans that teaches the concepts; a professional development video that explains the main focus of the segment and what is included in each lesson; and a formative and summative assessment for each section. Also included are resource sheets on the Formula M car, a TI 84 graphing calculator and Excel. Guy Pipitone, a Formula M racer, is our content expert. Pipitone, who lives in Copley and is retired from FirstEnergy Corp., is the husband of Northeastern Educational Television of Ohio Inc. board member Renee Pipitone.

Educational Services

Western Reserve Educational Services partners with Windham schools on stimulus project

Western Reserve Educational Services is collaborating with Windham Exempted Village schools in support of their receipt of federal stimulus money through eTech Ohio. The project, Developing 21st Century Learning Environments, focuses on the training of a team of four teachers and one administrator in the integration of educational technology into the classroom and the district. Lealynd Tuskan, a Western Reserve Educational Services 21st century learning consultant, has been hired by Windham through Western Reserve Public Media to provide training and support for the duration of the two-year project, which is slated for completion by June 2011.

EdTech Connects returns for second year

EdTech Connects, a project coordinated by Ohio’s educational technology agencies including Western Reserve Educational Services, will provide professional development statewide to educators in the 2009-10 academic year. In October, participants received Internet safety training delivered from SOITA, an educational technology agency located in Dayton. In November, educational technology agencies located in Toledo collaborated to provide support in the area of online resources available to educators.

In January, Western Reserve Educational Services and SOITA will collaborate to provide a daylong session in developing digital content. Google applications and Web 2.0 will wrap up the series in March and May.

EdTech Connects, now in its second year, delivers professional development sessions through videoconferencing technology.
What we did on educators’ summer vacation

In June, July and August, over 90 area educators attended Western Reserve Educational Services’ Camp Google for Educators. Four three-day sessions were conducted during which participants learned about the 21st-century learning skills of communication, collaboration and creativity while applying Google tools. Participants discovered the collaborative abilities of Google Docs and Google sites and the communication abilities of Google search, Google mail and Google calendar. They then got creative with sessions focusing on Google’s Picasa photo editing and sharing program and Google Sketchup, a 3D modeling program that interfaces with Google Earth. More than half of the participants registered and received graduate credit from Kent State University.

Western Reserve Educational Services hosts NEOEA Day event

Over 80 educators were in attendance for professional development training during the annual NEOEA Day on Oct. 16. Participants registered and attended educational technology sessions on Smart Boards, podcasting, Flip Video, Google Docs and document camera usage for integration in the classroom. The cost of the event was partially covered by a grant from NEOEA and by registration fees.

Educators sent to boot camp

Western Reserve Educational Services hosted Smart Board Boot Camp over the summer. Educators attended a three-day session that focused on all the different levels of Smart Board expertise. Kent State University graduate credit was offered to participants.

Professional development update

Along with the traditional schedule of professional development offerings at Western Reserve Educational Services’ 21st Century Learning Center, this winter’s schedule is presenting several of our more popular trainings for graduate credit opportunities. Developing Digital Content for Education will begin in January, focusing on how to develop and deliver a wealth of digital educational content including digital images and audio and video elements. Participants will meet every Thursday through the month. Smart Board Bootcamp will be delivered in the same way in February and Camp Google will be offered in March. Participants that attend the four nights of training will receive one hour of graduate credit from Kent State University.

Ohio Ready to Learn update

The Ohio Ready to Learn program, focused on the training and development of family child care providers, has been funded for another year. Despite a reduction in funding, we will create and deliver 33 Ready to Learn workshops in our service area. Pam Oviatt is the freelance project coordinator. She will complete facilitator training by December and announce the workshop schedule in January 2010.

Western Reserve Educational Services has been a Ready to Learn station since 1996.
Educational Services (cont’d.)

Nineteen professional development sessions planned for multimedia packages

Over the next several months, Western Reserve Educational Services will present 19 professional development sessions to educators on five different multimedia projects created by the organization in the last year.

The educational materials for Generations: Cuyahoga Valley National Park include interdisciplinary lessons for grades 4-8. The theme of the materials is “preserve and protect” and its lessons in mathematics, language arts, science, social studies and art are built around that theme. The Web site features support materials for the classroom, including a board game, a virtual tour and podcasts created for the project. Freelance educational content producer Ria Mastromatteo will present seven professional development workshops over the next five months.

Math nMotion tackles the very difficult concepts of graphing linear equations, inequalities, ratio and proportion and using data to make decisions through the example of racing Formula M cars. The multimedia package is keyed to grade 8 standards. We will present four professional development sessions on the package.

UbiScience looks at the science behind kinetic art, covering waves, speed, velocity, weightlessness, the electromagnetic spectrum and Newton’s Laws. The multimedia package is keyed to grades 8-9 science standards. We will conduct four professional development sessions on the package.

Who’s Your Boss?, a 30-minute documentary celebrating youth entrepreneurship, is accompanied by a multimedia kit that combines lessons on entrepreneurship with financial literacy. State standards have recently been established on financial literacy, so educators will find this material timely and helpful. We will offer three professional development sessions over the next few months.

Stark Contrast: The History of Stark County, a documentary produced to celebrate the county’s bicentennial, looks at the area’s communities, industrial development, educational and cultural institutions, sports, art, culture, transportation and more. It also follows two groups of residents representing the county’s older and younger generations. The classroom materials, designed for middle school students, are hands-on, project-based and keyed to Ohio content standards for mathematics, science, social studies and language arts.

For more information about our multimedia kits for K-12 classrooms, contact Director of Education Jeff Good at (330) 677-4549 or jgood@WesternReservePublicMedia.org.

Marketing & Development

FY10 Membership report

Vice President of Marketing and Development Lisa Martinez reports that in the first quarter of FY 2010, we have raised $264,227 against a goal of $312,120. We are currently $47,893 under goal, $45,244 of which is a shortfall in pledge revenue. Historically, we have been successful in making up pledge revenue shortages by year-end. Compared to last year at the same time, we are $3,091 behind first quarter of FY09.

FY10 Underwriting and Private Support report

Vice President of Marketing and Development Lisa Martinez reports that in the first quarter of FY 2010 we fell $232,764 short of our goal of $355,955 in total underwriting and private support. The overall shortfall is due largely to the $197,764 shortfall in local production funding. This is a timing issue, and the projected revenue has been flexed forward in the FY10 budget. In the underwriting and nonprofit paid promotional announcements area of this revenue line, we fell $35,000 short of the goal of $105,425. We continue to work on prospecting, developing packages and making contacts to improve our ability to generate revenue.

Station welcomes new underwriters, foundations

Western Reserve Public Media welcomed the following new businesses, foundations and nonprofit clients since our last report: Brunswick Subaru, Buckeye Book Fair, Christopher Pop-in-kins, Cleveland Museum of Natural History, Cleveland Orchestra, FirstMerit Foundation, JumpStart Inc., KeyBank Foundation, Kindermusik at Western Reserve Center for the Arts, Rainbow Babies & Children’s Hospital, Rock and Roll Hall of Fame and Museum and Youngstown Business Incubator (YBI).
Presentations for broadcast on Fusion and for its video on Western Reserve Public Media will videotape all three will speak on “Mode Shift: Moving From Driving to Biking Villages” on Feb. 9; and Jason Schrieber, principal with the Developing Town Centers, Main Streets and Urban School of Architecture, who will speak on “Place Making: Development and Urbanism at the University of Miami’s Bohl, director of the graduate program in Real Estate Development and Urbanism at the University of Miami’s School of Architecture, who will speak on “Place Making: Developing Town Centers, Main Streets and Urban Villages” on Feb. 5; and Jason Schrieber, principal with the Boston-based Nelson/Nygaard Consulting Associates, who will speak on “Mode Shift: Moving From Driving to Biking and Walking” on March 9.

Western Reserve Public Media will videotape all three presentations for broadcast on Fusion and for its video on demand archives.

All Urban Innovators Speaker Series events will be held at the Andrew Jackson House in Akron from 6:30 PM to 8:30 PM. Seating is limited to 100 people. Reservations can be made by calling (330) 972-8859 or e-mailing julie2@uakron.edu.

The purpose of University Park Alliance (UPA) is to revitalize the diverse neighborhood in a 50-block area immediately surrounding The University of Akron, through engaging the community and catalyzing real estate and business investment. UPA was established through a major grant from the John S. and James L. Knight Foundation and is comprised of partners including The University of Akron, City of Akron, Summa Health System, Akron Children’s Hospital, Akron General Health System, Akron Beacon Journal, Akron Metropolitan Housing Authority, Greater Akron Chamber, Akron Public Schools and University Park Development Corporation.

Presenter Appreciation Days slated for Cleveland Museum of Natural History


Screening of new American Experience documentary to take place at National First Ladies’ Library

Western Reserve Public Media and the Canton-based National First Ladies’ Library will co-host one of the national premieres of the new American Experience documentary Dolley Madison with showings on Saturday, Feb. 27, at 1 PM and 4:30 PM. The event is free, but reservations are required. Muffie Meyer, the filmmaker, and Ron Blumer, the writer, will attend the event to introduce the film and do Q&A afterward.

Style icon, extravagant hostess, humanitarian, doting mother, trusted political advisor and diplomat. These are the roles we now expect in a first lady, roles created by President James Madison’s wife, Dolley. Dolley’s beauty attracted attention, but it was her political acumen that set her apart in a time when women held no overt political power. As the “first first lady,” she used her unelected position to legitimize the nation’s new capital, to create a political and social style for the new country.

Rock Hall event supported by Western Reserve Public Media

Western Reserve Public Media was the sole media sponsor of the Rock and Roll Hall of Fame and Museum’s Kozmic Blues: The Life and Music of Janis Joplin, Nov. 9-14. The weeklong American Music Masters series reflected on one of rock ‘n’ roll’s most passionate and influential artists through exhibits, workshops and a tribute concert at PlayhouseSquare’s State Theatre.

Trina and Sid ride in Timken Grand Parade

PBS superstar Sid the Science Kid escorted Western Reserve Public Media President and CEO Trina Cutter in the Pro Football Hall of Fame Timken Grand Parade on Aug. 8. This nationally televised event showcases the new class of enshriners, returning Hall of Famers, giant helium balloons, marching bands and much more on the 2.2-mile parade route through downtown Canton.
Clifford and Super Why support literacy at Even Start reading festival

Beloved PBS Kids stars Clifford the Big Red Dog and Super Why were the headliners of Even Start’s Family Reading Festival at New Towne Mall in New Philadelphia in November. Western Reserve Public Media was on hand to handle the stars and to promote the organization’s commitment to literacy.

Western Reserve PBS members enjoy appraisal event

Western Reserve Public Media partnered with the Akron Art Museum to present Appraisal Affair on Oct. 17, 2009. Western Reserve PBS members were granted early access to the event to have their family heirlooms and collectibles appraised by the best in the business: Wes Cowan, founder and owner of Cowan’s Auctions Inc., star of the PBS series History Detectives and featured appraiser on Antiques Roadshow.

Station participates in Healthy Baby Fair

For the third straight year, Western Reserve Public Media served as a media sponsor of the free Healthy Baby Fair/Family Expo, hosted by the Akron Health Department. The Oct. 3 event, held at the John S. Knight Convention Center in downtown Akron, allowed attendees to gather information about family health, wellness, safety and consumer education through interactive displays and hands-on activities.

Events celebrate Generations documentary, Burns’ National Parks

To celebrate the premiere of our production, Generations: Cuyahoga Valley National Park, Western Reserve Public Media, Cuyahoga Valley National Park and Cuyahoga Valley National Park Association hosted two preview screening events, on Sept. 23 and 25 at Happy Days Lodge in Peninsula. Over 400 people attended the two screenings. President and CEO Trina Cutter made opening remarks at the event, along with program producer Duilio Mariola, who also fielded questions and comments from the audience after the screenings.

The celebration of the country’s natural splendors continued with Dinner and a Movie, hosted in conjunction with Cuyahoga Valley National Park Association on Sept. 27. Fans of our national parks were invited to come for dinner and stay to watch the first episode of renowned filmmaker Ken Burns’ PBS program The National Parks: America’s Best Idea on the big screen. The screenings continued through the week when the public was invited to enjoy Burns’ series in high definition on the big screen Sept. 28-Oct. 2 at Happy Days Lodge.
Barbara O’Malley named to NETO board of directors

Barbara O’Malley has been appointed to the board of directors of Northeastern Educational Television of Ohio Inc. as a representative of The University of Akron community.

O’Malley joined UA in May 2008 as the associate vice president for communications and chief communications officer. She leads the institutional marketing team of writers, designers, advertising, marketing and public relations and internal communications professionals. She has more than 20 years of experience in strategic planning, marketing and research, and integrated marketing communications and brand marketing for internal and external audiences.

She earned an M.B.A. degree with an emphasis in marketing from the University of Denver and a B.S. degree in communications/journalism from Black Hills State University in Spearfish, S.D. She also received an Executive Education Certificate in Dynamic Management from Duke University.

Prior to joining UA, Ms. O’Malley served as the executive director of marketing and communications at Southern Illinois University Edwardsville in a similar capacity. Prior to her institutional appointments, she consulted with colleges, universities and Fortune 500 companies in the areas of marketing, communications, research and change leadership.

Her core competencies include leading high-performing teams and continual improvement. She served two terms as a state examiner for Colorado Performance Excellence, the Baldridge Quality Award Program in Colorado and one term as a state examiner for Ohio Partnership for Excellence, the Baldridge Quality Award Program in Ohio. A certified seminar leader, she has presented at regional and national conferences around the United States including Society for College and University Planners (SCUP) and Council for the Advancement of Secondary Education (CASE).

IT/Engineering

New digital translator serving low-lying areas of Mahoning Valley

Western Reserve Public Media has added a new digital translator that enables residents in low-lying areas of the Mahoning Valley to receive WNEO broadcast services. The translator, located on WFMJ’s tower, was launched on Oct. 28.

In preparation for the launch, station engineers Rick Patterson, Anthony Dennis and Horace Chong worked with a tower crew to remove the analog antenna from the WFMJ tower in June. In July, an ERI digital antenna was positioned at the 640-foot level on the tower. The new translator was delivered on Oct. 27 and engineers installed and had it on the air the same day, at approximately 4 PM.

Previously the organization’s analog channel 58 served the low-lying areas, but it has been off air since November 2008 because of the need to convert it to digital. Viewers in the translator’s service area should now be able to pick up not only the station’s primary, high-definition channel, Western Reserve PBS, but also its three standard definition channels, Fusion, MHZ Worldview and V-me. Viewers who receive their TV signal over the air should re-scan their TV or converter box to receive the new signal.

WEAO gets power boost

Western Reserve Public Media was granted a permit by the FCC to increase WEAO’s power from 180,000 watts to 250,000 watts. The upgrade was completed on Oct. 15 by station engineers Rick Patterson, Anthony Dennis and Horace Chong and engineers from Thomson, the manufacturer of the Channel 49 transmitter. We received comments from viewers immediately indicating that their reception improved in the Cleveland area. Earlier this year, WNEO digital increased its power to 500,000 watts.

Microwave system updated

In October and November, we replaced our aging microwave system with new radios from Microwave Radio. The microwave system sends the signal from master control in Kent to our transmitters in Salem and Copley. The old radios will be refurbished and reinstalled as a backup system.

Upgrades in master control allow for broadcast service expansion

Station engineers Rick Patterson, Anthony Dennis and Horace Chong have been busy for the past two years upgrading our master control facilities. The latest upgrade permitted the addition of a fourth channel, V-Me. This channel was launched on Sept. 17, 2009. It can be seen on WNEO 45.4 and WEAO 49.4.

Who’s Watching

Viewer: Chris Cheronis of Green, Ohio

Occupation: Owner, Baskets of Distinction

Hobbies/interests: Travel, family, watching nieces and nephews play sports, TV, PBS specials

Favorite Western Reserve PBS show: All the travel shows, live music concerts

What she likes about our shows: The great panoramic views of the travel shows; the great music of Sarah Brightman, Yanni, etc.
representatives from PBS member stations in November. The advisory group consists of PBS headquarters in Alexandria, Va., in meeting Mastromatteo attend PBS DLL system. and tour new high definition editing Mariola talked about our local productions professional development services. Local television, multimedia production and Jeff Good covered our instructional technology, integrated technology into their classrooms and produced a children’s television show to teach the fundamentals of soccer. Following college, Tuskan joined a local Web development group to design online shopping stores for franchise owners. In 2006 she received her master of arts degree in early childhood education from Cleveland State University. As a PreK-3 licensed teacher, she has integrated technology into her own classrooms and has created a learning environment that is active, engaging and fun. Tuskan has dedicated her time to training teachers and administrators on the newest technologies that are available for the classroom. She has experience with using interactive white boards, document cameras, student response systems, Web 2.0 and more. At the end of the day, she can be found playing sports and spending time with her husband and family.

Freeman attends CTAM meeting on broadband
Programmer Don Freeman attended a session presented by VideoNuze Broadband Video Leadership at the Cable Telecommunications and Marketing (CTAM) conference in Denver on Oct. 26. He attended the session “How Cable Succeeds in the Broadband Video Era” to glean insight from the presenters into ways that cable systems are using multiple platforms to distribute and monetize their broadband offerings. The presentation also focused on the recently announced TV Everywhere proposal being supported by ComCast.

Lealynd Tuskan joins staff
Lealynd Tuskan has joined Western Reserve Public Media as a 21st Century learning consultant. Her two-year position is funded by Windham Exempted Village schools. Windham has received federal stimulus money through eTech Ohio for its project, Developing 21st Century Learning Environments.

Tuskan joins us with a background in education and technology. She attended the College of Wooster and had the opportunity to research and design interactive learning tools for children of all ages. For her thesis she designed an interactive Web site and produced a children’s television show to teach the fundamentals of soccer. Following college, Tuskan joined a local Web development group to design online shopping stores for franchise owners. In 2006 she received her master of arts degree in early childhood education from Cleveland State University. As a PreK-3 licensed teacher, she has integrated technology into her own classrooms and has created a learning environment that is active, engaging and fun. Tuskan has dedicated her time to training teachers and administrators on the newest technologies that are available for the classroom. She has experience with using interactive white boards, document cameras, student response systems, Web 2.0 and more. At the end of the day, she can be found playing sports and spending time with her husband and family.

Amanda Donatelli welcomes new family member
Marketing and Communications Specialist Amanda Donatelli and her husband, Dom, welcomed Santino “Sonny” Paul Donatelli into the world at 10:45 AM on Oct. 6. Santino measured in at 7 pounds 12 ounces and 21 inches long. Amanda’s co-workers hosted a baby shower for her on Friday, Oct. 2, right in the nick of time.
Western Reserve PBS ...

- Is watched by over 700,000 viewers in 500,000 households in northeast Ohio and western Pennsylvania each week. (Source: 2008-09 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 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 every cable and satellite service in northeast Ohio and western Pennsylvania, usually in a top tier position.

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