Fall 2010

The Western Reserve Public Media President’s Report is published three times a year for the Northeastern Educational Television of Ohio Inc. Board of Directors, major funders of the station and other readers interested in the organization’s activities.

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NewsNite relaunched on Western Reserve PBS

Show replaces NewsNight Akron with new format

The reenvisioned and refashioned NewsNight Akron made its debut on Western Reserve PBS in October. The weekly show, called NewsNite, airs on Fridays at 9 PM and features segments that spotlight news from multiple areas of the station’s viewing area. It is hosted by Eric Mansfield and includes NewsNight Akron panelists Ed Esposito, Steve Hoffman, Jody Miller and M.L. Schultze, plus special guests. Panelists may vary among segments to allow, for example, a journalist from Canton to discuss a story involving that area.

“The genesis of NewsNight Akron was to fill the news gap created when commercial TV stations left Akron more than a decade ago,” said Trina Cutter, Western Reserve Public Media president and CEO. “Our new NewsNite program continues and broadens that responsibility — to offer regional coverage that won’t be provided by the Cleveland and Youngstown commercial news operations.”

Western Reserve Public Media produces the new show in the state-of-the-art video studio at Kent State University’s School of Journalism and Mass Communication, with assistance from the University’s TeleProductions unit as well as faculty and students in the School. TeleProductions Director John Butte said the service has a long history of partnership with Western Reserve PBS and he is excited to bring the advances of digital video production to this latest project.

As the new season progresses, the NewsNite team will work with School faculty and students on extending the program’s reach through not only Web content and social media, but also other digital platforms. “We’re delighted to have NewsNite in our Franklin Hall studio,” said School Director Jeff Fruit. “The NewsNite team has some forward-thinking ideas and we look forward to partnering with them and with our TeleProductions colleagues on a show that takes some new approaches in 21st century journalism.”

The companion website at newsnite.net houses video on demand of the full programs, extended panel discussions, full-length interviews, blogs and more.

In addition to airing on Western Reserve PBS Fridays at 9 PM, the show repeats on Saturdays at 5:30 AM. NewsNite also airs on Western Reserve Public Media’s Fusion channel, WNEO.2/WEAO.2, on Saturdays at 9:30 PM and Mondays at 8:30 PM. The show will air for 39 weeks and will then take a summer hiatus. During the summer, however, short NewsNite Lite spots will air on Western Reserve PBS.
New and improved NEOtropolis introduced in July

NEOtropolis is Western Reserve Public Media’s weekly half-hour program focused exclusively on the business and economy of Northeast Ohio. It is the only regional program of its kind airing on broadcast or cable television.

The program launched in November 2009 and, since then, has covered a wide range of issues important to the region’s economy, such as the burgeoning biotechnology field; environmental sustainability; entrepreneurial enterprises; the impact of higher education on the economy and workforce development; regional travel and tourism; “new urbanism”; and much more. Over 300 business, government and institution representatives from organizations large and small have participated in field segments and panel discussions since the program began.

Over the summer, the production team, led by executive producer Trina Cutter (Western Reserve Public Media’s president and CEO), made some major changes in program design and content, and the new “look” of the show was introduced in July. In the spirit of the program’s “not business as usual” tag line, the production team refashioned the program to make NEOtropolis accessible, relevant, fast-paced, trustworthy, fun, informative and regionally representative. The series now includes the following segments:

**NOT BUSINESS AS USUAL**  This weekly field piece takes an up-close look at a person, business or organization not doing business as usual.

**FLY EYE ECONOMICS**  A panel of experts takes a multifaceted, macroeconomic view of the business or industry covered in the “Not Business as Usual” segment.

**INTO THE FUTURE**  Each week a new company is featured that is supported by one of the many organizations in Northeast Ohio that helps start-ups (JumpStart, MAGNET, Glide, Youngstown Business Incubator, Akron Global Business Accelerator, BioEnterprise, NeoTech and others). A company representative gives “the elevator speech” that explains what his/her business is all about.

**STOCK RAP**  Viewers learn about Northeast Ohio companies that are publicly traded. Both short- and long-term stock performances are covered. Four times a year, this segment will be replaced with Team NEO’s Quarterly Economic Review, which presents highlights from Team NEO’s publication The Regional Economic Review.

**THE BUSINESS OF FUN**  Northeast Ohio’s cultural and entertainment events have a direct impact on the region’s economy and quality of life. In each broadcast, we focus on three to four events scheduled in the coming week in the region we call NEOtropolis.

**WEEKLY BUZZ**  Viewers get business news from the Mahoning Valley presented by reporters at Youngstown/Warren’s Business Journal.

**GOOD NEWS BUSINESS AGGREGATOR**  The focus is on the most important business headlines of the week.

**NEOtropolis FACT**  Interesting and fun facts about Northeast Ohio’s economy.

NEOtropolis provides a unique service to Northeast Ohioans. No other regional television outlet — broadcast or cable — offers a regularly scheduled program devoted to understanding our regional economy and helping our citizens navigate through these economic times.

The second season of NEOtropolis is under way. Funding has been provided by The Burton D. Morgan Foundation, First Place Bank, JumpStart, NorTech and Youngstown Business Incubator.
Who Shot Rock & Roll: Akron Art Museum premieres on Western Reserve PBS

Western Reserve Public Media goes behind the scenes of a new Akron Art Museum exhibition in Who Shot Rock & Roll: A Photographic History, 1955 to the Present, tells the story of the photographers whose works helped to define the musical genre of rock ‘n’ roll. It is a photographic history of the past 55 years, presenting more than 160 photographs and videos by 100 artists who have been called the unsung heroes of rock music.

The Western Reserve Public Media production enhances the photographers’ stories by talking with photography historian Gail Buckland. In addition, Barbara Tannenbaum, the museum’s director of curatorial affairs, discusses how photography and rock ‘n’ roll came of age and grew up together. Who Shot Rock & Roll: Akron Art Museum also includes interviews with some of the photographers in the exhibition, plus it explores local ties to rock ‘n’ roll and rock history and the opening festivities for the exhibition.

On the station’s companion website for the program, youshotrock.com, the public can post their own photographs related to rock ‘n’ roll. The site also includes extended interviews with Buckland and the featured photographers, plus the full-length program available for viewing on demand.

“Rock ‘n’ roll is sound and image, but we never investigated the image of rock,” said Buckland. “Who were these people who took the pictures and made the posters? Many of them have not been recognized.” The Akron Art Museum exhibition, organized by the Brooklyn Museum with guest curator Buckland, recognizes the photographers as it documents behind-the-scenes images of established as well as young musicians just starting out. It captures the power of performance and celebrity, memorializes the near idolatry of fans and audiences and explores the collaboration between the rock stars and the artists behind the cameras.

Detroit Disassembled in new Akron Art Museum documentary

Western Reserve Public Media goes behind the scenes of the Akron Art Museum’s Andrew Moore exhibition to tell the story of the artist’s photographs that capture the striking imagery of a crumbling city. The half-hour program, Detroit Disassembled at the Akron Art Museum, premiered in July.

“Moore’s photographs of the Motor City are sublime — beautiful, operatic in scale and drama, tragic yet offering a glimmer of hope,” says Barbara Tannenbaum, the museum’s director of curatorial affairs. “Although it is hard to believe that his post-apocalyptic scenes reflect present-day America, the artist has been scrupulously honest.” The program also documents the Akron Art Museum’s role in organizing the exhibit and its companion book. Tannenbaum shares her insights into Moore’s work, as does Yancey Richardson of New York’s Yancey Richardson Gallery.

Fred and Laura R. Bidwell, whose financial support helped to make both the exhibition and the publication of the book possible, discuss their relationship with Moore, the impetus of this exhibition and some of the themes in Moore’s photography. In addition, the response of the public to Moore’s work at the exhibition opening is part of this interesting photograph portrait of Detroit today.
New multimedia packages in K-12 circulation

Western Reserve Public Media released two new multimedia projects for the 2010-11 school year. Each project features six videos — three for students and three for teachers — and a teachers guide with summative and formative assessments. Both projects can be found on the Western Reserve Public Media website, as well as the state database — called D3A2 — and on iTunes U. Funding for these projects was provided by the Ohio legislature through eTech Ohio.

Phi 1.61803: Art in Math and Science

Phi is a Greek symbol that stands for 1.61803..., a number derived from the golden ratio. It has been studied for many years by the great minds of mathematicians Pythagoras and Euclid, the astronomer Kepler and the present-day physicist Roger Penrose. Phi appears in the proportions of human and animal bodies, in plants, DNA, the solar system, art and architecture, music, population growth, the stock market and even theology. The golden ratio is often considered the “divine proportion,” as it illustrates the concept of beauty.

The three lessons in this unit deal with studying the beauty of mathematics and science. In the lesson on ratio and proportion, students use the golden ratio while looking at a human face. In the lesson on angles, students use the measure of interior angles to create art. And, in the lessons on sound, students try to find the beauty of music by creating their own musical instruments.

Earth Motion³: Our Changing Earth

Have you ever wondered how the mountains were formed or how the Grand Canyon was created? Earth Motion³: Our Changing Earth contains three complete modules that can help to explain these phenomena: Earth Cycles, Plate Tectonics and Transfer of Energy.

New multimedia packages are in production

This year Western Reserve Public Media received funding to produce two new multimedia instructional packages: one on geometry and the other on careers. Once again, we will have teachers on the content team to offer input and create material.

The geometry project covers angles, surface area and volume and spatial visualization. The package will include six videos, three for students and three for teachers. There will be summative and formative assessments, lesson plans and Web activities suitable for grade 6.

The career project will cover the careers of physicians, financial advisors and meteorologists. This package will also offer six videos, three for students and three for teachers. The content presents overviews of the careers, typical coursework needed in high school and resources to help students discover their personal career preferences.

The packages will be completed in FY11 and ready for distribution in the 2011-12 school year.

Western Reserve Public Media premieres KSU professor’s documentary

Country Crush, a documentary from local independent producer Molly Merryman, premiered on Western Reserve PBS in September. The one-hour documentary tells the story of the strange combine demolition derby at the Columbiana County Fair.

A staple at Columbiana County’s fair since 1992, the combine demolition derby is a locally cultivated sport in which drivers of massive combine harvesters crash their machines in a competition that involves grinding and tearing metal, smoking engines and punctured tires. The derby lasts for several heats, and the last machine moving wins.

“I think these machines are so gigantic and so expensive when a farmer buys them new, that the thought of somebody intentionally smashing one into another one strikes some people — I’d say most people — as lunacy,” notes Columbiana County fair board member and derby announcer Don Humphreys. Humphreys serves as documentary narrator and is also one of the community members featured in the documentary.

Country Crush was filmed during the 2007 fair season and spotlights drivers as they prepare their combines for competition.

The documentary was directed and produced by Molly Merryman, Ph.D., an associate professor in the department of Sociology at Kent State University. Her last documentary, Invisible Struggles: Stories of Northern Segregation, aired on Western Reserve PBS in 2007.

Interviews and derby footage are punctuated by the sounds of Kentucky Overflow, a Dayton-based band that scored original music for the documentary. “Kentucky Overflow creates a unique synthesis of rock, bluegrass, country and roots, which I thought would be the perfect match for the men featured in this documentary,” says Merryman. “I was delighted when the band decided to develop original music for the documentary.”
**Programming & Local Productions (cont’d.)**

**BBC Showcase offers interesting new choices for Western Reserve Public Media**

More than 60 public TV programmers, including our own Don Freeman, gathered for two days in New Orleans in October to watch the latest programs and series available through BBC Worldwide, the company that provides most of our British comedies. Thirty-seven separate titles are being offered for stations to acquire.

Of the programs Freeman screened, here are the highlights: *Ashes to Ashes*, the sequel to the popular BBC series *Life on Mars*; *Great Romances*, a set of 15 half-hour shows focused on the circumstances that brought together some of the 20th century’s most well-known couples; *Hustle*, a series of hour-long programs starring Robert Vaughan, who leads a group of con artists set on liberating cash and property from ne’er-do-wells; *Museum of Life*, six hours of behind-the-scenes look inside the United Kingdom’s Natural History Museum; *Space Age: NASA’s Story*, four hours on the history of U.S. space exploration; and *Tropic of Cancer*, a six-part travel series on host Simon Reeve’s global trip along the 22,835 mile Tropic of Cancer.

New British comedies include *Black Books*, a quirky series about a very grumpy bookstore owner who loves his books and dislikes his customers; *Old Guys*, starring Clive Swift (*Keeping Up Appearances*) and Roger Lloyd-Peck (*Vicar of Dibley*) as retired housemates; *Outnumbered*, which follows two parents and three children as they battle for family supremacy; and *Worst Week of My Life*, an unusual series that follows the story of a bride and groom during the week leading up to their wedding.

**Nielsen audience data shows audience growth**

Programmer Don Freeman recently shared with the staff the May 2010 A.C. Nielsen audience data. As a preface to his summary, Freeman writes, “The May 2009 sweeps audience data was corrupted by what we assume was faulty equipment by Nielsen Media Research. Our Youngstown audience was nearly zero in every daypart and all half-hours. The Cleveland-Akron audience was cut by over 50 percent. You’ll see that our audience in both markets has now rebounded, which reinforces our assumption that the May 2009 book was unreliable. Please take the tremendous growth comparing 2010 to 2009 with a grain of salt. Comparisons between 2010 and 2008 will be more realistic.”

With that caveat, Freeman reports the following:

**WEAO/Cleveland-Akron (Canton)** The prime-time audience is up 190.9 percent (compared to May 2008, it is down 14.4 percent), and the whole week sign-on/sign-off audience is up 126.8 percent (compared to May 2008, it is down 7.1 percent).

**WNEO/Youngstown** The prime-time audience is up 15 percent (compared to May 2008, it is down 41 percent), and the whole week sign-on/sign-off audience is up 37.1 percent (compared to May 2008, it is down 20.3 percent).

**WNEO/WEAO Combined** The prime-time audience is up 144 percent (compared to May 2008, it is down 16.4 percent), and the whole week sign-on/sign-off audience is up 109.8 percent (compared to May 2008, it is down 16.1 percent).

Our contract with TracMedia allows us to use its manipulations of Nielsen data for the Cleveland-Akron (Canton) market. (Trac does not evaluate WEAO because the market size is too low.) The TracMedia cume (unduplicated audience) trend analysis indicates that our May 2010 average weekly sign-on/sign-off cume audience for WEAO is 476,937 people 2+, and our average weekly prime-time cume audience for WEAO is 183,437.

Our largest audience growth is between 7 PM and midnight every night. Our prime-time households are above 2008 levels and are now equal to or a little smaller than the same time periods in 2006. Our weekday children’s programs are strong in the mornings but falter after 3 PM. Saturday morning 6 AM to 10 AM is even with 2008; it falls behind from that point until prime-time at 7 PM. Sunday audiences are down nearly every half hour from 6 AM until 8 PM compared to 2008. Our best prime-time days for audience are Saturday and Wednesday.

Here is a list of our Top 10 ratings champions:

- **Antiques Roadshow** (Thursdays, 8 PM)
- **PBS NewsHour** (Weekdays, 7 PM)
- **Antiques Roadshow** (Mondays, 8 PM)
- **Nature** (Sundays, 8 PM)
- **As Time Goes By** (Saturdays, 8 PM)
- **The Lawrence Welk Show** (Saturdays, 7 PM)
- **Masterpiece** (Sundays, 9 PM)
- **American Masters** (Mondays, 9 PM)
- **Nova** (Tuesdays, 8 PM)
- **Cook’s Country From America’s Test Kitchen** (Saturdays, 9:30 AM)

PBS is moving the broadcast of *Nova* from its 20+ year slot on Tuesdays at 8 PM to Wednesdays at 9 PM, beginning Wednesday, Jan. 16. Wednesdays will now be PBS’s night for science and technology. On Tuesdays we will air miniseries and specials at 8 PM, our regional programming block at 9 PM and *Frontline* at 10 PM.

Nielsen recently started to present *monthly* Persons 2+ cume data (major “local people-meter” markets only, including Cleveland) in its reports. The Nielsen standard has always focused on weekly cume, but the September book offers new — and very encouraging — data for Western Reserve PBS. In the most recently released data for the Cleveland DMA — September 2010 — our official Cleveland DMA 28-day people 2+ cume was 915,384. If we assume, in the same time period, that we had at least 84,616 viewers in the Youngstown DMA (and we don’t know how that wouldn’t be possible), that’s more than 1 million viewers of Western Reserve PBS in the month of September.
### Programming & Local Productions (cont’d.)

**Cuyahoga Valley National Park documentary captures regional Emmy**

In June, Western Reserve Public Media was awarded a 2010 regional Emmy award from the Lower Great Lakes Chapter of the National Academy of Television Arts and Sciences (NATAS). The award was in the Crafts category for Photographer — Non-News for *Generations: Cuyahoga Valley National Park*, an hour-long documentary that tells the story of Ohio’s only national park through high-definition video and the voices of people from all walks of life. It premiered on Western Reserve PBS on Sept. 27, 2009, as a companion piece to Ken Burns’ six-part national parks documentary series. Adam White served as videographer for the production. In all, Western Reserve Public Media productions received four award nominations.

Also receiving Emmy awards were several regional independent productions that premiered on Western Reserve PBS. **Final Edition: Journalism According to Jack and Jim Knight**, produced and written by Paul R. Jacoway Productions and Kathleen Endres, professor at The University of Akron, received an award for Nostalgia Program — Program/Special/Series. **Turn Blue: The Short Life of Ghoulardi**, produced by University of Akron professor Phil Hoffman, won two awards in the Crafts category: Director — Post-Production and Editor — Program.

Award winners were announced at the 41st Annual Emmy Awards Ceremony on Saturday, June 19, at the Cleveland Hilton Garden Inn.

**Final Edition wins 2010 Ohio SPJ Award for Best Documentary**

**Final Edition: Journalism According to Jack and Jim Knight**, which premiered on Western Reserve PBS in October 2009, won a top award in the 2010 Ohio Society of Professional Journalists competition. The hour-long documentary, produced by University of Akron professors Paul Jacoway and Kathleen Endres, won first place in the Best Documentary (Television — All Markets) category.

The documentary tells the story of the Knight family, the Akron Beacon Journal and the rise and fall of Knight-Ridder Newspapers. John (Jack) and Jim Knight were Akron brothers and prominent national figures who owned and ran the 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. The brothers also founded the John S. and James L. Knight Foundation, now based in Miami, Fla.

Three years in the making and narrated by David Lieberth, deputy mayor of the city of Akron, **Final Edition** features interviews with popular local newspaper writers Abe Zaidan and Michael Douglas, Beacon Journal Editor Bruce Winges and Knight Foundation President Alberto Ibargüen. The documentary was underwritten by a grant from the Ohio Humanities Council, a state affiliate of the National Endowment for the Humanities.

“We are honored to be the presenting station for this important documentary,” said Trina Cutter, Western Reserve Public Media president and CEO. “Western Reserve Public Media makes a very deliberate effort to partner with independent filmmakers, and our goal is to be the premier TV station for quality work such as Final Edition.”

The 2010 Ohio SPJ Awards competition honors print and broadcast journalists from Ohio and bordering states who best served the public interest in 2009. The awards, which are presented by the Cincinnati, Columbus and Cleveland chapters of the SPJ, were judged by members of SPJ chapters throughout the United States. Award winners were recognized on Saturday, Oct. 30, at the organization’s awards ceremony in Columbus.

### Educational Services

**School rivals work together for educational technology**

A somewhat bitter rivalry has existed between Springfield and South Range schools in Mahoning County for many years — on the court, on the field and even in the classroom. Last spring, these schools’ teachers forgot about that rivalry when they teamed up for Smart Board training provided by Western Reserve Educational Services.

Springfield local schools hosted four sessions of Smart Board training for all South Range teachers interested in improving how they use this technology in the classroom. The training was in anticipation of South Range’s new school complex, which has classrooms equipped with new Smart Boards. Each session included instruction and hands-on training with the Smart Notebook 10 software.

The training sessions began with good-natured booping from South Range teachers when Springfield’s fierce tiger mascot appeared on the district home page. However, by the end of the training, these rival teachers found a common appreciation for educational technology and a motivation to enhance the learning in all classrooms.
Western Reserve Educational Services partners with other EdTech agencies to launch ITIP Ohio

ITIP Ohio is an affiliate member of the national Partnership for 21st Century Skills (P21) professional development. Western Reserve Educational Services is one of the five founding members of ITIP Ohio, with a hope of providing additional services to our member districts. P21 and its affiliates provide programs and resources that fuse the three Rs and four Cs (critical thinking, communication, collaboration and creativity) within teaching and learning. With this national certification, ITIP Ohio assists schools in creating engaging, technology-rich classrooms that foster 21st century skills. For more information, check out the website at www.itipohio.org.

Plugging Into the 21st Century Skills Framework rolled out for fall semester

In September Western Reserve Educational Services announced that six schools have the opportunity to participate in Plugging Into the 21st Century Skills Framework, Western Reserve Educational Services’ new professional development project funded by a grant from the Martha Holden Jennings Foundation. The selected schools receive a comprehensive professional development program for the 2010-2011 school year and participate in an online learning community to assist in facilitating 21st century skills development in the classroom.

Plugging Into the 21st Century Skills Framework is a nine-month professional development program offering monthly support to school building teams of five educators, one technology coordinator and an administrator. Participants develop and implement 21st century learning skills within their buildings by using existing technological resources.

Western Reserve’s trainers will work one-on-one with the teams to educate and train teachers on effective uses of technology. Retired educators Dave Philbin and Kathy Young have been hired through the grant to provide support to building teams in East Palestine and Coventry Local. Director of Education Jeff Good is providing professional development to Kent City Schools.

Plugging Into the 21st Century Skills Framework promises new and exciting ways to implement activities and technology to enhance collaboration, creativity, communication and critical thinking skills, all within the 21st century skills framework that is supported by the state of Ohio.

Western Reserve Educational Services working with KSU to offer credit

Western Reserve Educational Services, in cooperation with Kent State University, is pleased to announce a new way to gain valuable graduate credit hours. Starting in September, qualifying five-hour professional development opportunities offered during the school day at Western Reserve Public Media can be combined for one graduate credit hour from KSU. Classes conducted during the winter and spring sessions will also be eligible.

Technology Afterschool (TAP) Program trains teachers in 21st century skills

Educators can build 21st century learning skills with the Technology Afterschool Program (TAP) from Western Reserve Educational Services. Participants gain valuable skills while securing graduate credit from our menu of four-week courses.

NEOEA Day hosted by Western Reserve Educational Services

Friday, Oct. 15, was NEOEA Day, and Western Reserve Educational Services offered sessions throughout the day on the topics of Smart Board, Flip Video, podcasting and Google Docs. Over 75 educators were in attendance for training. The cost of the event was partially funded through a grant from NEOEA and registration fees.

Professional Development update

Western Reserve Educational Services continues to create and deliver professional development opportunities for area educators. Since the beginning of the school year, 49 professional development sessions have been delivered to 797 educators for a total of 2,066 contact hours.

Ohio Ready to Learn update

The Ohio Ready to Learn program, focusing on training and development of family child care providers, has been funded for the coming year. Despite a reduction in funding, the program will focus on developing and delivering 33 Ready to Learn workshops across our service area. Pam Oviatt is the project coordinator, with facilitator training to be completed by December and a full workshop schedule to be announced in the winter.
**Marketing & Development**

**Membership update**

Vice President of Marketing and Development Lisa Martinez reports that as of the end of October 2010, Membership is $15,565 ahead of budget. In November and December, the organization will conduct its calendar year-end campaign with a goal of $444,475. This campaign includes the annual on-air membership campaign as well as direct mail and telemarketing efforts.

**Underwriting and Private Support update**

Vice President of Marketing and Development Lisa Martinez reports that as of the end of October 2010, Underwriting and Private Support is under goal by $14,706.

**Production project funding**

Vice President of Marketing and Development Lisa Martinez reports that as of the end of October 2010, Production Project funding is $228,438 under goal, mostly the result of timing. We anticipated that most of the funding for NEOtropolis would be secured by the end of October. However, November has proved to be the better month; funding for the series will be posted from The Burton D. Morgan Foundation, First Place Financial Corp., JumpStart, Youngstown Business Incubator and NorTech. The development staff is currently awaiting outcomes on 18 pending NEOtropolis proposals. Additionally, funding for the proposed musical project, Paul: A Musical Journey, has taken longer to secure than anticipated. However, in late October the Margaret Clark Morgan Foundation agreed to a $25,000 challenge grant for the project, which must be funded by July 2011.

**Station welcomes new underwriters, nonprofits**


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**Outreach & Special Events**

**PITTSBURGH HOLIDAY REUNION SHOW IX**

**Doo wop fans to travel to Pittsburgh**


**Country Crush screening hosted in Salem**

In September, Western Reserve Public Media hosted a free screening of Country Crush, a new locally produced documentary about the combine demolition derby at the Columbiana County Fair. The event was held at Kent State University’s Salem City Center Campus. Over 120 people attended the event.

Country Crush is the story of the wacky, weird combine demolition derby, a sport where giant old combines face off in a battle of metal-bending prowess. It is the work of Molly Merryman, Kent State University associate professor in the Sociology department.

**Upcoming community events promote literacy**

Western Reserve Public Media will participate in three community literacy events in winter and spring 2011. On Feb. 5, Clifford the Big Red Dog and Curious George will greet families at our booth at Akron’s 2011 Family Reading Festival. On March 26, children can have free photos taken with Cat in the Hat at Plant the Seed to Read at Mill Creek Metro Park in Youngstown. On April 9, the station will offer a stage show and meet and greets with Cat in the Hat and a second PBS Kids character at the Summit Mall/Western Reserve PBS Family Expo, which is organized by Summit County Children Services in honor of Child and Family Awareness Month.

**The Cat in the Hat makes appearance at Canfield Fair**

The Cat in the Hat and Western Reserve Public Media staff “humaned” a booth at the Canfield Fair Sept 2-6. The Cat made his first public appearance for Western Reserve PBS in anticipation of the new PBS Kids series The Cat in the Hat Knows a Lot About That!
Outreach & Special Events

Western Reserve PBS participates in Summit for Kids

Western Reserve PBS’s Word Girl was “word up” at the first-ever Summit for Kids, hosted by Summit County Children Services at Akron’s John S. Knight Center. Over 8,000 parents and children attended the event on Aug. 21.

Summit for Kids will be an annual family exposition where parents and children can enjoy fun and educational activities, free back-to-school items and more.

The inspiration for Summit for Kids goes back to 2008, when the late Chief Justice Moyer and Governor Strickland hosted a forum called Summit on Children about the issues Ohio counties faced in providing services for families and children. In light of the challenges discussed, they called on each county to create a task force dedicated to enhancing such services.

Clifford the Big Red Dog rides in Timken Grand Parade

Western Reserve PBS was represented in the Pro Football Hall of Fame Enshrinement Festival’s Timken Grand Parade by Clifford the Big Red Dog. Clifford greeted more than 200,000 enthusiastic fans along the parade’s two-mile route. The annual event was held on Saturday, Aug. 7 in Canton.

Doo Wop Celebration IV another success

Western Reserve Public Media’s fourth annual Doo Wop Celebration took place on Saturday, June 5, at the Kent Stage. Herb Reed’s The Platters, The Crystals and The Dubs performed doo wop favorites in the two sold-out concerts that day. Between concerts, we hosted a reception and meet-and-greet at our offices, attended by 260 Gold Circle guests.

IT/Engineering

Digital translator launched

Western Reserve Public Media’s channel 44 digital translator (W44CR) went on the air in October. The translator relays our WNEO/Youngstown signal from the Salem transmitter into the low-lying area in the Mahoning River valley. The translator is located on the WFMJ tower in Youngstown. It replaced the analog channel 58 translator, which was housed in the same equipment shelter. Unfortunately, Ohio wind and weather had taken its toll on the original building and it needed to be replaced. With funding from the NTIA/PTFP program, our digital translator is now housed in a sturdy, temperature-controlled equipment shelter. The facility has a reinforced roof to protect it from ice falling from the WFMJ tower above it and a new electrical service. The project was completed by engineers Rick Patterson, Anthony Dennis and Horace Chong.

Engineers working on fiber connection with eTech

Western Reserve Public Media engineers are working with eTech Ohio to interconnect via fiber eTech’s master control in Columbus and our master control in Kent to allow us the ability to receive high definition programming from eTech. We currently are limited to standard definition video.

Follow us on Facebook and Twitter

Western Reserve Public Media has launched a Facebook fan page, and Don Freeman is regularly posting tweets at Twitter.com/WRPMguy. Follow us for program updates, announcements, fun links and more.
George McCloud steps down from NETO board

After 13 years of service on the Northeastern Educational Television of Ohio Inc. board, George McCloud has stepped down. The Youngstown State University board representative resigned from his position as vice president for university advancement earlier this year and has returned to the classroom as a professor of Communications at YSU.

Dr. McCloud joined YSU in 1997 as the dean of the College of Fine and Performing Arts. He is a tenured faculty member in the Department of Communication and Theater. In 2001, he was named special assistant to the president for development and public relations, and served both roles. In February 2005, he assumed the position of special assistant to the president for university advancement.

The staff of Western Reserve Public Media thanks Dr. McCloud for his service to the organization.

Bryan DePoy named YSU representative to NETO board

Bryan DePoy, D.M., dean of YSU’s College of Fine and Performing Arts, has been named to the board of Northeastern Educational Television of Ohio Inc. He is also serving on the board’s executive committee.

Dr. DePoy holds music degrees from Indiana University, the University of Mexico and Florida State University. His wide variety of performance experience includes the Memphis Symphony, Louisiana Philharmonic Orchestra, New Mexico Symphony and Spoleto Festival Orchestra. As a commercial player, he actively performs for traveling Broadway shows, and has performed with the touring productions of “The Producers,” “42nd Street,” “Thoroughly Modern Millie,” “South Pacific,” and “Fiddler on the Roof,” among others. Over the years, Dr. DePoy has been an active performer, having worked with ensembles across the country, including as guest soloist with the Towson University Band for their performance at the 2003 MENC Conference in Providence, R.I. As a clinician, he has been a guest of universities in America and abroad.

Aside from his career as a soloist and clinician, Dr. DePoy was the music reviews editor for the International Trumpet Guild Journal from 1996-2006, and he has published articles in the International Trumpet Guild Journal and the National Association of College Wind and Percussion Instructors Journal. He is active in the arts education community and has given a number of seminars and in-service presentations for school band directors on the topics of teaching techniques and pedagogy. In addition, he serves as an advocate for the arts by serving in leadership capacities in various initiatives and projects, including The Power of the Arts, an arts advocacy and public policy initiative funded by the Raymond John Wean Foundation.

A former member of the renowned New Mexico Brass Quintet, he has recorded with the group and can be heard on their highly acclaimed compact disc titled “Fore!” Dr. DePoy has also recorded with the popular jazz vocal group Five by Design and the Calvary Brass Choir on a recording featuring music for brass and choir. Prior to arriving at Youngstown State University, Dr. DePoy served on the music faculties and as a higher education administrator at Delta State University and Southeastern Louisiana University.

Board member’s law firm named one of 2010’s best in U.S. News and World Report

Brouse McDowell, a leading regional legal professional association, was included in the 2010 Best Law Firms rankings, which was published in U.S. News and World Report in October. NETO board member David Hunter is a partner in the firm.

Best Lawyers surveyed clients, lawyers, firm managers, partners, associates, marketing officers and recruiting officers. Each was asked what factors they considered vital for clients hiring law firms, for lawyers choosing a firm to refer a legal matter to and for lawyers seeking employment. Best Lawyers reviewed 30,322 rankings of 8,782 law firms in 81 practice areas. Ranking tiers were created by combining all quantitative and qualitative data into an overall U.S. News / Best Lawyers score for each firm by practice area. National first-tier rankings were featured in the magazine’s October print issue.

Brouse McDowell has been ranked Tier 1 in Akron for Banking and Finance Law; in Bankruptcy and Creditor/Debtor Rights/Insolvency and Reorganization Law; in Employment Law — Management and in Trusts and Estates Law. Brouse was also ranked Tier 1 for Insurance Law in Cleveland. Further, the firm has been ranked Tier 2 in Akron for Corporate Law and in Cleveland for Environmental Law.

Meet Our Staff

Dan Hluch, Senior Development Officer

Basic Info
Job description: Secure underwriting from corporate and nonprofit organizations
Hometown: Rootstown

Random Interests
Favorite PBS show: Antiques Roadshow
Favorite movie: “The Wizard of Oz”
Person you would most like to meet: Robin Williams

Hobby: Antiquing
Favorite musical group: The Beatles

Exclusive Interview
What do you enjoy most about your job?
Meeting new people
If you didn’t have this job, what would be your dream job?
Third-grade teacher
Tell us a fun fact about yourself. I enjoy scaring trick-or-treaters at my granddaughters’ house
Trina Cutter
accepted in 2011 Leadership Mahoning Valley class

Western Reserve Public Media President and CEO Trina Cutter has been accepted in the 2011 Leadership Mahoning Valley, which began meeting in September. In October, she was elected as one of two class coordinators and, as such, will lead the class project and speak at graduation in June and to next year’s class.

Leadership Mahoning Valley provides participants with a general overview of the Mahoning Valley and the opportunity for increased understanding of key community concepts.

Cutler shares organization projects with national audience

In July, President and CEO Trina Cutter attended the National Educational Telecommunications Association’s (NETA) annual meeting in New Mexico, where she made a presentation on two of their high-profile projects, Camp Google and NEOtropolis. Camp Google is a professional development project for K-12 educators, focusing on the use of Google’s many tools for both classroom and administration. NEOtropolis is Western Reserve Public Media’s weekly television series on regional business and economy.

NETA is a professional association that serves public television licensees and educational entities in all 50 states, the U.S. Virgin Islands and Puerto Rico. NETA is governed by a board of directors composed of the general manager or designee from each member licensee and an elected representative from each of the seven professional councils and one elected representative from the affiliate members.

Cutter attends CPB meeting

In July, Trina Cutter attended the Corporation for Public Broadcasting’s (CPB) Women in Communications training meeting in Washington, D.C. Sixteen female general managers were invited to participate in an executive communications training session where they learned how to deliver a message with impact, make presentations using visuals and handle questions and answers.

Trina Cutter and Jeff Good explain “What Not to Wear”

In November, President and CEO Trina Cutter and Director of Education Jeff Good emceed the “What Not to Wear” fashion show for Explore! Girls Get Technical, a nontraditional career day at Timken High School in Canton. Hosted for 60 girls in grades 7, 8 and 9 by The United Way of Greater Stark County’s Women’s Leadership Council (of which Cutter is a member) and Canton City Schools with media sponsorship by Western Reserve Public Media, participants attended workshops about banking, auto repair, forensics, woodworking and engineering. The fashion show presented the types of outfits young women should wear to college visits, job interviews, job shadowing, interning and work-related parties. The event was based on the concept of The Learning Channel series “What Not to Wear.”

Good makes presentations at several technology conferences

In November, over 140 educators attended the Technology for Administrators Symposium in Dublin, Ohio. The event was a collaborative conference hosted by several state educational technology agencies, including Western Reserve Educational Services. Director of Education Jeff Good presented six sessions on cloud computing.

Good also presented sessions on Google docs, Flip Video in the classroom and the 21st Century classroom using Web 2.0 tools at the November GoTech Conference hosted by Green Local Schools. He also presented at the Ohio Business Teachers Association’s annual meeting in Fairlawn in October. His sessions covered Google Docs, Flip Video and iPads in the classroom.

In December, Good will participate in the annual Southwestern Ohio Instructional Technology Association (SOITA) conference in Dayton. He will lead the hands-on sessions Digital Photography With Google Picasa and Flip Video, as well as present sessions on Communicating through Podcasting and Flip Video.

Jessie Springer
joins Marketing and Development department

Jessie Springer has joined Western Reserve Public Media’s Marketing and Development department as communications and development specialist. Springer, a Canton native, received her bachelor of arts degree in May 2010 from Mount Union College in interpersonal and organizational communications. She interned at Harry London Chocolates in North Canton and ystark! department of the Canton Chamber of Commerce. She has also served as the philanthropy service chair for Alpha Xi Delta Women’s Fraternity and has volunteered as the recording secretary for the Public Relations Student Society of America. She worked on the student newspaper at Mount Union, did a service trip to El Salvador, launched the first Earth Day recycling program at Mount Union and has won several honors and awards including Who’s Who Among Students in American Universities and Colleges.

Lealynd Tuskan is a mom

Lealynd Tuskan, 21st century learning consultant for Western Reserve Public Media, is a new mother. Aleena Christine Tuskan was welcomed into the world on Oct. 24 by Lealynd and her husband, Mathew.

Tom Gardner retires

Maintenance Specialist Tom Gardner retired in September. Gardner started working at Western Reserve Public Media January 1995. His original job title was video dubbing/maintenance specialist. Among his accomplishments, he survived three office moves, one parking lot resurfacing, several pot-hole patchings and one total roof replacement.
Western Reserve PBS and our digital channels ...

- Are watched by over 700,000 viewers in northeast Ohio and western Pennsylvania each week. (Sources: 2010 Nielsen and Media Audit audience research) Serving viewers in northeast Ohio and western Pennsylvania, the organization 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 broadcast services are available to 4.4 million people in 1.8 million households.

- Are available to 99% of all households in the service area. 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. (Fusion and MHz Worldview are carried on the major cable systems; carriage is pending for V-me.)