Spring 2007

Programming & Local Productions

November 2006 Nielsen ratings show slight decline

PBS 45 & 49’s November 2006 Nielsen ratings showed a slight dip in viewership when compared to ratings in November 2005. Whole-day audiences declined 1.6 percent to an average of 495,000 weekly television households. On a brighter note, Monday through Friday daytime audiences for children’s programs were up, as much as 500 percent in some dayparts. The addition of Curious George to the PBS Kids schedule in September 2006 has had a positive impact on overall viewership among kids 2-6 and women 18-49.

Web site traffic update

According to WebLog Expert, which measures our Web site traffic, the PBS 45 & 49 site (www.pbs4549.org) averaged 21,059 hits per day and a total of 652,859 hits during the period Jan. 1-31, 2007. Usage was down from prior months primarily because of the school holidays and the fact that teachers (among our biggest users) spent part of the month gearing up for spring semester. Our most popular pages continue to be the home page, the broadcast schedule and various Educational Services project pages. Making its first-ever appearance in the top 10 was our video on demand page. In our ongoing efforts to make the site more interactive, we introduced ViewLet Poll to generate feedback from our visitors. Right now, we’re surveying visitors to find out which Masterpiece Theatre production is their all-time favorite. Launched on Feb. 13, the survey has attracted the interest of over 3,000 unique visitors.

Video on demand usage on the rise

Video on demand (VOD) usage at PBS 45 & 49’s Web site (www.pbs4549.org) has reached new heights. Visits during January 2007 increased 32 percent over December 2006, with over 3,100 viewings in January. Downloads are 17 percent above the previous high, set in September 2006. The station launched its VOD service in March 2006; since then the number of video viewings has grown 681 percent.

Web-only series to continue in 2007

Don Freeman, chief operating officer, has decided to continue production of Local Focus, the station’s Web-only weekly video series. Amanda Sackett, production assistant, produces and directs the three- to four-minute “webisodes” that celebrate the places, people and events that make northeast Ohio a great place to live. Recent pieces have profiled the Butler Institute of American Art, the Canton Classic Car Museum, the Youngstown Steelhounds, Uniquely Ohio in Hudson and Heritage Farms in Peninsula.

Red Tail Reborn premieres; first HD editing project for station

PBS 45 & 49 premiered Cleveland-based independent producer Adam White’s documentary, Red Tail Reborn, on Sunday, Feb. 11. The program tells the story of the restoration of the World War II P-51C airplane named Tuskegee Airmen and its fateful crash in 2004. The documentary is currently in high-definition editing at the station to prepare it for national release. Duilio Mariola, producer/director for the station, is working with Adam White on the process.
Invisible Struggles: Stories of Northern Segregation, produced by Kent State University Trumbull Campus faculty members Molly Merryman and Kenneth Bindas and their students, premiered on PBS 45 & 49 Monday, Feb. 5, followed by a related town forum taped in Warren on Feb. 1 (see page 6). The documentary recounts the experiences of Warren-area African American citizens who were activists, witnesses to or victims of segregation during the Civil Rights era of 1954-1964. Local citizens are interviewed, along with national civil rights leader Staughton Lynd, who directed the Freedom School in Ohio, which trained white students to register southern black voters and work for racial equality. The project is unique in how it evolved from a Kent State-Trumbull special topics class, Civil Rights in America: 1954-1964, that Merryman and Bindas taught in the fall of 2002. Undergraduates from history and justice studies engaged in learning oral history methodologies and digital video camera usage and then interviewed the Warren-area residents featured in the documentary. Don Freeman, programmer for the station, opted to pick up the program, observing that it is “an example of good storytelling winning out over technical skills.”

New multimedia instructional projects to be ready for fall distribution

PBS 45 & 49’s Education Content Producer Ria Mastromatteo and Producer/Director Duilio Mariola are hard at work on two new multimedia projects that are slated for completion by June and distribution to local classrooms in the fall. Funded by the legislature through eTech Ohio, the multimedia projects will tackle the topics of economics for students in grades 5-8 and measurement for students in grades 4-6. The projects are keyed to the state standards in social studies and math respectively. The topics were recommended by the Ohio Department of Education and approved by the Curriculum Council of PBS 45 & 49.

Teacher teams had been meeting regularly to develop concepts; write, pilot and critique lesson plans; and work with the video scriptwriter, Emmy Award winner Larry Chance (Math and Science Gumbo). All preliminary planning for the projects is complete and production on video will begin shortly. The economics teacher guide has been checked for content by Dr. Abbejean Kehler, president of the Ohio Council on Economic Education; she also helped to author the state standards for economics. The measurement package will include a new element in our multimedia kits: a virtual tour around Ohio using Google Earth, with stops at a farm, a landfill, an airport, Kings Island and The Ohio State University football stadium. Students will answer questions as they travel. The teacher guide features related lessons for this part of the project.

NewsNight Akron panel names 2006 Newsmaker of the Year

Sylvester Small, the Akron Public Schools superintendent who helped lead the district’s levy passage and the rebuilding and renovation of schools, was named 2006 Akron Newsmaker of the Year by panelists of the PBS 45 & 49 series NewsNight Akron. The award recognizes the greater Akron individual whose work has had the most significant news impact during the past year. The panel made the decision after a lively debate about seven nominees during the show’s Jan. 12 broadcast. The program is now available for viewing as video on demand on the PBS 45 & 49 Web site at www.pbs4549.org.

Small was chosen because of Akron Public Schools’ many successes in 2006, including the much-needed passage of a school levy, continued improvement in proficiency test scores and new construction in the district, all of which have contributed to an overall change in attitude in the community. Other 2006 nominees were David Black, whose company Black Press purchased the Akron Beacon Journal in June; Carol Cartwright, retired president of Kent State University, who was nominated in recognition of her 15 years of leadership at the university; LeBron James, Cleveland Cavaliers superstar, nominated because of his charitable foundation work and his commitment to helping his hometown; Robert Keegan, head of Goodyear Tire & Rubber Company, who led the organization through a difficult year that included a three-month strike; Summit County Children Services Board, whose leaders generated both negative and positive news stories throughout the year; and Paul Testa and Joel Testa of Testa Builders, developers whose Northside Lofts in downtown Akron added a new dimension to city’s urban renewal efforts.

PBS 45 & 49 getting game

Progress continues on the station’s first educational electronic video game based on our local instructional television production, Antarctica: 90 Degrees South. PBS 45 & 49 has reached an agreement with The Media Cellar of Willoughby for visualization and coding. The conversion of the multimedia program to a computer video game for 7th-grade students is expected to be tested in November 2007. Ria Mastromatteo, education content producer, is heading up the project, overseeing everything from writing the game script to testing the product with students.
New KSU president subject of NewsMaker Akron special

In one of his first long-form television interviews, new Kent State University President and NETO board member Dr. Lester A. Lefton was the NewsMaker Akron special guest on Nov. 24. NewsNight Akron host Vincent Duffy talked with Dr. Lefton about his background and goals for the university. The program is now available for viewing as video on demand on the PBS 45 & 49 Web site at www.pbs4549.org.

NewsMaker Akron profiles Ballet Theatre of Ohio artistic director

For the past 14 years, Children’s Ballet Theatre’s performance of The Nutcracker has been a local, much-loved tradition of the holiday season. Professional and preprofessional dancers staged this production under the artistic direction of Christine Meneer. This year’s performance was the last one for Children’s Ballet Theatre because when the curtain dropped, it became Ballet Theatre of Ohio, a new professional ballet company under the artistic direction of Meneer. On Dec. 22, NewsNight Akron panelist Jody Miller talked with Meneer about her career and the future of ballet for the greater Akron area. The program is now available for viewing as video on demand on the PBS 45 & 49 Web site at www.pbs4549.org.

Local production offers holiday guide to hi-tech tools and toys

As the holiday buzz started to hum louder in November, the year’s newest gadgets began to appear in stores. To help shoppers learn more about the season’s hi-tech gifts – including Nintendo’s Wii (pronounced “wee”) and Sony’s PlayStation 3 – PBS 45 & 49 premiered Hi-Tech Holiday Handbook on Nov. 28. In this new PBS 45 & 49 program produced and directed by Duilio Mariola, gadget guys Dave Kuhar and James Cotton of The Media Cellar in Willoughby visit three local stores to describe and evaluate the newest electronic gifts, including MP3 players, computers, digital cameras, camcorders, large-screen televisions and computer gaming systems. The program is now available for viewing as video on demand on the PBS 45 & 49 Web site at www.pbs4549.org.

PBS 45 & 49 developing proud tradition of working with local independent producers

Northeast Ohio is home to many independent program producers, but there are very few broadcast outlets on which they can share their work. PBS 45 & 49’s track record of working with indies is unprecedented in this region. Since 1998, the station has provided a forum for more than 50 different productions. In February 2007 alone, PBS 45 & 49 aired three documentaries, all premiering in prime time: Adam White’s Red Tail Reborn (Cleveland) about the Tuskegee Airmen; Kathleen Enders’ The Rise and Fall of the YWCA of Summit County (Akron); and Molly Merryman and Kenneth Bindas’ Invisible Struggles: Stories of Northern Segregation (Warren).

In the indie community, PBS 45 & 49 is known for its openness to working with local producers and showcasing their work. Programmer and Chief Operating Officer Don Freeman actively seeks out independent productions for our air and, once a broadcast agreement is reached, our staff lends significant in-kind support to get the programs the attention we think they deserve. For instance, as we often do with indies, we planned free public premiere screenings with each of our February 2007 documentary makers. These public events give people a chance to meet and talk to filmmakers and learn more about the projects.

We work with a wide range of local producers, from the bona fide, full-time pros to high school and university students who are creating classroom projects. At the professional level, we have worked with Adam White and his colleagues at Hemlock Films, Storytellers Media Group and Classic Teleproductions. Classroom collaborators have included students and their professors at a local university (Invisible Struggles/KSU Trumbull) and a high school class that traveled south to document the aftermath of Katrina (Pieces of Paradise/North Canton’s Hoover High). All have interesting stories to tell, and we are pleased to work with them.

Our work with indies illustrates what “locally owned and operated television” really means in terms of content and control of airwaves. Commercial broadcasters simply cannot schedule these kinds of productions (especially in prime time), and local cable access channels are under the radar and have little impact. Public television is in the unique position to support and celebrate its local artists, and that’s becoming a proud tradition at PBS 45 & 49.

Who’s Watching

Viewer: Russell King of North Olmsted

Occupation: Retired police officer

Hobbies/interests: PBS 45 & 49 BritCom club member and volunteer

Favorite PBS 45 & 49 shows: As Time Goes By, Waiting for God

What he likes about our shows: The BritComs bring back memories. I lived in Great Britain for three years while I was in the Air Force. Also, I like the British humor.

Programming comment: Keep up the good work. I hope BritComs never go out of style!
Ohio Ready To Learn update

PBS 45 & 49 continues its outreach with the Ohio Ready To Learn program by offering over 40 free workshops to home-based child care providers in Portage, Stark, Mahoning, Trumbull, Columbiana, Jefferson, Summit, Carroll and Medina counties through March. Twelve workshops have been scheduled for the Ready To Learn Early module, which addresses topics such as temperament traits and types; routines, including feedings, diapering and napping; and culturally sensitive ways to respond to families. Thirty workshops have been scheduled for the Ready To Learn Preschool module covering health, nutrition and safety; goals and strategies for providing quality care; and development, assessment and school readiness. An additional 35 workshops are to be scheduled in selected locations from April through June. Pam Oviatt, an early childhood education consultant to PBS 45 & 49, and five other trainers have been contracted to oversee the delivery of these workshops.

Ohio Ready To Work update

PBS 45 & 49 is currently implementing the Ohio Ready To Work project, aimed at strengthening communities in the state by helping the unemployed and under-employed with additional training and skill development. The project is based on a partnership between the Ohio Educational Television Stations (OETS) and other agencies involved in training today’s workforce. Our on-air support for the project includes 5 a.m.-to-6 a.m. weekday broadcasts of Workplace Essential Skills, a series of 24 half-hour programs, and GED Connection, a series of 39 half-hour shows. PBS 45 & 49 is working with the Ohio One Stop Employment agencies in our broadcast area, providing accompanying print materials to distribute to individual clients. Employment agency personnel will participate in a statewide conference in March to discuss issues in training the unemployed and under-employed in Ohio.

PBS 45 & 49 winter technology workshops

PBS 45 & 49 will offer 26 professional development workshops through March at our computer lab in Kent. Topics include the integration of educational technology such as Smart Boards, podcasts, video editing, handheld computers and GPS devices, as well as digital still and video camera technology.

TechKnowledgy Newsletter highlights successful technology integration inspired by station workshops

This year, one of the editorial priorities of TechKnowledgy Newsletter, the monthly publication of our Department of Educational Services, is to highlight the success stories of member schools integrating technology in their districts with the help of PBS 45 & 49’s workshops. Success stories include digital camera applications at Springfield Local Schools, technology planning at St. Stephen Elementary School in Niles and the integration of podcasting in Spanish classes at Hudson High School.

PBS 45 & 49 submits first content to D3A2

D3A2 (Data Driven Decisions for Academic Achievement) is an initiative by the Ohio Department of Education that will allow teachers to find content such as lesson plans and video to match the specific needs of students. School districts will load their state test results into D3A2, where they can then access the data to find specific concepts that have proved difficult for the students. D3A2 will locate lesson plans, videos and assessments to help teach the concepts. The project is in the pilot stage now, but will go into use in about 240 districts in fall 2007. PBS 45 & 49 is one of the first content providers to post materials on D3A2. Three of our projects have been accepted: Ama-Zone! The Rain Forest Project, 108 Stitches: The Physics in Baseball and Constitution Challenge. Our multimedia materials include 13 videos and about 30 lesson plans.

eTech commission officials visit station

On Jan. 16, staff members of the eTech commission, including Executive Director Jillian Froment, met with PBS 45 & 49 President and CEO Trina Cutter, Chief Operating Officer Don Freeman and Director of Education Jeff Good to learn more about our Department of Educational Services’ operations and future plans and to discuss the state agency’s future. Also discussed was the Third Frontier Network, which is now called the OSCNet (Ohio Supercomputer Network). OSCNet offers a dedicated high-speed fiber-optic network linking Ohio colleges and universities with research facilities to promote research and economic development. OSCNet is the nation’s most extensive regional network dedicated to promoting collaboration and partnership among educational and research institutions. All of PBS 45 & 49’s Internet and broadcast video traffic will begin to travel on this network, replacing our current T1 and analog lines for broadcast. Our connection to OSCNet was made in January and is scheduled to be in full operation by summer.

eTech Ohio was created in July 2005 to merge the technology functions and support provided by the Ohio Educational Telecommunications Network Commission (OETNC) and the Ohio SchoolNet Commission (OSNC). eTech Ohio’s mission is to coordinate the wide range of activities and technologies that are currently available in the state and also support the development of new tools and resources.
Outreach & Events

PBS 45 & 49 participates in eTech conference

Four staff members participated in the statewide eTech Ohio Educational Technology Conference held in Columbus in February. Director of Education Jeff Good gave a presentation on educational programming available on PBS 45 & 49. Education Content Producer Ria Mastromatteo presented on educational gaming. Educational Technology Consultants Dave Benson and Ralph Tolbert delivered three presentations based on our multimedia kit, You Be the Producer. Jeff served on the eTech review committee for the Ohio Technology Teacher of the Year, and Ria served on the eTech review committee for the Student Video Contest. We also hosted a booth on the exhibit floor to showcase our multimedia kits and other services.

PBS 45 & 49 participates in countywide in-service

Ria Mastromatteo, Ralph Tolbert and Dave Benson participated in a day-long teacher in-service sponsored by the Columbiana County Educational Service Center. Our staff presented workshops on podcasting, blogs and several of our locally produced multimedia kits including You Be the Producer, Constitution Challenge, Snapshot: The Decades and Math and Science Gumbo. Over 250 teachers attended PBS 45 & 49’s seminars at the event.

PBS 45 & 49 to host A Doo Wop Celebration

The Drifters (“Down on the Boardwalk”), The Tokens (“The Lion Sleeps Tonight”) and The Marcels (“Blue Moon”) will headline two fund-raising concerts to benefit PBS 45 & 49 on Saturday, May 5 at 4 p.m. and 8 p.m. at The Kent Stage in downtown Kent. A Gold Circle reception will be held at the station from 6 p.m. to 7:30 p.m. and will include dinner and a meet-and-greet with band members. Tickets are on sale to station members only until March 18 and will be available to the general public beginning March 19. Tickets are $30. Gold Circle tickets are $65 and include best-in-house seats and the reception.

Aging Smart launches

In January, PBS 45 & 49 launched Aging Smart, an outreach initiative for adults 55+ that includes on-air programming, community events and a free quarterly newsletter — all designed to help community members age positively, healthfully and wisely. Taking a holistic approach, Aging Smart addresses the physical, intellectual, emotional, spiritual, social and economic dimensions of aging. The range of programs and community events includes not only the obvious informational and how-to programs, but also those that celebrate shared historical and cultural experiences. Regularly scheduled Aging Smart programming is now airing Mondays through Fridays from 2 p.m. to 3 p.m., with additional Aging Smart-designated programming throughout the prime time and weekend broadcast schedule.

Aging Smart events focus on heart health

PBS 45 & 49 presented two free program screenings on heart health on Wednesday, Feb. 28. Community Outreach Coordinator Heidi Johnson hosted the events at the Green YMCA and the Eastwood YMCA. The events included a screening of the PBS film The Hidden Epidemic: Heart Disease in America and a question-and-answer segment with a local heart health professional. Participants also received free take-home materials. Over 50 people attended. The Green YMCA event was underwritten by Northeast Ohio Cardiovascular Specialists.

Station hosts Aging Smart evening on retirement planning for boomers

Over 50 people joined PBS 45 & 49 for a free presentation on financial planning for retirement with national expert Jonathan Pond. An Aging Smart Evening With Jonathan Pond: You Can Do It! A Boomer’s Guide to Retirement was held on Wednesday, March 7 at Sheraton Suites in Cuyahoga Falls. Pond’s presentation, based on his new book You Can Do It! A Boomer’s Guide to Retirement, provided baby boomers with sensible advice on planning for an enjoyable and financially secure retirement. The event was sponsored by Ameriprise Financial Services.
Invisible Struggles project well received in northeast Ohio

PBS 45 & 49 partnered with Kent State University Trumbull Campus for a very successful broadcast event and town forum in February. Invisible Struggles: Stories of Northern Segregation, produced by two Kent State-Trumbull faculty members and their students, recounts the experiences of Warren-area African American citizens who were activists, witnesses to or victims of segregation during the Civil Rights era of 1954-1964. Thanks to the efforts of Diane Steinetz, writer/editor for PBS 45 & 49, the project received fabulous pre-event press, which included extensive coverage on Youngstown television stations WFMJ, WKBN and WYTV; serious column inches in the major daily and weekly newspapers in the region; and tremendous support from KSU’s internal publications and alumni magazine.

On Feb. 1, over 500 people turned out for the premiere screening of Invisible Struggles followed by a town forum at W.D. Packard Music Hall in Warren. KSU President and NETO board member Dr. Lester A. Lefton welcomed the crowd and introduced the film. The town forum followed, which was taped for broadcast as a companion piece to the documentary. Moderator Gene Shelton, assistant professor of Journalism and Mass Communication at Kent State’s Kent campus, guided the discussion among panelists Dr. Kenneth Bindas, assistant producer/director of the documentary and professor of history at Kent State-Trumbull; Bob Faulkner, Mahoning Valley activist; Fred Harris, documentary subject and former Warren Public Safety Director; Thomas M. Humphries, president of the Youngstown/Warren Regional Chamber; Anthony Iannucci Jr., director of The Warren Redevelopment and Planning Corp.; Paula Johnson, documentary narrator; Dr. Molly Merryman, executive producer/director of the documentary and assistant professor of justice studies at Kent State-Trumbull; and Michael J. O’Brien, Warren mayor. PBS 45 & 49’s Jeremiah Blaylock was the production liaison for the station and the emcee at the event.

PBS 45 & 49 President and CEO Trina Cutter said, “This is an excellent example of a local partnership with one of our consortium universities and an independent producer. It is also a very good example of a story about one of the cities in our broadcast coverage area that has universal appeal.”

Red Tail Reborn premiere draws capacity crowd

Over 200 people joined PBS 45 & 49 at the MAPS Air Museum in North Canton on Saturday, Feb. 10 for premiere screenings of Red Tail Reborn, Cleveland-based independent producer Adam White’s documentary about the restoration of the World War II P-51C airplane named Tuskegee Airmen. Two screenings were presented with special guests Adam White, Tuskegee Airman Harold Brown of Cleveland and Capt. Ben Hinz of San Diego, a U.S. Marine whose father, Don Hinz, was killed in a 2004 air show in Minnesota while flying the restored “red-tail.” Ben’s father figures prominently in White’s documentary.

Station receives grant for World War II oral history collection project

PBS 45 & 49 has received a $3,000 grant from a coalition of organizations (WETA, CPB, PBS, NCO and Florentine Films) supporting outreach around Ken Burns’ upcoming September series, The War. The objectives of the station’s outreach are to present community workshops on oral history collection; host a special screening of The War; and make available Web resources and oral histories that will educate and enlighten northeast Ohio citizens on the rich local heritage and connections to World War II.

PBS 45 & 49 staff participates in Akron’s Annual Day of Reading

Twenty-one PBS 45 & 49 staff members participated in Akron’s Annual Day of Reading on Feb. 14. The event is sponsored by This City Reads, a community alliance of organizations to champion and leverage the power of reading to promote the future success of families, individuals and businesses in Greater Akron and Summit County.

13th Annual Reading Rainbow Contest update

Over 300 children entered PBS 45 & 49’s 13th Annual Reading Rainbow Young Writers & Illustrators Contest. The contest encourages children in four grade levels – kindergarten, first, second and third grades – to submit their original stories and illustrations for local prizes and a chance to compete at the national level. Local winners will be announced on Saturday, March 24.
Outreach & Events (cont’d)

First Book update

Thanks to funding from the Marie Denise DeBartolo York Foundation, PBS 45 & 49’s First Book collaboration with AmeriCorps volunteers at Heartreach Ministries in Youngstown has made wonderful progress. To date, over 500 new, age-appropriate books have been distributed to preschool-aged children who qualify for the program. Additionally, each child and parent receives handouts of educational activities related to the themes of the books. One of the AmeriCorps teachers overheard a child say jubilantly that his new book “isn’t even missing any pages!”

PBS 45 & 49 / Summit Mall Family Expo

Curious George – PBS Kids’ hottest new star – will take center stage on Saturday, March 24 at the annual PBS 45 & 49 / Summit Mall Family Expo, sponsored by Summit County Children Services. Children can enjoy the free stage show Storybook Fun With Curious George and Annette Calud (formerly of Sesame Street) three times that day – at noon, 2 p.m. and 4 p.m. PBS 45 & 49’s participation in this event is sponsored by Summit County Children Services as part of its annual Child and Family Awareness Month.

Youngstown Area Children’s Book Fair

PBS 45 & 49, Clifford the Big Red Dog and Curious George will be on hand for the first-ever Youngstown Area Children’s Book Fair on Saturday, March 24 at Fellows Riverside Gardens in Mill Creek MetroParks. The theme of this free event is “Plant a Seed to Read” and features storytellers, illustrators, celebrity readers and activities for children. Sponsors are Mill Creek MetroParks and the Youngstown and Mahoning County libraries. PBS 45 & 49’s participation is sponsored by the event committee.

Station to participate in YMCA Healthy Kids Day

PBS 45 & 49 will host an information booth at the YMCA Healthy Kids Day in Cuyahoga Falls on Saturday, April 14 from 10 a.m. to noon. This nationally celebrated event at YMCAs across the country is a free, fun-filled day of activities designed to promote healthy kids and families in mind, body and spirit.

Who’s Watching

Viewer: Heather Lanfranchi

Occupation: Child Violence Prevention Specialist, Townhall II, Kent

Hobbies/interests: Reading, knitting, activism, education

Favorite PBS 45 & 49 shows: Sesame Street, Nova, Masterpiece Theatre

What she likes about our shows: The combination of education and entertainment

Programming suggestion: Sponsor more events geared toward younger adults

Station working with KSU and YSU on America at a Crossroads events

As part of PBS 45 & 49’s yearlong War and Peace Project, Community Outreach Coordinator Heidi Johnson is working with Kent State University’s Symposium on Democracy committee and Youngstown State University’s Department of Philosophy and Religion Studies to create events around the national broadcast of America at a Crossroads. This collection of 11 documentaries explores the challenges confronting a post-9/11 world, such as the war on terrorism; the conflicts in Iraq and Afghanistan; the experience of American troops; the struggle for balance within the Islamic world and Muslim life in America; and perspectives on America’s role in the world. Events on the two campuses will include a film festival of selected documentaries from the series, appearances by some of the filmmakers and a public forum on issues raised in the films. The events will take place Saturday, April 21 at YSU and Saturday, May 5 at KSU.

Station participates in WITAN nonprofit showcase

PBS 45 & 49 hosted a booth at WITAN’s (Women in Touch With Akron’s Needs) 2nd Annual Nonprofit Showcase on Saturday, March 10 at the Akron-Summit County Public Library. Over 35 agencies participated.

Summit County YWCA documentary screening rescheduled

The premiere screening of Kathleen Enders’ The Rise and Fall of the YWCA of Summit County, scheduled for Feb. 13 at the Akron-Summit County Public Library, was cancelled due to a snowstorm. The event has been rescheduled for March 27 at 6:30 p.m.

Esposito events canceled

Due to a scheduling conflict at the Chevrolet Centre in Youngstown on the weekend of March 9-11, the Mid-American Home and Garden Show had to be rescheduled. Unfortunately, Ciao Italia host Mary Ann Esposito, who was scheduled to headline the show and do a fund-raising dinner for PBS 45 & 49, was not available on the new dates.
FY07 Membership report

PBS 45 & 49 had an exceptionally successful end-of-calendar-year campaign in December, raising $308,379. We earned $67,093 more in December 2006 than we did in December 2005 and $36,610 more than December 2004. As of the end of the second quarter (Dec. 31, 2006), Membership is $38,058 ahead of where we projected to be at this time. We are $124,686 ahead of where we were at this point in FY06 and $48,904 ahead of FY04. Acquisition, Pledge and Renewal and Lapsed Telemarketing have all performed over goal so far. The four percent growth ($60,085) we are expecting in Membership this year will be generated from the lengthening of members’ renewal cycles, an extra Additional Gift campaign in August and growth in our Major Giving program.

FY07 Major Giving report

NETO board member Renee Pipitone and her husband, Guy, hosted PBS 45 & 49’s first Producers Circle cultivation event at their home in Copley on Feb. 22. About 40 guests enjoyed dinner and a presentation by PBS 45 & 49 Producer/Director Dullio Mariola on “The Transforming Media Landscape.” Other special guests at the event were PBS 45 & 49 President and CEO Trina Cutter and NewsNight Akron panelists Vincent Duffy, Jody Miller and Ed Esposito.

The Producers Circle is a membership program of PBS 45 & 49 that allows viewers to take a lead role in supporting the station. Producers

FY07 Underwriting report

As of the end of the second quarter, PBS 45 & 49’s underwriting and private support revenue is down $75,598 from where we projected to be at this point. While our two full-time account representatives are on target to reach their goals, the station has been searching for a third underwriting representative to increase revenue in FY07. In early January, Vice President of Marketing and Development Lisa Martinez engaged the services of Megan Everitt of Akron. Megan will work with the station as an underwriting sales consultant. She is also a public relations associate with Krop! Public Relations in Bedford.

New underwriters, foundations and nonprofits

PBS 45 & 49 has welcomed the following new businesses, foundations and nonprofit clients since our last report in November 2006: Ameriprise Financial Services, Buckeye Online School for Success, Fidelity Tours, First Place Bank Community Fund, HBA Akron Home & Flower Show, North Canton Medical Foundation, Northeast Ohio Cardiovascular Associates, Pollock Personal Fund, SecureCare, the Sisler McFawn Foundation and The Wilderness Center.

IT/Engineering

Broadcast and information systems audits under way

PBS 45 & 49 has recruited two firms to audit our broadcast facilities and our information technology facilities. Kevin Olden, CBTE/CBNT of ProVideo Systems, will audit our current broadcast facilities and develop a plan for the future. Chris DePerro, of DePerro Consulting LLC, will provide a technical infrastructure assessment and make recommendations to improve and grow our network for future demands.

PBS converts to new distribution system

While it is still relying on satellite services, the national PBS office has shifted the program distribution process to new digital equipment for program feeds, reducing satellite transponder usage and saving dollars. This change is requiring all PBS stations to switch to new digital receivers. During the switch that was to take place on Jan. 24, PBS 45 & 49 engineers discovered problems with our routing system that prevented us from receiving any program feeds from the PBS satellite system. Those feeds account for over 90 percent of our broadcast schedule. eTech Ohio came to the rescue by providing our on-air schedule for nearly a week, allowing our engineering staff to correct the software and hardware issues. With the cooperation of Engineering’s Rick Patterson and IT’s Steve Balazs, we successfully transferred to the new PBS digital satellite delivery system in early February. New software was also installed to provide complete control of the new receivers.

Who’s Watching

Viewer: Martha “Kay” Wise of Ravenna

Occupation: Educational media specialist

Hobbies: Reading, bicycling, traveling, swimming

Favorite PBS 45 & 49 shows: Arthur, because Marc Brown was a guest author at Brown Middle School. Kay also enjoys André Rieu, Celtic Woman and Yanni. It must run in the family, because her grandson’s name is Connor Edward Yanni Wise!

What she likes about our shows: In the case of Arthur, the show sends succinct, meaningful messages to children.

Programming suggestion: As a career librarian, Kay would love to see a program on Ohio’s authors of children’s literature.
Staff News, Training and Conferences

Trina Cutter participates in PBS General Managers’ Planning Meeting and APTS Capitol Hill Days

Trina Cutter traveled to Washington, D.C., in February to attend two important system meetings. The PBS General Managers’ Planning Meeting, held Feb. 11-12, featured presentations on the digital conversion, which is slated to conclude in February 2009. Updates were also delivered on the Next Generation Interconnection System, the FCC’s indecency regulations and the upcoming presentation of Ken Burns’ The War. At the PBS Members’ Meeting on Feb. 12, station leaders heard updates from PBS Board of Directors Chair Mary G.F. Bitterman, President and CEO Paula Kerger and the board’s Diversity Task Force. During American Public Television Stations’ (APTS) Capitol Hill Days on Feb. 13-14, Trina met with several of our members of Congress, including Rep. Tim Ryan and Rep. Ralph Regula, and staffers for Rep. Steven LaTourette and Sen. Sherrod Brown.

Cutter travels to Boston for IMA CEO seminar

Trina Cutter attended the Integrated Media Association (IMA) seminar for CEOs in Boston, Feb. 20-22. The seminar focused on leadership through times of radical change, with sessions on change-management models, transition strategies, case studies of organizations competing effectively in the new environment and more.

Cutter to attend CPB meeting

Trina Cutter will be joined by NETO board members Renee Pipitone and Al Bartholet at the March 22-23 meeting of public television CEOs and leadership volunteers hosted by the CPB in Virginia.

Don Freeman attends NETA conference

In January, Chief Operating Officer Don Freeman traveled to Virginia for the annual meeting of National Educational Telecommunications Association (NETA). NETA is one of the primary program syndicators serving PBS stations.

Freeman attends IMA conference

Don Freeman went to Boston from Feb. 21-24 to attend the Integrated Media Association’s (IMA) Public Media Conference. He also attended an invitation-only seminar, Beyond Broadcast: From Participatory Culture to Participatory Democracy, conducted by MIT’s Comparative Media Studies program in conjunction with Harvard’s Berkman Center for the Internet and the Information Society Project at Yale Law School.

Freeman to participate in PBS, NAB meetings

In April, Don Freeman will be in Las Vegas for the annual PBS Technical and Operations meeting and the National Association of Broadcasters (NAB) trade show.

Engineering/IT staff attends conference

Bill O’Neil, manager of Engineering and IT Services, and Jim Baltes, chief engineer/RF, attended the 4th Annual Ohio Broadcast Engineering Conference in Columbus on Dec. 7. The event was hosted by the Ohio Association of Broadcasters and the Society of Broadcast Engineers and featured sessions ranging from management skills for engineers to TIA-22-G tower standards.

Ria Mastromatteo continues involvement in School Improvement Teams

Education Content Producer Ria Mastromatteo attended the School Improvement Team sessions in Columbus in January. She is a member of two Ohio Department of Education-sponsored School Improvement Teams: the East Region (Stark, Summit, Portage and Medina counties) and the Far East Region (Mahoning, Trumbull, Columbiana and Ashtabula counties). The goal of the teams is “improved achievement for all students.”
Jeff Good joins Ohio Digital Classroom subcommittee

Director of Education Jeff Good has joined the Ohio Digital Classroom Collections Subcommittee, which is working to establish a statewide electronic media resource site that will give K-12 educators easy access to large collections of video on demand and digital images for use in classrooms.

Duilio Mariola serves as panelist for KSU National Issues Forum

In January, Producer/Director Duilio Mariola served as a panelist for Kent State University’s National Issues Forum, The Energy Problem: Choices for an Uncertain Future. The forum was taped and will be presented nationally on PBS stations under the title, A Public Voice 2007: Energy. Duilio participated as a media professional who can speak to how the debate over energy is represented on television and in other press.

Jeremiah Blaylock attends in YSU diversity gathering

Producer/Director Jeremiah Blaylock attended the Youngstown State University Diversity Breakfast in January. The breakfast honored university and community members who have promoted diversity in their spheres of influence.

Heidi Johnson making community connections for Aging Smart project

Heidi Johnson, community outreach coordinator, has joined the Senior Independent Living Coalition (SILC), a group of leaders from government, social services and health-care organizations in Summit County working to advocate for elderly residents facing physical, mental and economic struggles. The coalition is spearheaded by Summit 2010: A Quality of Life Project.

New maintenance engineer hired

Anthony Dennis joined the staff on Feb. 1 as a maintenance engineer. Tony has experience in installation and maintenance of wired and wireless computer networks, video and audio editing systems, MIDI, telephone systems, multimedia, lighting, broadcast television and radio. He has a background in electrical contracting as well, operating a family-owned electrical contracting business in Green. Most recently, Tony worked with Cathedral of Life Ministries as minister of music, media and maintenance. Tony lives in Uniontown.

Amanda Sackett attends time management, PBCore seminars

In January, Production Assistant Amanda Sackett attended a time management seminar and participated in a “webinar” on PBCore metadata requirements. PBCore will standardize resource discovery tags throughout the PBS system and is compliant with the Dublin Core international standards.

Board News

Board members to attend CPB meeting

NETO board members Renee Pipitone [Executive Committee secretary] and Al Bartholet [Executive Committee vice chair] will join PBS 45 & 49 President and CEO Trina Cutter at a March 22-23 Corporation for Public Broadcasting (CPB) meeting in Chantilly, Va. The gathering will connect station CEOs, board members and other key volunteers with their counterparts in other stations to identify and explore emerging national issues for public television and share strategies and best practices for increasing the impact and public awareness of local stations.
PBS 45 & 49 ...

- Reaches over 750,000 viewers in more than a half-million households in northeast Ohio and western Pennsylvania each week (Source: A.C. Nielsen 2006 four-book average).
- Is available to 99% of all households in the region. By comparison, cable and satellite access represents 75% to 85% of those same households.
- Represents a brand name that resonates powerfully with and is trusted by the American public: PBS.

PBS’s COMMUNITY-MINDED VIEWERS

PBS viewers tend to be much more active community members than the average U.S. adult. Here are some examples of the ways in which they are engaged in the community. Compared to the average U.S. adult, PBS viewers are:

- 90% more likely to ... Be a member of a civic club
- 90% more likely to ... Be a member of a body of local government
- 69% more likely to ... Write an elected official
- 64% more likely to ... Engage in fund-raising
- 62% more likely to ... Take part in a local civic issue
- 59% more likely to ... Participate in environmental groups/causes
- 56% more likely to ... Write to the editor of a newspaper
- 52% more likely to ... Be a member of charitable organizations
- 33% more likely to ... Vote
- 23% more likely to ... Volunteer

Source: MRI 2005 Doublebase Nationwide