Western Reserve Public Media President’s Report

Western Reserve Public Media receives four regional Emmy nominations

Western Reserve Public Media has received four 2009 regional Emmy nominations from the Lower Great Lakes Chapter of the National Academy of Television Arts and Sciences (NATAS).

- Generations: Cuyahoga Valley National Park: Crafts: Editor (Duilio Mariola) and Crafts: Photographer (Adam White)
- Gospel Meets Symphony: Let Freedom Ring!: Crafts: Director (Duilio Mariola)
- It’s Close at the Akron Art Museum: Arts/Entertainment Program (Producer Duilio Mariola)

Generations: Cuyahoga Valley National Park and It’s Close at the Akron Art Museum can be viewed free of charge on Western Reserve Public Media’s website at WesternReservePBS.org.

In addition to the Western Reserve Public Media productions, also receiving regional Emmy nominations were several independent productions that premiered on Western Reserve PBS:

- Doris O’Donnell’s Cleveland, Front Page Girl: Arts/Entertainment Program (Storytellers Media Group: Mark Wade Stone, producer and editor; Doris O’Donnell Beaufait, associate producer; James Jessen Badal, host)
- Doris O’Donnell’s Cleveland, Sketches: Nostalgia Program (Storytellers Media Group: Mark Wade Stone, producer and editor; Doris O’Donnell Beaufait, associate producer; James Jessen Badal, host)
- Doris O’Donnell’s Cleveland (compilation): Crafts: Musical Composition/Arrangement (Carl Michel, Storytellers Media Group)
- Turn Blue: The Short Life of Ghoulardi: Crafts: Research; Crafts: Director; Crafts: Editor; and Nostalgia Program (all nominations for producer, director and editor Phil Hoffman, The University of Akron)
- Final Edition: Journalism According to Jack and Jim Knight: Nostalgia Program (Paul R. Jacoway Productions: Paul Jacoway, producer, director, writer; Kathleen Endres, co-producer, writer; Matthew Rafferty, editor; David Lieberth, host and narrator; Mark Alan Schulz, composer and arranger)

“All of us at Western Reserve Public Media are thrilled and grateful to the Academy for our four nominations,” said Trina Cutter, Western Reserve Public Media president and CEO. “The Generations production in particular was a labor of love for our organization and we’re proud to see its quality recognized. We also congratulate the independent producers whose works have been nominated. It continues to be an important part of our mission to showcase northeast Ohio’s best local and regional productions.”

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

NewsNight Akron goes on broadcast hiatus

Beginning Friday, April 30, the Western Reserve Public Media weekly news program NewsNight Akron was put on broadcast hiatus.

“Western Reserve Public Media will be reshaping its regional production strategy over the summer,” explained Trina Cutter, president and CEO. “We have exciting programs planned for next fiscal year, and we will use the summer months to explore how all of our regional programs can be infused with new energy, new technologies and new media for our fall season.”

NewsNight Akron has enjoyed a loyal following over the last 12 years, reaching its peak audience in the 2008-09 season. “So much has changed in the media landscape since NewsNight Akron was launched in 1998,” Cutter continued. “This is an opportunity to reshape the program to ensure that it fits stylistically with the rest of our regional productions.”

Most recently, NewsNight Akron had been paired on Friday nights with Western Reserve Public Media’s new weekly series NEOtropolis, which explores regional business and economic issues.
Digital channels’ audience shows loyalty

Although audiences for our three standard definition channels — Fusion, MHz Worldview and V-me — are too small to be statistically measured yet, Don Freeman, programmer, reports that we are receiving a lot of anecdotal evidence of their popularity. Fusion, which mixes arts, British comedies and Ohio news and public affairs, has gained a large and loyal audience for each genre. Tuesday nights are popular with Great Performances at the Met operas. Wednesdays and Thursdays feature local/regional productions, and audience feedback has been very positive about our localism. Additionally, the renewal of 10 British comedy series seems to have pleased that enthusiastic audience.

Western Reserve PBS sees significant audience growth in first half of broadcast year

Programmer Don Freeman reports that at the midpoint of our broadcast year (September 2009-February 2010) Nielsen television audience ratings indicate that, overall, our Western Reserve PBS viewing audience has grown:

• Whole week (Su-Sa 6 AM-1:30 AM) is up 9.1 percent over 2009
• Prime time (Su-Sa 8 PM-11 PM) is up 5.5 percent over 2009
• Whole week late fringe (Su-Sa 11 PM-1:30 AM) is up 56.6 percent over 2009
• Weekday news (M-F 6:30 PM-8 PM) is up 82.8 percent over 2009
• Weekday kids schedule (M-F 6 AM-6:30 PM) is down 16.7 percent from 2009
• Saturday and Sunday whole day (6 AM-1:30 AM) is up 21.2 percent over 2009
• Saturday prime time (7 PM-11 PM) is down 19 percent
• Sunday prime time (7 PM-11 PM) is down 3.5 percent

The Saturday night British comedies have seen audience erosion this year, and the fact that the Saturday and Sunday prime time schedule have both seen audience decreases indicate that the Monday through Friday prime time schedule has been strong. The major PBS series Sid the Science Kid, Super Why and Dinosaur Train are responsible for most of the decrease in weekday children’s programming. A bright spot in weekday afternoons is our 2 PM to 3 PM adult programming, which is up 133 percent.

Overall Western Reserve PBS is doing well, adding more gross rating points (the total number of rating points in the whole week schedule) this year over last. Freeman is especially pleased with these results given that our potential audiences have so many more choices available to them.
NEOtropolis gets exclusive interview with Robert F. Kennedy Jr.

The April 16 edition of NEOtropolis, Western Reserve Public Media’s weekly business and economy series, featured an exclusive prerecorded interview with Robert F. Kennedy Jr. He discussed the need for the United States to reduce its dependency on foreign oil by pursuing renewable energy sources.

A steadfast defender of the environment, Robert F. Kennedy Jr. is chief prosecuting attorney for the Hudson Riverkeeper and president of Waterkeeper Alliance. He is also a clinical professor and supervising attorney at Pace University School of Law’s Environmental Litigation Clinic and is co-host of “Ring of Fire” on Air America Radio. Kennedy was in town to speak at EcoWatch’s Second Annual Green Gala, held April 9 at Executive Caterers in Cleveland.

The interview is available to view online at neotropolis.org.

NEOtropolis airs weekly on Fridays at 8:30 PM and repeats on Saturdays at 4:30 AM and Sundays at 6:30 PM on Western Reserve PBS. It also airs on Fusion on Saturdays at 9 PM and repeats on Mondays at 8 PM.

Funding for NEOtropolis is provided by The Burton D. Morgan Foundation, Key Private Bank, KeyBank Foundation, MAGNET, Kent State University, Dominion Foundation, JumpStart Inc., Youngstown Business Incubator and The Raymond John Wean Foundation.

Renee Powell, PGA’s 2003 First Lady of Golf, featured on special edition of NewsNight Akron

In April, a special NewsMaker edition of NewsNight Akron featured former Ladies Professional Golf Association Tour player Renee Powell of East Canton. Powell is one of only three African Americans to ever play on the Ladies Professional Golf Association Tour. She is a golf professional, instructor, mentor and international ambassador for golf. She received the 2003 PGA First Lady of Golf Award and was the first recipient of Rolex’s For the Love of the Game Award. She also was one of only nine golf professionals to receive an honorary doctor of laws degree from The University of St. Andrews in Scotland, the birthplace of golf.

Powell is the daughter of the late William Powell, who owned Clearview Golf Course in East Canton. He is the only African American in the United States to design, build, own and operate a golf course. Clearview was declared a National Historic Site in 2001.

The interview is available online at WesternReservePBS.org.

Western Reserve Public Media introduces new online video player

In March, Western Reserve Public Media launched its new online video player that offers a wealth of high-quality video productions for viewing on demand. The video player is accessible at WesternReservePBS.org by selecting the video tab. It enables the station to offer local and national content, plus content from other PBS affiliates.

The video system, called COVE — Comprehensive Online Video Ecosystem — has received national acclaim for its sleek design and gorgeous video quality: “It is fantastic. Easy to use. Modern. Flashy ... It does everything that Hulu does, but it’s loaded with all that important, intelligent programming that you forget to DVR, all in near-DVD quality,” Eric Gillin wrote in Esquire. “Public broadcasting is taking a big leap forward ... with a new video hub that’s arguably the most innovative and well designed on the market,” reported Variety.

COVE is a new PBS innovation that offers full-length programs in a jukebox-style selection format. Viewers can choose from a stream of featured PBS programs, including Great Performances, Nature and Nova, plus Western Reserve Public Media productions such as NEOtropolis. Within each stream, there are stacks of up to nine related programs that viewers can leaf through.

Viewers can also choose to explore featured collections, such as PBS Parents, Going Places and Exploring Science. For example, in the Going Places collection, selections currently include Violent Hawaii, the complete series The National Parks: America’s Best Idea and more.

Other features of the video system include a search engine that can find material by theme or program title, links to the most-watched and most-e-mailed programs and a link to PBS Kids Go’s robust site. On each video’s page, buttons enable visitors to share, e-mail or buy copies of programs, and also to donate to Western Reserve Public Media.
Ohio is distinguished as the first state in the country to launch a comprehensive iTunes U site. Through eTech, the state has amassed a collection of digital media assets categorized into areas of education, government and community. The project allows Ohioans to share — free of charge with unlimited access — educational resources, professional development materials and community resources, which have been produced by members of higher education, the K-12 community, public television stations, educational technology agencies and community partners.

Recognizing that technology generates creativity and innovation for 21st century teaching and learning, eTech Ohio is committed to expanding Ohio's digital media collection. Since the project’s launch in February 2009, Ohio on iTunes U has accumulated over 3,400 digital resources from 45 content providers and generates national and worldwide exposure for Ohio contributors. The site has provided a total of 1.6 million downloads since its launch.

Western Reserve Public Media has the following videos and lesson plans from multimedia kits on Ohio iTunes U:

- 108 Stitches: The Physics of Baseball
- Ama-Zone! The Rain Forest Project
- Antarctica: 90 Degrees South
- Big and Small! Measure It All
- Change My Mind: The Power of Persuasion
- Constitution Challenge
- It’s a Gas: Math and Science of the Blimp
- Math nMotion
- Quiz Bus: Dealing With Data
- UbiScience

Also available on Ohio iTunes U are professional development videos called Software Tips and Tricks. Seven videos are available to help acquaint teachers (and others) in how to use software programs.

Western Reserve Educational Services, other Ohio ed tech agencies deliver statewide training

Western Reserve Educational Services, along with four other state educational technology agencies, worked with eTech Ohio to develop and deliver statewide technology training to 48 school districts. The districts wrapped up phase one of a 21st Century Learning Environments grant and they needed assistance in technology planning for phase two. The trainers, including Western Reserve Educational Services, WGTE/Toledo, Instructional Technology Services of Central Ohio (ITSCO), Northwest Ohio Educational Technology Foundation (NWOET) and Southwestern Ohio Instructional Technology Association (SOITA) developed training materials and podcasts related to future technology purchases. Delivery of the training component was conducted by the five agencies along with WVIZ/Cleveland.

Professional development update

Western Reserve Educational Services continues to create and deliver professional development opportunities for area educators. Since January, 65 professional development sessions have been offered to over 425 educators at our 21st Century Learning Center in Kent and at district locations.

In other professional development news, Southeast Local Primary and Intermediate teachers completed our Camp Google for Educators training. The group participated in a three-day program that began in January and ended in March. Thirty educators from two buildings discovered applications and integration strategies for Google Tools. The project also included the integration of netbooks, which each educator received as part of the training. Educators also received graduate credit from Kent State University.

Our Technology After-School Program (TAP) began in January on Tuesdays from 4:30 PM to 7:00 PM. Professional training included sessions on Developing Digital Content, Smart Board Boot Camp and Camp Google. Thirty teachers participated in the program, and more than 20 of the teachers received graduate credit from KSU. Two TAP sessions were offered in April and May, with an additional new session called Working in the Mobile Classroom.

We continue to provide professional development on our multimedia materials. Since the last President’s Report, more professional development workshops have been held on Generations: Cuyahoga Valley National Park, Math nMotion, UbiScience and Who's Your Boss? plus several workshops that review multiple kits by content area. Educators leave with the teacher guide and the video so that they are able to use the materials immediately in the classroom. All of the multimedia kits are available at Western Reserve Public Media. org/education/classpro.htm.
Educational Services (cont’d.)

Six-District Compact continues professional development with Western Reserve Educational Services

Members of the Six-District Compact, a collection of career tech sites located in six district school sites throughout our service area, attended an educational technology training session at Western Reserve Educational Services in April. Forty educators had the opportunity to attend sessions on Google Docs and SmartBoard integration. The Compact will also be attending training in June and August focused on educational technology integration in the classroom.

EdTech Connects update

EdTech Connects, the statewide delivery of educational technology professional development via videoconferencing, continued through the winter. Google applications and Web 2.0 professional development were offered in March and May.

EdTech Connects is a collaborative effort of eight state of Ohio educational technology agencies, including Western Reserve Educational Services.

Ohio Ready to Learn update

The Ohio Ready to Learn program, focusing on training and development of family child care providers, is wrapping up the current fiscal year. Despite a reduction in funding, the program focused on developing and delivering 33 Ready to Learn workshops across our service area. Pam Oviatt is the project coordinator and has also been the lead trainer in the workshops offered across our eight-county service area.

Marketing & Development

Fiscal year-end campaign celebrates Best of All Festival

Best of All Festival is the theme of Western Reserve PBS’s May/June fiscal year-end Membership campaign, designed to help us meet the FY10 Membership goal. This is a critical time for Western Reserve PBS, a time during which we must meet our year-end goal in order to move forward into the next fiscal year in a solid financial position. Our goal is to raise $378,500 by June 30. In addition to the usual fund-raising strategies — pledge, direct mail, telemarketing — the campaign includes two new solicitation strategies: a trial membership and a business initiative.

Best of All Festival is community focused as we work to earn the support of as many individuals, businesses and organizations as we can during this campaign. We want to make it as easy and affordable as possible for anyone who cares about the future of Western Reserve PBS to make a gift of support at any level at all.

The May 22-June 17 on-air Membership campaign is the centerpiece of Festival. Programmer Don Freeman has selected the “Best of PBS” fund-raising programs for our on-air membership campaign.

This year, we’re also testing two new solicitation strategies:

Trial membership for $20: In an effort to get as many people as possible involved in the campaign and to make it easy to contribute, we’re offering a limited-time-only trial membership with a six-month subscription to The Alternative. Our goal is to secure 350 trial members for a total of $7,000.

The Business Initiative: This component of the campaign calls for small gifts from businesses and organizations. Solicitation is focused on current, former and potential underwriting clients; our Northeast Ohio vendors; Akron, Canton and Youngstown chamber members; and any new businesses we come into contact with over the next two months. This fund-raising effort includes a direct mail piece, e-mail solicitation and a telephone follow-up. Our goal is to raise $16,000, or 160 gifts at an average gift of $100.

Membership update

Vice President of Marketing and Development Lisa Martinez reports that as of the end of March, Membership was down $37,697 from projected year-to-date. However, we are starting to see a turnaround from our fiscal year’s lowest point of -$79,000 in February.

Underwriting and Private Support update

As of the end of March, traditional underwriting is under budget by $195,852 due to the following: Program underwriting is off a total of $163,367 and Nonprofit Paid Promotional Announcements are off by $10,375. The remaining $22,110 shortfall is spread across several revenue line items.

Station welcomes new underwriters, nonprofits

Western Reserve Public Media welcomed the following new businesses and nonprofit clients since our last report: Cuyahoga Valley Scenic Railroad, Gojo Industries, Good Nature Organic Lawn Care, Lake Erie College, Maltz Museum, Mustard Seed, Northeast Ohio Public Energy Council (NOPEC) and Premium Exhibitions.
Western Reserve PBS to host A Doo Wop Celebration IV

The groups that immortalized songs including “Only You (and You Alone),” “Will You Love Me Tomorrow” and “Could This Be Magic” will perform at The Kent Stage on Saturday, June 5. Herb Reed’s The Platters, The Crystals and The Dubs will perform their classic hits for two Western Reserve PBS benefit concerts at 4 PM and 8 PM. Reserved-seating tickets are on sale for $35. A limited number of $65 Gold Circle tickets, which include best-in-house seats plus a private dinner reception and meet-and-greet session with members of the groups, are available.

To order tickets, call Western Reserve PBS at 1-800-554-4549 or visit WesternReservePBS.org/doowop. Proceeds will benefit Western Reserve PBS.

Clifford and Curious George appear at Youngstown’s Plant the Seed to Read Book Fair

The 4th Annual Plant the Seed to Read Book Fair took place on Saturday, March 27, at Fellows Riverside Gardens in Youngstown. PBS Kids characters Clifford the Big Red Dog and Curious George stopped by to have pictures taken with many of the children who attended. Special guest readers included Ohio first lady Frances Strickland and Youngstown Mayor Jay Williams. The free event promoted literacy, but also featured booths with information about healthful eating and nutritious snacks as well as several hands-on activities. The book fair is presented by Western Reserve PBS, Altrusa International (Youngstown chapter), Mill Creek MetroParks and the Public Library of Youngstown and Mahoning County.

Over 250 people attend national premiere at National First Ladies’ Library

Western Reserve Public Media and the Canton-based National First Ladies’ Library (NFLL) co-hosted the national premiere of the American Experience documentary Dolley Madison on Saturday, Feb. 27, 2010. American Experience series manager Jim Dunford; Muffie Meyer, the filmmaker; and Ron Blumer, the writer, were at the event to introduce the film and answer questions afterward. Western Reserve Public Media President and CEO Trina Cutter made the introductory remarks along with the NFLL Executive Director Pat Kidder and NFLL Board President and founder Mary Regula. Over 250 people attended.

Western Reserve Public Media holds Community Shred-It Day

Western Reserve Public Media collaborated with Itran and the Akron franchise of Shred-It to host a free Community Shred-It Day on Saturday, April 24. The community was invited to bring papers, including canceled checks and other sensitive materials, to be securely destroyed on-site. Itran accepted electronics, including computer hard drives, which were also destroyed on-site. Overall the event was successful in generating approximately 160 cars. We shredded a total of 6,500 pounds of paper (equivalent to 55 large trees). Itran collected 9,345 pounds of computer equipment. Western Reserve Public Media raised over $600 in voluntary donations toward our Best of All Festival campaign.

Western Reserve PBS co-hosts Family Expo at Summit Mall

The 23rd annual Family Expo was held at Summit Mall in Akron on April 10 as part of Child and Family Awareness Month presented by Summit County Children Services. Western Reserve PBS and Summit Mall helped to celebrate children and families by co-hosting the Family Expo, the month’s signature event. PBS Kids host Miss Rosa was on hand to give high-fives, handshakes and hugs to many of the children at the event. Miss Rosa also provided the center court entertainment throughout the day. Buddy from the popular PBS Kids program Dinosaur Train was also there to meet and greet his fans. More than 2,500 people attended the event.

Akon Preview Party for CIFF attended by hundreds

As a media sponsor of the 34th Cleveland International Film Festival (CIFF), Western Reserve Public Media was also a co-host, along with WKSU, of the Akron Preview Party on March 4. Hundreds attended the event at Akron Civic Theatre, where they enjoyed free food, cash bar, live music and previews of this year’s films.

CIFF wrapped up on Sunday, March 28, with record-breaking numbers. The CIFF had 71,554 admissions during the 11-day event—a 7 percent increase over last year and more than a 100 percent increase since 2003. With more than 150 feature films and 150 short subject films (from more than 80 countries), audience members were able to meet and mingle with over 100 visiting filmmakers from around the world.
IT/Engineering

New multi-viewer system installed

Engineering/IT installed a new Miranda Kaleido-X multi-viewer system in our Master Control facility in March. This will help in monitoring Western Reserve PBS, Fusion, MHz Worldview and V-me (eight channels altogether when you count both the WNEO and WEAO channels), as well as quality control of on-air operations including closed captioning and audio on all program streams. Final adjustment is taking place with the system to ensure a prompt notification to our Engineering staff of problems, especially during unattended operation.

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.

Staff News, Training & Conferences

Trina Cutter receives Distinguished Alumnus Award

Trina Cutter, president and CEO of Western Reserve Public Media, accepted a 2010 Canton Lincoln High School Distinguished Alumnus Award on Saturday, May 15. Her award, presented by the school’s alumni association, is for distinguished achievement in media. Cutter’s award was one of six presented at the event, which was held at LaPizzaria Restaurant in Canton.

Born and raised in Canton, Cutter graduated from Canton Lincoln in 1975. After graduation, she served in the U.S. Air Force for four years, where she received numerous leadership awards. She began higher education while still in the service and graduated in 1982 from the Walter Cronkite School of Journalism and Telecommunications at Arizona State University. The early years of her television career involved behind-the-scenes documentary production and public affairs programming. Cutter has been associated with numerous national productions on both PBS and the Discovery Channel and has won several national production awards and regional Emmys. She has worked at public television stations in Utah, Toledo, Ohio, Missouri and Indiana.

Cutter completed her master’s degree in Not-for-Profit Management in August 2002 from the Mendoza College of Business at Notre Dame University in South Bend, Ind. During her last year in Indiana, she received the governor’s highest civilian award for Community Service. She returned to her roots in Northeast Ohio in 2002 to serve as the president and chief executive officer of Western Reserve Public Media. She has served as president of the Alliance (a statewide organization representing Ohio public television and radio stations and the Reading Radio Service) and president of Ohio Educational Television Stations.

Locally, Cutter serves on the Stark County Government Leadership Academy Committee, Leadership Stark County Citizenship Day Committee and Women’s Leadership Council of Greater Stark County United Way. She is a graduate of leadership programs in Stark County, Akron, Toledo and Missouri.

Lisa Martinez and Don Freeman attend PBS Annual Meeting

Vice President of Marketing and Development Lisa Martinez and Programmer Don Freeman attended the 2010 PBS Annual Meeting in Austin, Texas, May 18-20. Martinez was a presenter on the panel “Strength in Numbers: 15 Proven Ideas to Build Audience.”

Jeff Good travels to New Jersey for training

Director of Education Jeff Good received training from the Partnership for 21st Century Skills in New Jersey May 17-21. The Partnership recently announced that Ohio has become the 14th Leadership State, and Western Reserve Educational Services, along with four other state educational technology agencies, will be recognized as a 21st Century Partnership affiliate upon completion of the training.

Good represents organization at Ohio 21st Century Skills Conference

Jeff Good, director of education, represented Western Reserve Educational Services at the Ohio 21st Century Skills Conference. Our organization, in collaboration with four other state educational technology agencies, hosted a booth and displayed all of our services. The conference was held to engage and network local school leaders, teachers, government and policy makers and corporate and civic leaders in building a common language and vision for using the 21st Century Skills concept as a change agent for education in Ohio.

Good serving on DLL advisory committee

Director of Education Jeff Good is serving on the advisory board for PBS’s new Digital Learning Library (DLL). The advisory board makes recommendations to PBS’s Educational Services division regarding content, pricing, marketing and other issues.

Lealynd Tuskan attends NeoTech Conference

Western Reserve Educational Services was represented at the NeoTech Conference in Akron by 21st Century Learning Consultant Lealynd Tuskan. Tuskan presented sessions on FlipVideo and Google Docs.
**Staff News, Training & Conferences (cont’d.)**

**Anthony Dennis completes transmitter training program**

Maintenance engineer Anthony Dennis traveled to the Grass Valley Academic Training Center in Southwick, Mass., from March 29 to April 1, where he successfully completed the Grass Valley Advanced Level DCX Television Transmitter Training Program. Our high-power transmitters in Salem and Copley are manufactured by Thomson/Grass Valley.

**Rick Patterson, Anthony Dennis attend PBS Technology Conference and NAB Convention**

Maintenance engineers Rick Patterson and Anthony Dennis attended the PBS Technology Conference April 7-10 in Las Vegas. PBS is considered an industry leader in broadcast technology. It used the format of the Technology Conference to offer tutorials, present case studies, introduce new technologies and products and generate forward thinking on how to address both the common and unique technical complexities faced at stations’ facilities.

Dennis was awarded a 2010 PBS Next Generation Scholarship to attend the PBS Technology Conference. In receiving the scholarship, the panel stated that he “embodies the distinguished and outstanding qualities that will help guide public television in the future.” Western Reserve Public Media has been fortunate in that both Dennis and maintenance engineer Horace Chong have been winners of the scholarship.

Following the Technology Conference, Patterson and Dennis attended the National Association of Broadcasters Convention April 12-14. The convention allowed our engineers the opportunity to interface with our technology suppliers and over 1,500 other exhibiting companies and to investigate tomorrow’s media.

**Elisa Altomare named production assistant**

Elisa Altomare has been made a full-time employee of Western Reserve Public Media. She is a production assistant in Traffic and Master Control. Altomare had been working in the capacity of a temporary employee until April, when she was hired as a staff member.

Altomare earned her undergraduate degree in electronic media production from Ashland University and is currently completing a master’s degree in journalism and mass communications at Kent State University. She resides in Stow.

**Pat Weed retires**

Communications Specialist Pat Weed retired on April 23 after 23 years with the organization. A volunteer in the early 1980s, Weed was hired as a development assistant in 1987 and moved to the Communications department in 1993. Regular callers and visitors to Western Reserve Public Media know her as the woman who answered our phones and greeted visitors at the front desk. Trina Cutter, president and CEO, remarked, “Pat has survived three general managers, two buildings and the transition from typewriters to computers, not to mention the digital transition. Pat’s customer service — whether in person, over the phone or through e-mail — has been the best I’ve ever seen in my nearly 25 years in public television.”

Weed kicked off her retirement with a three-week trip to England. She resides in Mogadore with her husband, Dave.

**Amanda Donatelli to leave organization**

Amanda Donatelli, marketing and communications specialist, will be leaving Western Reserve Public Media. Her last day is June 30, 2010. Donatelli is going home to spend more time with her son, Sonny, who’s just 7 months old. She and her husband, Dom, reside in Akron.

Donatelli has been an asset to the Marketing and Development department, and her enthusiasm and energy have been greatly appreciated. Her work with viewers and members through the digital transition was impressive. If you had the opportunity to listen to her on the phone fielding hard questions from confused people, you know what we mean. Thanks to Amanda for over six years of service.