Spring 2011

Western Reserve Public Media President’s Report

Western Reserve Public Media receives Emmy nominations

Western Reserve Public Media has received three 2010 regional Emmy nominations from the Lower Great Lakes Chapter of the National Academy of Television Arts and Sciences (NATAS-LGL). The nominations are for two station productions that feature Akron Art Museum exhibitions: **Who Shot Rock & Roll: Akron Art Museum** and **Detroit Disassembled at the Akron Art Museum**. Nominees were announced in late April. Award winners will be announced Saturday, June 18, at The Hilton Garden Inn in Cleveland.

**Who Shot Rock & Roll: Akron Art Museum** covers the exhibition “Who Shot Rock & Roll: A Photographic History, 1955 to the Present.” The half-hour program features interviews with several of the exhibition photographers as well as museum curators. It premiered on Western Reserve PBS in November 2010. The production received two nominations in the categories of Arts/Entertainment and Crafts: Editor — Program.

**Detroit Disassembled at the Akron Art Museum** captures the museum’s “Detroit Disassembled: Photographs by Andrew Moore” exhibition, which tells the story of artist Andrew Moore’s photographs that capture striking imagery of a crumbling city. The program, which premiered in July 2010, received a nomination for Arts/Entertainment.

Duilio Mariola, local programming/production manager for Western Reserve Public Media, is the executive producer, technical director and editor for both productions. The shows are available for viewing on the Western Reserve Public Media website, WesternReservePBS.org.

Western Reserve PBS honored as a Champion for Children

Summit County Children Services recognized Western Reserve PBS as a Champion for Children at its second annual Community Appreciation Breakfast in Akron on April 29. We were honored with a Corporate Support Award for our collaboration with the agency on the annual Family Expo, held every spring as part of Child and Family Awareness Month. Western Reserve PBS has served as an event partner and media sponsor for more than 20 years. In all, 18 awards were distributed. Lisa Martinez, Western Reserve Public Media’s vice president of marketing and development, accepted the award on behalf of the organization.
Programming & Local Productions (cont’d.)

Multimedia packages in production

Two new multimedia packages, funded by eTech Ohio, are in production for distribution in the 2011-12 academic year.

The geometry package covers three important areas in sixth-grade mathematics: spatial visualization, surface area and volume, and the study of lines, angles and two- and three-dimensional shapes.

The second package will help students match interests and skills with potential careers. This unit is divided into three sections: Know Yourself, Resource Pages and Career Information.

Akron Mayor’s State of the City address airs on Fusion

Akron Mayor Don Plusquellic’s 24th Annual State of the City Address aired on Fusion in early April. Mayor Plusquellic presented the address on Tuesday, March 22, at Tangier Restaurant in Akron. It includes the announcement of a new development corporation created to attract companies to Akron’s biomedical corridor. Plusquellic also discusses achievements during 2010 and the city’s budget challenges.

Special Edition of NewsNite Features Pro Football Hall of Fame and Ohio & Erie Canalway

A special NewsMaker edition of NewsNite in April featured two of Northeast Ohio’s prominent attractions: Canton’s Pro Football Hall of Fame and the Ohio & Erie Canalway. NewsNite panelist Jody Miller spoke with Pro Football Hall of Fame executives Stephen Perry and Joe Horrigan about the national sports museum, which has drawn more than 8 million people to the area since opening Sept. 7, 1963. Perry and Horrigan shared their insights into the past, present and future of this iconic landmark, including a preview of the museum’s ambitious expansion plans as it heads into its next 50 years.

Dan Rice, president and chief executive officer of the Ohio & Erie Canalway Coalition, made a return appearance on NewsNite. Rice discussed development progress made along the 101-mile Towpath Trail; the historic, economic, natural and cultural resources of the Ohio & Erie Canalway; and the many corporate, governmental and community partnerships that have worked together to preserve the entity’s historic legacy.

Extended video of both interviews is available for viewing on demand at www.newsnite.net.

UA Steel Drum Band stars in new productions

The history and heart of steel drum music and its journey from tropical Trinidad to Northeast Ohio is the focus of two Hammer on Steel programs that premiered in February on Western Reserve PBS.

Set in Akron and the Caribbean country of Trinidad and Tobago, both programs feature The University of Akron Steel Drum Band. They are the first documentaries about steel drum music ever shot in high definition. Hammer on Steel: Bad Boys and Genius documents the compelling and conflict-torn history of steel drum music. Hammer on Steel: The Concert captures the UA Steel Drum Band’s 30th anniversary concert last April at E.J. Thomas Hall on the UA campus. Special guest performers were Calypso singer Relator and percussionist Andy Narell.

Forged less than 100 years ago in the heated struggle for independence in colonial Trinidad, steel drum music was often the source of tremendous conflict. As quickly as authorities seized and destroyed the handmade and hammered pans, Trinidadians would rebuild. Now the music has become a source of community pride, national identity and economic development.

Both Hammer on Steel programs were produced by Phil Hoffman, a faculty member in The University of Akron School of Communication and an Emmy award-winning documentary producer for Western Reserve PBS; Matt Dudack, the band’s artistic director and a faculty member and graduate of the UA School of Music; Richard Maurer, an audio engineer and graduate of the UA School of Music; and Snider. Tim McCarty directed the concert footage.

Masters of Gravity back in circulation

Western Reserve Public Media, working with the All American Soap Box Derby, has re-released its multimedia package Masters of Gravity. Soap Box Derby is heading up the effort to circulate the instructional materials nationally. Masters of Gravity is an educational package based on the All American Soap Box Derby and targeted to students in grades 5 and 6. It combines racing and learning in a fun, educational process focused on mathematics and physics. Pods within the series explore collection and analysis of data; ratio and proportion; geometry; simple machines; gravity; energy; friction; and speed. The videos work in conjunction with lesson plans in the teacher guide to maximize the learning opportunities in each segment. The project — designed, developed and classroom-tested by teachers in Northeast Ohio — includes eight instructional video programs (available on demand) and a teacher guide with classroom activities. All materials are available at www.westernreservepublicmedia.org/gravity.
Western Reserve Educational Services helps form ITIP Ohio

Western Reserve Educational Services is one of five educational technology agencies that has collaborated to form Instructional Technology Integration Partnership of Ohio, or ITIP Ohio. Collaborating with Western Reserve Educational Services are NWOET, Bowling Green; SOITA, Dayton; ITSCO, Columbus; and WGTE, Toledo. The agency will provide standardized professional development focusing on instructional technology integration for Ohio’s educators.

ITIP Ohio is recognized as a professional development affiliate partner of the Partnership for 21st Century Skills and an affiliate member of ISTE, the International Society for Technology in Education. ITIP Ohio recently had informational booths at the eTech Ohio Technology Conference and the 21st Century Skills Ohio Summit 2.0, both held in Columbus. More information about the agency can be found at www.itipohio.org.

Administrators participate in Learning for the Digital Age initiative

Western Reserve Educational Services, along with seven other Ohio educational technology agencies and television stations, is supporting eTech Ohio’s Learning for the Digital Age initiative. Administrators from across the state were invited to attend a five-hour, face-to-face training that included an overview of 21st Century skill development along with hands-on training in the development of skills within the four Cs (critical thinking, communication, collaboration and creativity) of 21st Century learning. Western Reserve Educational Services hosted 20 sessions between February and April, with 50 administrators attending in all.

Six schools selected for training project

Western Reserve Educational Services will work with six school districts on a project called Integrating the 21st Century Framework, funded by the Martha Holden Jennings Foundation. The six schools will be assisted with the development of a technology plan, and targeted professional development will be provided to building teams from the districts. The project will be completed by the end of June. Participating schools are Green Middle School (Green Local Schools), Chalker High School (Southington Local Schools), Garfield Elementary (Garrettsville Local Schools), McKinley Elementary (Poland Local Schools), East Palestine Elementary (East Palestine City Schools) and Welty Middle School (New Philadelphia Local Schools).

Stimulus-funded professional development projects winding up

Western Reserve Educational Services continues to work with Windham Exempted Village Schools in support of its receipt of federal stimulus money through eTech Ohio. The project, Developing 21st Century Learning Environments, focuses on training a team of four teachers and one administrator to develop and integrate educational technology into the classroom and the district. Lealynd Tuskan, a 21st Century Learning consultant, was hired by Windham, through Western Reserve Educational Services, to provide training and support for the duration of the two-year project, which will be completed on June 30, 2011.

Three other 21st Century Learning Environments teams have secured professional development services in support of their respective building teams. East Palestine City Schools, Coventry Local Schools and Kent City Schools have contracted with Western Reserve Educational Services for individualized professional development programs, which are designed and delivered by our consultants Kathy Young and Dave Philibin.
Educational Services (cont’d.)

Western Reserve Public Media well represented at eTech Ohio Technology Conference

Western Reserve Public Media was well represented at the annual eTech Ohio Technology Conference, held in Columbus earlier this year. Western Reserve PBS and Western Reserve Educational Services hosted informational booths, and ITIP Ohio’s informational booth space was managed by Jeff Good, director of education.

Western Reserve Educational Services, in cooperation with ITIP Ohio, also supported an event at the conference called “You’ll Flip at COSI Columbus.” Over 30 educators departed from the conference center to travel to COSI Columbus. Once there, students made a presentation on using Flip Video in the classroom. Participants received a Flip Video device and dinner as part of their registration and were allowed after-hours access to three of COSI’s interactive displays.

Professional development update

Western Reserve Educational Services continues to design and deliver professional development training to area educators. Since January, over 30 sessions have been presented to teachers and administrators interested in classroom integration of technology, such as interactive whiteboards, pocket video cameras, Google applications and more.

Western Reserve Educational Services continues to offer specialized professional development opportunities. Teachers from Southeast Local Schools participated in a series of classes on Google for Educators. Ursuline High School educators from Youngstown took part in our Google Docs and Google Sites sessions. A teacher team from South Range Local Schools learned about Google Docs, online resources and 21st Century Learning opportunities. Google for Educators was delivered to a building team from Hartford Middle School (Canton City Schools). The team from Hartford received Smart Board training in April, and a team of educators from Tallmadge Local Schools received professional development training in a variety of areas.

Along with the traditional schedule of professional development offerings at our 21st Century Learning Center, the 2011 spring schedule also offered several of our more popular sessions for graduate-level credit. Developing Digital Content for Education leads educators to a wealth of digital educational content including digital images, audio and video. Smart Board Boot Camp and Camp Google are presented as well as a three-day session on working in today’s mobile classroom. Participants who attend the four nights of training will receive one hour of graduate credit from Kent State University.

Ready to Learn update

The Ohio Ready to Learn (RTL) program, which offers free training and development for in-home child care providers, has been funded by the Ohio Department of Job and Family Services for the coming year. Pam Oviatt, our RTL project coordinator, will deliver 33 Ready to Learn workshops across our service area by June 30.

Marketing & Development

Membership update

As of the end of the third quarter of the fiscal year, Membership is $6,318 ahead of budget. The March Membership campaign raised $304,056, exceeding goal by $36,553. The fiscal year will end with the May/June campaign, the goal of which is $357,000.

“The deal is on!”

Western Reserve Public Media made its first foray into Groupon.com this spring with a special membership offer in the Akron/Canton, Cleveland and Youngstown markets.

Two of the three deals were “on,” in Groupon-speak, as offers in the Akron/Canton and Youngstown markets reached the necessary thresholds to make the deals fly. We offered two special membership levels: $17 for a one-year membership and $50 for a “deluxe” membership, which includes the monthly program guide, the MemberCard and a mug. Sixty percent of takers opted for the higher level of support.

Groupon.com is an online “collective buying power” service that offers special deals to its followers. Each day, Groupon features a unique offer on the best stuff to do, see, eat and buy locally. By promising its partners a minimum number of customers, Groupon is able to offer deals its followers won’t find anywhere else. There is no cash outlay. Western Reserve Public Media splits the proceeds with Groupon.

Underwriting and Private Support update

As of the end of the third quarter of the fiscal year, Underwriting and Private Support is under goal by $66,554, or 16 percent. This category includes all revenue generated from underwriting, nonprofit paid promotional announcements, Good Corporate Citizen packages and foundation and corporate grants. It’s necessary to look at the individual revenue lines within the larger Underwriting and Private Support category to understand the shortfall. Underwriting is $25,331 ahead of goal, and NPPAs are $9,820 ahead of goal. Good Corporate Citizen packages and corporate and foundation support, however, are a combined $101,705 under goal.

Text-to-give testing under way

Western Reserve Public Media began testing text-to-give strategies this year with, so far, modest results. While most people know of the huge successes organizations have had in raising money for natural disasters (e.g., in Haiti and Japan), text-to-give responses are still modest in local, non-disaster applications. We will continue to test this fund-raising strategy through 2011 and hope that mobile phone users begin to expand their contribution horizons.
Historical Society.
League, Urban Organics and Western Reserve County Chapter of the Ohio Credit Union
Light Opera, Perennial Vineyards, Summit Northeast Ohio Regional Sewer Distict, Ohio
Fund, Hill Barth & King, The Lube Stop, Pursuits.Com, Gay Community Endowment
Akron Zoo, Barnes Sewing Center, Property Pursuits.Com, Gay Community Endowment
Fund, Hill Barth & King, The Lube Stop, Northeast Ohio Regional Sewer District, Ohio
Light Opera, Perennial Vineyards, Summit Northeast Ohio Regional Sewer Distict, Ohio
Fund, Hill Barth & King, The Lube Stop, Pursuits.Com, Gay Community Endowment

Station welcomes new underwriters, nonprofits
Western Reserve Public Media welcomed support from the following new businesses and nonprofit clients since our last report: Akron Zoo, Barnes Sewing Center, Property Pursuits.Com, Gay Community Endowment Fund, Hill Barth & King, The Lube Stop, Northeast Ohio Regional Sewer District, Ohio Light Opera, Perennial Vineyards, Summit County Chapter of the Ohio Credit Union League, Urban Organics and Western Reserve Historical Society.

Basic Info
Job description: Capital equipment grants, tower leases and FCC reports
Hometown: Born in Waukesha, Wisc.; raised in Akron

Random Interests
Favorite PBS show: Nova
Favorite movie: “Contact”
Hobbies/pastimes: Amateur radio, photography, birding, camping, hiking, astronomy, reading, movies
Best book you’ve ever read: “Cryptonomicon” by Neal Stephenson
Favorite musical group: The Beatles

Meet Our Staff
Bill O’Neil, Station Manager
Station Manager Bill O’Neil is retiring on June 30. Find out a little more about this 40+ year veteran of broadcast television.

Recyclers weather the storm to participate in Community Shred-It Day
On Saturday, April 16, Western Reserve Public Media and the Akron/Canton franchises of Shred-It and Itran hosted the Second Annual Community Shred-It Day at the Western Reserve Public Media administrative office in Kent. Staff members faced down the elements — heavy rain and high winds most of the day — for the free event. Over 100 cars came through our parking lot with paper and electronic materials for shredding and recycling. All told, 5,000 pounds of paper were collected, 100 computer hard drives were crushed and countless electronics were dropped off for recycling. We received a total of $969 in donations. Despite the foul weather, it was a successful and fun event!

Join Western Reserve PBS for a little light opera
Western Reserve PBS will serve as a media sponsor of Ohio Light Opera’s 2011 season. On July 1, it’s Western Reserve PBS Day at the Ohio Light Opera All-America Weekend in conjunction with the 2 pm performance of Cole Porter’s “Jubilee.” Attendees will enjoy refreshments and a meet-and-greet with the cast after the show. All performances take place at the Freedlander Theatre on the College of Wooster campus.

The Cat in the Hat helps plant the seed to read
The newest star in the PBS Kids stable was in Youngstown on March 26 for Plant the Seed to Read at Mill Creek MetroParks’ Fellows Riverside Garden. Western Reserve Public Media President and CEO Trina Cutter was one of the event’s celebrity readers. Every child who attended went home with a free book. Over 2,000 people attended.

This year’s event marked its fifth consecutive year. Sponsors for all five years have been The Altrusa Club of Youngstown, Western Reserve PBS, Mill Creek MetroParks and The Public Library of Youngstown and Mahoning Valley.

Western Reserve PBS takes the main stage at Family Expo
Summit County Children Services celebrated its 24th Annual Child and Family Awareness Month with a variety of events, including the Western Reserve PBS/Summit Mall Family Expo on April 9. All four characters from the PBS Kids series Super Why, plus The Cat in the Hat, met fans and posed for family photos throughout the day. On the main stage, Coolbelly and The Cat in the Hat presented three half-hour musical performances to wall-to-wall audiences. Western Reserve PBS has participated in almost all 24 years of the event and is looking forward to a special 25th anniversary in 2012.

Clifford and Curious George attend Akron Reading Festival
Clifford the Big Red Dog and Curious George were on hand for Akron’s 3rd Annual Family Reading Festival, held at the Akron-Summit County Public Library on Feb. 5. In addition to meeting their preschooler fans, the characters appeared on stage while Akron Mayor Don Plusqueillic read a story to the audience. Every child who came to the daylong event received a free book. Over 1,200 people attended.
Western Reserve Public Media helps get young concertgoers on board

Western Reserve Public Media was media sponsor once again for the Akron Symphony Orchestra’s Concerts for Kids in May. This year’s show, “Symphony Express,” included stops in Akron, Uniontown, Barberton and Hudson. This intimate series of concerts for preschoolers explored the personalities of orchestral instruments through a performance of the timeless classic, “The Little Engine That Could.”

Urban Innovators media sponsorship includes broadcast on Fusion

For the second year, Western Reserve Public Media served as the media sponsor of University Park Alliance’s Urban Innovators Speaker Series. The sponsorship was done under the banner of NEOtropolis, our weekly business television series. Urban Innovators features world-class experts in economics, real estate development and transportation, who discuss key issues in progressive urban design that are central to attracting talent and spurring economic development.

The program provides a platform for strategically examining how new thinking and imaginative action around the development of our core city centers and close-in neighborhoods, including Akron’s University Park neighborhood, can positively impact Northeast Ohio’s economic growth potential. All three lectures in this year’s series were broadcast on Fusion, our standard definition channel.

Upcoming community events slated for summer

Western Reserve PBS will ride in the Pro Football Hall of Fame Timken Grand Parade in Canton on Aug. 6. On Aug. 20, we will participate in the 2nd annual Summit for Kids at the John S. Knight Center, which is sponsored by Summit County Children Services. On Dec. 9, doo wop fans will once again board buses at Western Reserve Public Media in Kent for the Pittsburgh Doo Wop Reunion 10th Anniversary Concert at Console Energy Center.

Northeastern Educational Television of Ohio Board of Directors News

Mark Auburn completes chair term

Northeastern Educational Television of Ohio board of directors chair Mark Auburn will complete his term (2007-11) on June 30. He will remain on the board of directors. Trina Cutter, president and CEO of Western Reserve Public Media, commended Auburn for his dedication to the organization and the inspired counsel he has provided. Auburn offered leadership during a period of organizational adjustment at Western Reserve Public Media that resulted in expansion of its board to include three community members from each consortium area. He has served as the first community member chair of the Board of Directors in the organization’s history. He has also provided steady guidance and prudent fiscal oversight through the “Great Economic Recession.” The staff of Western Reserve Public Media extends its thanks to the chair!

Renee Pipitone to lead NETO board

At the June 7 meeting of the Northeastern Educational Television of Ohio (NETO) board of directors, lifelong Akron-area resident and community volunteer Renee Pipitone was elected chair. She replaces Mark Auburn, who served as chair from 2007 to 2011. NETO owns and operates Western Reserve Public Media.

Pipitone received her bachelor’s degree from The University of Akron and her master’s degree from Youngstown State University. She is very active in civic affairs, serving as executive vice-president of Akron Symphony Orchestra; trustee for United Disability Services, Stan Hywet Hall and Gardens and Summit County Historical Society; and volunteer for many other community organizations.

Also elected to leadership positions on the board were Brian DePoy, vice chair, and David Hunter, secretary. DePoy is dean of the College of Fine and Performing Arts at Youngstown State University. He holds music degrees from Indiana University and the University of Mexico, and a doctorate in Music Performance from Florida State University. Hunter is a partner at Brouse McDowell legal professional association. He earned an undergraduate degree from Princeton University in economics and law degrees from New York University School of Law and The University of Akron School of Law.

Barbara O’Malley and Jim Cossler to leave NETO board

Board members Barbara O’Malley and Jim Cossler will step down from the NETO board, effective June 30. Both O’Malley and Cossler served on the board of directors from 2009 to 2011. O’Malley, chief communications officer at The University of Akron, has accepted a position at a university in Missouri. Cossler, CEO of Youngstown Business Incubator, is stepping down at the end of his board term.

Jim Cossler named 2011 Crain’s Difference Maker

Congratulations to NETO board member Jim Cossler, CEO of Youngstown Business Incubator, who was named one of Crain’s Cleveland Business’ 2011 Difference Makers. The list recognizes 10 people who are transforming Northeast Ohio. Crain’s describes Cossler as having “transformed what once was viewed as a glorified downtown renewal project into a bustling hub of software innovation that has brought millions of dollars and hundreds of new jobs into the region.”

Tom Hager named Sales and Marketing award winner

Congratulations to NETO board member Tom Hager, a managing partner of Schlabig & Associates Ltd., who recently received a 2011 Sales and Marketing Excellence Award from the Akron Affiliate Chapter of Sales and Marketing Executives International. The award was announced at the organization’s 39th Annual Distinguished Sales and Marketing Award event at Tangier Restaurant in Akron.
Transmission line failure knocks WEAO off the air for 16 days

Western Reserve Public Media’s WEAO/Akron went black on the evening of Thursday, April 14, due to technical difficulties. The problem involved an 800-ft. transmission line that begins at the station’s Copley transmitter and runs up the transmission tower to its antenna. The WEAO channels that went off the air were the high-definition signal Western Reserve PBS (49.1) plus three digital channels: Fusion (49.2), MHZ Worldview (49.3) and V-me (49.4).

Luckily, many area cable companies carrying WEAO were able to switch over to WNEO for the duration of the outage, which lasted until April 30. WNEO, which serves the greater Youngstown area, was unaffected by the problem.

Bad weather presented a huge impediment in restoring the transmission line. Tower workers needed to work on the problem located more than 600 feet up the tower, but wind and rain kept them on the ground for a good part of the month. Finally, the weather relented long enough in late April to give the crew time to get up the tower and fix the line.

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 completes Mahoning Valley Leadership program

In May, President and CEO Trina Cutter graduated from the 2011 Leadership Mahoning Valley program. Leadership Mahoning Valley provides members with a general overview of the Mahoning Valley and the opportunity for increased understanding of key community concepts. Cutter is also a graduate of Leadership Akron and Stark County programs.

Cutter finds creative ways to raise funds for Leadership class project

President and CEO Trina Cutter used her ingenuity and baking skills to raise funds for her Leadership Mahoning Valley class project this spring. She exceeded her goal to raise $300 with a series of bake sales, in which staff and building visitors could purchase baked goods. The “pièce de résistance,” however, was the Western Reserve Public Media staff garage sale. Staff members brought in items from home that they wanted to unload (but were still useful and/or aesthetically pleasing) to sell to other staff members, volunteers and building visitors. All proceeds benefited the Leadership Mahoning Valley’s class project to collect funds for Second Harvest Food Bank’s Harvest for Hunger campaign.

Cutter invited to take the podium at Chamber annual meeting

First Place Bank, one of our major sponsors of NEOtropolis, generously gave Western Reserve Public Media its podium time at the annual meeting of the Youngstown/Warren Chamber of Commerce to talk about the series. Introduced by First Place Bank President and CEO Steven Lewis, Trina Cutter, our president and CEO, shared video clips from the series, focusing on its coverage of Mahoning Valley. She also talked about the importance of the series in its ability to share the Valley’s success stories with the rest of Northeast Ohio. Over 600 people attended the luncheon in late March in Boardman.

Cutter attends Building Better Boards seminar

President and CEO Trina Cutter attended Leadership Stark County’s Building Better Boards seminar recently. The event was held at the Timken Company Main Auditorium in Canton and covered building board consensus, the role of the board and the legal responsibilities of board service.

Cutter attends United Way Women’s Leadership Council Impact series

President and CEO Trina Cutter attended the Women’s Impact Lecture Series presented by the Stark County United Way Women’s Leadership Council. The lecture series included presentations titled “First in Military Service: Duty and Honor,” “First in Athletics: Excellence and Achievement” and “First in Community: Advocacy and Compassion.” Cutter is a member of the council.

Cutter serving on Leadership Stark County Citizenship Day planning committee

President and CEO Trina Cutter is serving on the Leadership Stark County Citizenship Day planning committee. The group is preparing for the June 23 event at University of Mount Union in Alliance. Citizenship Day is the final curriculum day in the program and covers levels of citizenship and how class members can serve as advocates for the region. Cutter is a Leadership Stark County graduate.

Cutter attends Kent State Stark student film screening

President and CEO Trina Cutter attended a screening of student-produced environmental films at the Joseph Saxton Gallery of Photography in Canton on May 12. Kent State Stark’s Environmental Media class of 11 students, enrolled in the first-ever such class at the university, presented their works to an audience of 80 attendees at the gallery.
Cutter addresses Rotarians

“Looks Like a Duck, Sounds Like a Duck, But It Ain’t No Duck” was the title of President and CEO Trina Cutter’s presentation to the Youngstown Rotary on April 20. Cutter’s talk compared commercial and public television in the areas of transmission, operations and programming to help the audience gain a better understanding of the mission and purpose of public television.

Cutter meets with congressman

President and CEO Trina Cutter and 10 other Northeast Ohio radio and television station leaders met with U.S. Rep. Jim Renacci, who represents Ohio’s 16th congressional district. Arranged by the Ohio Association of Broadcasters, the May 19 meeting included discussion about retransmission consent on cable systems, spectrum reallocation and other policy issues.

Cutter supports scholarship fund

President and CEO Trina Cutter attended An Evening With Shirley Sherrod on May 18 in North Canton. Sherrod was forced to resign her position with the U.S. Department of Agriculture when a blogger edited video of public remarks she made regarding a white farmer. Her remarks were taken out of context and led to a national uproar. Proceeds from the event benefit the Minnie L. Hopkins Scholarship Fund, a project Cutter supported through her work in Leadership Stark County.

Cutter emcees fund-raiser

President and CEO Trina Cutter traveled to California in January to serve as emcee of the Project WeH.O.P.E. fashion show fund-raiser. Project WeH.O.P.E. addresses youth education and literacy, homelessness and leadership and responsibility concerns in Santa Clara and San Mateo counties in Northern California.

Good “Skypes” session

In January, Director of Education Jeff Good “phoned it in” for the National Educational Telecommunications Association’s annual conference, held in Nashville. Good was a co-presenter on the panel “Web-based Productivity Tools,” and made his presentation virtually via Skype and the Internet. It was a first for the station.

Good presents at SOITA

Jeff Good, director of education, presented two hands-on sessions (in person!) for teachers and administrators at the annual Southwestern Ohio Instructional Technology Agency (SOITA) conference, held in Dayton. Good’s sessions were about Google Picasa and digital photography.

Bill O’Neil to retire

After over 40 years in the television broadcast industry, Station Manager Bill O’Neil is retiring, effective June 30. He joined Western Reserve Public Media in 2003 and has had an illustrious career in broadcasting, including 31 years at WAKR-TV/Akron. O’Neil plans to enjoy his lifelong hobbies on a full-time basis, including photography, camping, birding and amateur radio. He also plans to travel extensively with his wife, Elaine.

On June 7, the staff of Western Reserve Public Media hosted a surprise retirement for O’Neil. The NASA theme reflected his lifelong interest in the cosmos.

We’ll miss you, Bill, and wish you the very best!