Programming & Local Productions

Eric Mansfield named new host of NewsNight Akron

In May, PBS 45 & 49 announced the appointment of Eric Mansfield as the new host of the station’s weekly news program, NewsNight Akron, which airs Fridays at 9 p.m. He replaces Vincent Duffy, who hosted the show for nine seasons and has accepted a new job at the National Public Radio affiliate in Ann Arbor, Mich. Mansfield’s first night on the air was May 11.

Mansfield, an Akron native, anchors the Akron/Canton news for WKYC-TV3 in Cleveland, where he has worked since May 1994. His awards include an Emmy in 2000 for Outstanding Service Reporting and one in 1994 for Outstanding Live Reporting. In 2002, Eric was nominated for an Emmy for Outstanding Anchor. He has also received honors from the Cleveland Press Club, the Ohio Associated Press and the Ohio Broadcasters Hall of Fame.

“In the past, I was a panelist on NewsNight Akron, so I’m looking forward to being back on the show regularly,” Mansfield said. “It won’t be easy to follow in Vince’s footsteps, but I think that we will be able to keep the energy going and talk about the issues that are important to Akron.”

Mansfield joins NewsNight Akron’s roundtable discussion with a panel of local journalists who discuss both breaking news stories on topics such as education, the community and local business, as well as ongoing subjects including elections and major news stories. When opportunities arise, the show provides additional in-depth coverage with NewsMaker Akron interviews and candidate debates during election seasons. He will guide the discussion to explore issues surrounding greater Akron news, providing viewers with details that local commercial newscasts don’t have time to cover.

Regular NewsNight Akron panelists include Steve Hoffman, political reporter, The Beacon Journal; Jody Miller, publisher and owner, Bath Country Journal; and Ed Esposito, news director, and Joe Jazstremski, Larry States and Craig Simpson, reporters, all of WAKR/WONE/WQMX. They bring diverse backgrounds and experiences in communication and journalism to the program, which creates the show’s credibility and spontaneity.

A recently retired major in the Ohio National Guard, Mansfield spent 14 months on active duty in 2003-04 in Iraq and Kuwait. He and his wife, Lisa, and their three sons live in the Akron area.

Akron Art Museum renovations subject of NewsMaker Akron

NewsNight Akron panelist Jody Miller paid a visit to the Akron Art Museum to get an update on the site’s major renovations for a NewsMaker Akron special in the spring. Barbara Tennenbaum, the museum’s director of curatorial affairs, led Miller on a tour through the building, discussing how the construction has progressed, how the gallery spaces will be filled and what art acquisitions have been made. After being closed for almost three years, the museum’s $34 million expansion project features a 64,000-square-foot addition designed by the Viennese architecture firm Coop Himmelblau. The facility has a three-story glass lobby, a large exhibition space and a “roof cloud,” a 300-foot-long cantilevered steel armature extending over and embracing the old and new buildings and the adjacent street.

This is the second NewsMaker Akron special that has documented the progress of the project. In July 2006, Miller accompanied Mitchell Kahan, the museum’s director, on a tour of the building. Both programs are available for viewing in the video on demand section of www.pbs4549.org.
Local independent production accepted for national distribution through PBS

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 and its fateful crash in 2004, has been accepted by PBS for national distribution in February 2008. This is the first high-definition production for the station, which PBS 45 & 49 Producer/Director Duilio Mariola worked on with White. PBS 45 & 49 premiered the documentary in February 2007 during Black History Month and will be its national presenter. The Cleveland-based Parker-Hannifin is the sole funder of this documentary.

New multimedia kit on Middle Ages in production

Education Content Producer Ria Mastromatteo and a team of teachers are working on a multimedia package on the Middle Ages, which will be ready for distribution in fall 2007. The content is keyed to the state’s 7th-grade social studies standards. The topic was selected by the station’s Curriculum Council, made up of teachers, media and curriculum professionals. This kit will be slightly different from the economics and measurement kits in that the video will only be available on demand at www.pbs4549.org. Work is under way on both the video and print elements of the package.

Multimedia kits on economics and measurement near completion

PBS 45 & 49 is in the final production phase of this year’s two multimedia kits, Economics Academy 101 and Big or Small: Measure It All, reports Education Content Producer Ria Mastromatteo. Producer/Director Duilio Mariola completed the shoots in mid-May and has started editing. The teacher guides are in the design and editing phase. Completed multimedia kits will be delivered to eTech Ohio by June 30, 2007. The projects have been funded by two $105,000 grants from eTech.

PBS 45 & 49 airs highlights from National Inventors Hall of Fame ceremony

PBS 45 & 49 aired highlights from the National Inventors Hall of Fame induction ceremonies that were held on May 4-5 in Akron. The Fire of Genius: 35th Annual Inventors Hall of Fame Induction Ceremony, an independent production of the National Inventors Hall of Fame, aired on Sunday, June 3 at 7 p.m. The following seven living inventors and their inventions were honored in the program: Paul Baran, digital packet switching; Emmett Chappelle, bioluminescence techniques; John Franz, Roundup herbicide; Leroy Hood, DNA sequencer; Paul Lauterbur and Peter Mansfield, magnetic resonance imaging (MRI); and Robert Metcalfe, ethernet. Another group of inventors received posthumous recognition: Peter Goldmark, who created the long-playing record; Godfrey Hounsfield, who invented the CAT scanner; and Otto Wichterle, inventor of the soft contact lens.

Student feedback helps to shape station video game

PBS 45 & 49’s electronic video game, Antarctica: 90 Degrees South, is in production at The Media Cellar in Willoughby. At the end of May, designers Dave Kuhar and James Cotton met with a focus group of school-aged children to show them the interface, explain the structure and receive feedback. Kuhar reports that the students’ feedback revolved around issues of speed and autonomy; they want the game to move quickly, using visual rather than audio cues, and they want as little help as possible in figuring out how to play the game successfully.

Ria Mastromatteo, PBS 45 & 49’s education content producer, expects to have a beta version of the DVD by November, when the game will be piloted by local classrooms to vet it for errors and problems. The game will be available for classroom use by March 2008.
Jennings grant funds education outreach

PBS 45 & 49 recently received a grant from the Martha Holden Jennings Foundation for $8,500 to be used for the following: 30 workshops for teachers on how to use our three new curriculum packages on economics, measurement and the Middle Ages; 10 workshops to train teachers to use our electronic video game, Antarctica; 300 copies of the Middle Ages teacher guide; and 10 global positioning systems (GPS) that will be used for workshops.

Ohio Ready To Learn update

Since January 2007, 56 Ohio Ready To Learn workshops have been presented to almost 700 family child care providers. An additional 19 workshops will be conducted through June, completing the total 75 workshops required by the state grant.

Ohio Ready To Work update

Director of Education Jeff Good continues implementation of the Ohio Ready To Work project. Ohio Ready To Work is based on a partnership between the Ohio Educational Television Stations (OETS) and other agencies involved in training today’s workforce. Since January 2007, the station has distributed over 120 Workplace Essential Skills kits (each consisting of a four-book set and companion DVD) and over 120 GED Connections kits (each consisting of a three-book set) to A.B.L.E. and one-stop employment agencies in our eight-county area. These kits are being distributed by the agencies to the area’s unemployed and underemployed, assisting in either the fulfillment of GED requirements or increasing employment skills. PBS 45 & 49 extends its commitment to the Ohio Ready To Work project by broadcasting the programs related to the kits Monday through Friday from 5 a.m. to 6 a.m.

Who’s Watching

Viewer: William C. Gerber, Wooster
Occupation: Retiree
Hobbies: Wood crafts, car and motorcycle racing, World War II aircraft
Favorite PBS 45 & 49 shows: Music shows
What he likes about our shows: Excellent performers
Educational Services (cont’d)

Station to work with eTech on videoconference pilot

eTech Ohio is providing equipment to PBS 45 & 49 to pilot videoconferencing projects involving school districts across the state. The projects will assist eTech Ohio in the implementation of new videoconferencing using the Internet instead of dedicated data lines. Director of Education Jeff Good is one of two public television station representatives serving on the OhioDL.org advisory committee, whose charge is to establish the direction for educational videoconferencing in the state.

Station participates in Open Learning pilot

PBS 45 & 49, the Stark Portage Area Computer Consortium, eTech Ohio and the Ohio Learning Network are partnering in a pilot project called the Open Learning Partnership, which hopes to develop more online education opportunities using open source solutions. Open source solutions are built in an open community of developers, resulting in a cost savings to end-users.

Outreach & Events

PBS 45 & 49 to present free community workshops on oral history collection

This summer, PBS 45 & 49 will host three free workshops to teach community members how to collect videotaped oral histories from local World War II veterans and others who have recollections of living stateside during the war. Participants in the workshops will then be invited to videotape oral histories and submit those videos to the station for possible broadcast and placement in the on-demand archives at the station’s Web site. The project is part of a national effort sponsored by PBS and the Library of Congress’ Veterans History Project (VHP) in association with the September 2007 release of Ken Burns’ World War II documentary, The War. PBS 45 & 49 will forward all of its submissions to the Library of Congress’ VHP for inclusion in the national project.

Workshop participants will learn oral history collection techniques from Ken Bindas, professor of history at Kent State-Trumbull, whose academic area of specialization is oral history. The workshop will also provide a primer on videotaping techniques, including sound, lighting and shot set-up, presented by Molly Merryman, a documentary filmmaker and associate professor of justice studies at Kent State-Trumbull.

The workshops are free, but registration is required. Call Heidi Johnson, community outreach coordinator, at 1-800-554-4549 to sign up for one of these workshops, each scheduled from 9 a.m. to noon:

- Saturday, June 30: Stow-Munroe Falls Library, Stow
- Friday, July 13: Stark County Library, Canton
- Saturday, July 28: KSU Trumbull Campus, Warren

PBS 45 & 49 will accept any video submissions with the proper paperwork, regardless of participation in a workshop.

This PBS 45 & 49 outreach project is funded by a $3,000 grant from a coalition of national organizations supporting outreach around Burns’ series: WETA [the PBS station serving Washington, D.C.], the Corporation for Public Broadcasting, PBS, Florentine Films and the National Center for Outreach.

Doo Wop Celebration!

PBS 45 & 49 doo wop concerts sell out

Over 1,200 fans joined PBS 45 & 49 at the Kent Stage on May 5 for two sold-out Doo Wop Celebration concerts starring The Drifters with Charlie Thomas (“Under the Boardwalk”), The Tokens (“The Lion Sleeps Tonight”) and The Marcels (“Blue Moon”). A reception for Gold Circle ticket holders was held at the station from 6 p.m. to 7:30 p.m. and included a light dinner and a meet-and-greet with band members. Based on the success of this year’s concert, planning has already begun for the May 10, 2008 Doo Wop Celebration.
Outreach & Events (cont’d)

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

In conjunction with the national broadcast of the landmark PBS series *America at a Crossroads*, PBS 45 & 49 hosted film festivals at Youngstown State University on April 21 and Kent State University on May 5. Community Outreach Coordinator Heidi Johnson worked with KSU’s Symposium on Democracy committee and YSU’s Department of Philosophy and Religion Studies to create these events around the series, which included 11 documentaries that explore the challenges confronting the post-9/11 world. Rachel Maguire, producer of *The Muslim Americans*, appeared on both campuses to screen her film and talk with audiences about the issues raised in her documentary.

PBS 45 & 49 also teamed with KSU’s Symposium on Democracy to bring producer Edward Gray to Kent as a keynote speaker for this year’s event. Gray showed clips of his *America at a Crossroads* documentary, *Security Versus Liberty: The Other War*. Effectively turning the tables on the traditional Q&A format, he posed questions to the audience after each segment. He explained that, as a journalist, he feels it’s his job to ask, not answer, the questions.

The events were conducted under the banner of the station’s History Circle, one of our affinity clubs. The 2007 focus of the club is the theme of war and peace. Two PBS series will serve as anchor points for the year: our recent outreach around *America at a Crossroads* and Ken Burns’ new film series on World War II, *The War*, in September.

First Book update

The final round of books will soon be distributed for PBS 45 & 49’s First Book program, which provides new, age-appropriate books to preschool children. The initiative is funded by the Marie Denise DeBartolo York Foundation and books are distributed by AmeriCorps volunteers through Heartreach Ministries. First Book has enabled more than 300 Youngstown children to receive one new book per month for the past year.

PBS 45 & 49 to ride in HOF parade

PBS 45 & 49 President & CEO Trina Cutter will ride with PBS Kids characters in the Pro Football Hall of Fame parade on Aug. 4 in Canton. The station is participating in the parade for the third year in a row.

Station participates in area YMCA Healthy Kids Days

PBS 45 & 49 staff hosted information booths at three YMCA Healthy Kids Days in April and May. Community Outreach Coordinator Heidi Johnson participated in events in Cuyahoga Falls and Warren and Account Executive Beth Lockshin handled the booth in North Canton. 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 spirit, mind and body.

Station serves as Concerts for Kids media sponsor

For the seventh year in a row, PBS 45 & 49 served as the media sponsor of the Akron Symphony Orchestra’s Concerts for Kids in May. The concerts, held in various locations in greater Akron, are designed to introduce young children to symphonic music.

Curious George to take part in Mahoning Valley kids fair

PBS 45 & 49 will be at the Mahoning Valley Parent Magazine Family Fun Fair on Aug. 12 and 13. The station will host Curious George’s Dance Party on stage three times each day. The station’s participation is funded by Mahoning Valley Parent Magazine.

Summit County YWCA documentary screening held in March

A screening of *The Rise and Fall of the YWCA of Summit County* was held at the Akron-Summit County Public Library on March 27. Producer Kathleen Endres and others who contributed to the production participated in an audience discussion following the screening. About 100 people attended the event.
Marketing & Development

FY07 membership report
PBS 45 & 49 launched its end-of-the-fiscal-year campaign in mid-May. The station must raise $283,550 to make its goal of $1,521,960 by June 30. The effort will include two on-air membership drives (May 24-31 and June 16-23) and additional gift and lapsed mail and telemarketing campaigns, along with our routine renewal cycles.

FY07 major giving report
PBS 45 & 49 has exceeded its major giving goal for the year, to date raising $54,205 against a goal of $41,000. In May, the station finished up its two-year consulting agreement with the Major Giving Initiative (MGI), which is funded by the Corporation for Public Broadcasting. MGI consultant Katie Gardella made her final station visit on May 23-24.

FY07 underwriting report
Underwriting and nonprofit sales are picking up as we near the end of the fiscal year. Dan Hluch, senior development officer, and Beth Lockshin, account executive, have increased their FY07 sales over FY06 by about 10 percent each. Freelance sales representative Megan Everitt has secured her first two sales and is on pace to have a strong FY08. Freelance Youngstown representative Debra Grim has also renewed her sales activities.

IT/Engineering

EMA service up and running in Mahoning Valley
The Mahoning County Emergency Management Agency (EMA) has completed installation of a remote-receive facility at the WNEO transmitter site near Salem. This will provide superior communications for EMA and emergency communications in the area.

Who’s Watching

**Viewers:** Bob and Adam Pacanovsky, Akron  
**Occupations:** Bob owns Bravo! Event Group. His son, Adam, is a 4th-grade student at St. Vincent Elementary School.  
**Hobbies/interests:** Bob is into sports (coaching), music and cooking. Adam likes baseball, playing piano, basketball and “Star Wars.”  
**Favorite PBS 45 & 49 shows:** Bob likes the history, music and Akron specials. Adam likes Cyberchase and Arthur.  
**What they like about our shows:** Bob says, “They’re always interesting and entertaining!” Adam says, “They’re fun to watch and I learn new ideas and things.”
Trina Cutter named Crain’s Woman of Note 2007

PBS 45 & 49 President and CEO Trina Cutter has been selected one of Crain’s Cleveland Business’ Women of Note 2007. The annual award honors the rich contributions of 12 of the most influential women in northeast Ohio. Cutter was recognized at the 2007 Women of Note luncheon in Westlake on June 6 and was profiled in the June 4 Crain’s Women of Note edition. Attending the lunch to celebrate her achievement were NETO, Inc. Board Chair Dr. Mark Auburn and Board Secretary Renee S. Pipitone and 18 PBS 45 & 49 staff members.

Cutter attends eTech Ohio funding meeting

Trina Cutter, president of Ohio Educational Television Stations, traveled to Columbus on April 3 for a House Primary and Secondary Education Subcommittee meeting about eTech Ohio funding. eTech Ohio provides funds to the state’s public broadcasting stations and educational technology agencies.

Cutter leads Small Stations Association discussions

In late April and early May, Trina Cutter, chair of the Small Stations Association (SSA), led discussion among the affinity group’s members to review the Corporation for Public Broadcasting’s “Primetime Strategic Framework” and PBS’s FY08 budget and strategic plan. She then reported the SSA’s feedback to the respective agencies.

Cutter hosts guest speaker for Business Led Development Group meeting, Canton Forum luncheon

Working with the Business Led Development Group for the Mahoning Valley (BLDG MV) as a member of its Constructive Dialogue Committee, Trina Cutter made arrangements for David Thornburgh to speak at a May 16 breakfast meeting. Later that day, she escorted Thornburgh to Canton where he addressed the Canton Forum, of which she is a board member. Cutter introduced the speaker at the Forum. Thornburgh is the president and CEO of the Alliance for Regional Stewardship, a national civic organization that works with leaders across the country to build vibrant, globally competitive regions.

Cutter attends Ohio Library Partnership Summit

On May 21, Trina Cutter traveled to Columbus to attend the Ohio Library Partnership Summit. The Summit is a collaboration of the State Library of Ohio, OPLIN, INFOhio, OhioLINK, OHIONET and the Ohio Library Counsel. The meeting brought together leaders of the Ohio library communities to look at the current state of initiatives from a multi-type library perspective and to talk about the future of these programs. Cutter attended the meeting with an interest in learning more about how the state’s information distribution networks can work together.

Cutter moderates Leadership Stark County Citizenship Day panel

On June 14, Trina Cutter moderated a session of Leadership Stark County’s annual Citizenship Day panel. This year’s subject was “What Is My Level of Citizenship?” She moderated a conversation with advocates, including Kent Oliver of the Stark County District Library and Connie Rubin of Stark Parks and the League of Women Voters.

Don Freeman attends PBS Showcase

Chief Operating Officer Don Freeman traveled to Dallas May 18-21 to attend PBS Showcase, the annual conference at which PBS presents upcoming programming, advertising and outreach plans.

Freeman, Balazs and Patterson attend NAB

In April, Chief Operating Officer Don Freeman, Information Systems Administrator Steve Balazs and Maintenance Engineer Rick Patterson attended the PBS Technology Conference and the National Association of Broadcasters (NAB) annual convention in Las Vegas.
Jeff Good to speak on future of technology at educators’ meeting

Director of Education Jeff Good will speak at the Battelle for Kids/Buckeye Association of School Administrators (BASA) in June. Good’s presentation is titled “Keeping Your Finger on the Pulse of New Technology in Your District” and will deal with issues of social networking, podcasting, Google Earth and other new instructional technologies.

Good participates in Diocese of Youngstown technology planning

Jeff Good provided training and technical materials at two professional development sessions hosted by the Diocese of Youngstown in March and April. The sessions were designed to help educators in the Diocese with technology planning by training them on an easy-to-use technology planning tool as well as new educational technology. Each session was attended by over 80 district representatives.

Good to participate in Summer Science Institute

Jeff Good will present a talk at the WCET Summer Science Institute in June. The institute focuses on the educational needs of Pre-K-12 education in the areas of earth and life sciences. Good’s presentation will include information on geocaching and global positioning systems (GPS) as classroom tools as well as an overview of several of PBS 45 & 49’s educational multimedia kits related to these areas of study.

Bill O’Neil attends OAB conference

On March 21, Manager of Engineering/IT Services Bill O’Neil attended an engineering conference in Columbus presented by the Ohio Association of Broadcasters (OAB) and Maximum Service Television (MSTV) to learn more about the digital transition.

Dan Hluch represents station at Kent Chamber expo

In April, Dan Hluch, senior development officer, hosted a booth at the Kent Chamber of Commerce’s Business and Community Expo at Roosevelt High School. The station participated in the event as a member of the Kent business community and because a surprising number of Portage County residents are unaware that the station is based in Kent.

Jeremiah Blaylock talks to junior leadership class

Producer/Director Jeremiah Blaylock presented a talk on Mahoning Valley media history to the Junior Leadership Mahoning Valley class, whose members are area high school students.

Heidi Johnson co-chairs United Way committee

Community Outreach Coordinator Heidi Johnson co-chaired the Emergency Services panel of the United Way of Portage County’s Funding Executive Committee. The Emergency Services group distributed United Way funds to Portage County nonprofits in March and April.

Johnson completes Leadership Portage County class

Community Outreach Coordinator Heidi Johnson has completed the 2007 Leadership Portage County program. As her class service project, she will coordinate painting the Place of Peace in Ravenna. The Place of Peace is a neutral site that assists separated or divorced families in the safe exchange of their children for weekly visitation and/or exchanges. PBS 45 & 49 will donate children’s books and play supplies to the project.

Johnson to serve as AAAA judge

Heidi Johnson will judge nominations for the Akron Area Arts Alliance (AAAA) Arts Alive Awards. This special event honors individuals and groups that enrich lives by their participation in arts and cultural activities.