Western Reserve Production Hub to open in downtown Akron

PBS 45 & 49 and 89.7 WKSU will join Cleveland-based NBC affiliate WKYC/Channel 3 in group-leasing the ground-level broadcasting studios of downtown Akron’s United Building. The building is owned by the City of Akron.

PBS 45 & 49, the only broadcast television station that spans the entire northeast Ohio region, utilizes various production studios throughout the region. The organization will move some of its production operations to the Akron site that it will designate as the Western Reserve Production Hub.

WKYC has occupied the highly visible space on the corner of Market and Main since 2001, broadcasting nightly local newscasts aimed at the Akron and Canton markets — originally over the air on PAX 23 and more recently on Time-Warner Cable’s Channel 23. When WKYC announced plans to terminate the nightly newscasts on Channel 23 as of May 30, PBS 45 & 49 President and CEO Trina Cutter and WKSU Executive Director and General Manager Al Bartholet came together with an offer to sublease the United Building’s studio space.

The WKYC/PBS 45 & 49/WKSU agreement includes provisions that will allow reporter/newscast anchor Eric Mansfield and a small camera crew to share the space in order to continue reporting Akron-area news on WKYC. Mansfield is familiar to the PBS 45 & 49 audience as host of the station’s NewsNight Akron news program, which airs on Fridays at 9 p.m. Production of that program will relocate to the Akron studio sometime this summer.

Cutter said, “The area surrounding the United Building is a center for creativity with White Space Creative, the Mocha Maiden and Musica Bar. It’s the perfect place for a television studio. I look forward to the day when downtown Akron is a television production hub for the entire northeast Ohio region.”
PBS 45 & 49 welcomes Akron Mayor Don Plusquellic to the show for the first time in February.

NewsNight Akron host Eric Mansfield and panelist Steve Hoffman conducted an in-depth interview with the mayor about his proposal to sell Akron’s sewer system to provide scholarships for thousands of Akron students. They also discussed the mayor’s other plans and ideas that were outlined in his State of the City address.

In April, David James, the Akron Public Schools’ newly appointed superintendent, joined Eric Mansfield on NewsNight Akron. James, whose appointment will begin on Aug. 1, 2008, takes over a district facing tough challenges with declining enrollment at a time when the system is undergoing an $800 million makeover with new and renovated school buildings. James, who has two children attending Akron schools, comes with high praise from city and education leaders, despite having never served as either a teacher or principal. Dr. Sylvester Small, the current superintendent who announced his plans to retire in November 2007, joined James on the program to discuss the transition of power, which is set to take place later this summer, and the tough road ahead for his successor.

All NewsNight Akron programs are available as video on demand at www.pbs4549.org.
Station receives grant for production of Who’s Your Boss?

The Burton D. Morgan Foundation will be the sole funder of a PBS 45 & 49 production on youth entrepreneurship. **Who’s Your Boss?** will be a half-hour program celebrating the achievements of young entrepreneurs in northeast Ohio and the organizations that support them in their work. The program will premiere during February 2009’s National Entrepreneurship Week.

In the program, five young entrepreneurs and their businesses will be profiled. Our host, Jeff Blanchard (host of our ITV series *Antarctica: 90 Degrees South* and *Quiz Bus: Dealing with Data*), will not only interview them, but also join them on the job for a day to get a real-life feel for the work they do. The program needs to appeal to a wide age range of viewers – both 12- to 17-year-olds and adults – so we plan to shape this into a fun and informative show with quick pacing, effective camera angles and concise story lines that will create a captivating narrative. Each segment will include a brief overview of the business and how it got started (including the resources the young entrepreneurs used to launch their enterprises), interlaced with scenes of the host on the job. The value of the program will be extended by a multimedia educational package made available free of charge to everyone via the Internet, including parents, teachers and after-school program coordinators. This package will include video, print and Web resources that encourage young viewers to explore their entrepreneurial imaginations.

Overseeing the project will be Production Manager Duilio Mariola. Education Content Producer Ria Mastromatteo will create the classroom and after-school companion materials.

Station to produce documentary on Ohio artist Clyde Singer

PBS 45 & 49 will present a 30-minute documentary on Malvern, Ohio-born artist Clyde Singer in conjunction with the September 2008-January 2009 joint centennial exhibit of the artist’s work at the Butler Institute of American Art in Youngstown and the Canton Museum of Art, and with the release of Kent State University Press’ definitive publication of Singer’s works. The program will premiere Sunday, Aug. 31 at 10:30 p.m. and repeat Wednesday Sept. 3 at 2 p.m.; Tuesday, Sept. 9 at 8 p.m.; and Saturday, Sept. 13 at 2 p.m.

The documentary will view the artist’s works with museum directors Dr. Louis A. Zona in Youngstown and M. J. Albacete in Canton and with the curator of the exhibits, Lynnda Arrasmith. These three experts will provide insight into the paintings and the man behind them. Singer’s painting style is associated with the American Scene, or American Regionalism, movement of the 1920s through the 1950s. The artist, who studied under the tutelage of Thomas Hart Benton and John Steuart Curry, captured the essence of the American pageant throughout his career. His paintings grasp the vitality of both urban and rural scenes, revealing intimate, humorous and insightful observations of people working, shopping, chatting in bars, waiting for the subway train or playing ball.

We will also talk with community members who knew him as the Youngstown Vindicator art columnist and as a friendly face around town for more than six decades. Photographs, newspaper clippings, video footage of interviews with Singer and other archival material will be integrated into the production.

Funding has been provided by grants from the Mahoning County Convention and Visitors’ Bureau, the Canton/Stark County Visitors’ and Convention Bureau, Kent State University Press and William and Sharon Luntz. Duilio Mariola will serve as producer/director.

Kindergarten readiness video series funded

PBS 45 & 49 is partnering with Summit County’s Department of Job and Family Services, This City Reads, Akron-Summit County Public Library, Akron Metropolitan Housing Authority and the Kindergarten Readiness Advantage program to create a series of 25 one-minute videos on teaching parents how to help their children (ages birth to five) get “ready to learn.” The idea for the series grew out of concern about the alarming lack of school readiness in some Summit County children. Summit County’s Department of Job and Family Services is funding the project. Duilio Mariola will be the producer/director, and Jody Miller of NewsNight Akron will serve as writer.
Three multimedia education projects completed for use in the 2007-08 academic year — Big and Small: Measure It All, Economics Academy 101 and The Middle Ages — received high marks from educators who attended implementation workshops. Through a Martha Holden Jennings Foundation grant, we hosted professional development workshops in the Educational Service Centers in our eight-county area. Teachers received the multimedia packages and training on their use. Thirteen workshops were conducted on the Big and Small: Measure It All package, reaching a total of 197 teachers. Eleven workshops were conducted on Economics Academy 101, reaching 177 teachers. The Middle Ages was the focus of eight workshops attended by 82 teachers.

The evaluations of the material were very positive. Education Content Producer Ria Mastromatteo reports that attendees overwhelmingly agreed that they would use the social studies lessons in all three packages. Language arts teachers would use the language arts lessons as well as the social studies lessons as background for literature that they were teaching. More than 90 percent of attendees said they would use the videos and about 80 percent would use the Web. (Connectivity is still an issue in some schools.) Most of the 8 percent who said that they would not be using the material were curriculum or media people who attended to take the kit back to their schools to give to the appropriate teachers.

**Who’s Watching**

**Viewer:** Lisa Thompson of Green, Ohio  
**Occupation:** Silver Sneakers account manager for Healthways  
**Hobbies:** Camping with my family (four kids!), bike riding and reading  
**Favorite PBS 45 & 49 shows:** Sesame Street, Antiques Roadshow  
**What she likes about our shows:** Both are quite informative and entertaining. It is great to share a show I watched as a child with my kids!  
**Additional programming comments/suggestions:** Just keep Sesame Street!
New multimedia packages ready for 2008-09 school year

PBS 45 & 49 Production Manager Duilio Mariola and Education Content Producer Ria Mastromatteo have been hard at work this school year preparing two multimedia kits for the 2008-09 school year.

We are inundated with information – about our health, our leisure activities, sports and so much more. But information is just information; it is our responsibility to process and to use it wisely. These are two of the purposes of studying data analysis.

QuizBus: Dealing with Data, a multimedia package with five videos, a teacher guide and a Web site (www.pbs4549.org/quizbus), will help students in grades 4 through 8 practice data collection, present it in an understandable fashion, analyze it through graphing, identify ways it can be distorted, and look at both arithmetic and geometric probabilities (area models). We need not only to evaluate information, but also to base personal decisions on evidence (data). We need to see the dangers of acting on decisions that are not supported by the evidence. The question then becomes, “How do we get that evidence?” Of course, the answer is by analyzing the data that we are using to make those decisions. And that’s where Quiz Bus steps in to help.

Change My Mind: The Power of Persuasion is a multimedia kit keyed to grades 8 through 10 language arts standards and includes a teacher guide, five videos and a Web site at www.pbs4549.org/changemymind. This project focuses on the persuasive writing process. Students are bombarded with persuasive techniques used to manipulate them. This package will teach them to recognize the techniques and how they can use those same techniques to influence others.

PBS 45 & 49 collaborating with Ohio’s Ed Tech agencies

PBS 45 & 49’s Department of Educational Services in collaboration with the seven other Ohio Educational Technology Agencies worked on several statewide projects this spring.

In March, the agencies teamed up to present a statewide conference on “Web 2.0: Turning Tomorrow’s Technologies Into Today’s Best Practices.” The best Web 2.0 tools available to Ohio teachers were showcased. Five Ohio Educational Technology Agencies (including PBS 45 & 49) conducted sessions via videoconferencing to eight sites across the state. Thirty educators were in attendance at PBS 45 & 49’s Professional Development Center and statewide over 100 educators were in attendance. Because of the success of the statewide conference, additional conferences are being planned for fall, among them a grant-writing conference in October.

The department is also working in cooperation with the other Ohio Educational Technology Agencies on two other training projects. Tech2Learn, funded through a Martha Holden Jennings Foundation grant, seeks to develop skills in whiteboard technology in school teams of administrators and teachers. The project begins with a kickoff conference in Columbus in August and will be followed by four videoconferenced regional training meetings as well as individualized training sessions conducted at the participating sites. The training is geared toward new purchasers of SmartBoard interactive whiteboard technology in the elementary and middle school environment.

The other collaborative project will focus on developing and delivering Internet safety training modules to Ohio’s elementary, middle and high schools as well as parents. Training materials have been developed and comprehensive statewide training will begin in the fall.

Educational Services staff participates in eTech conference

PBS 45 & 49 staff members participated in the 10th annual eTech Ohio Educational Technology Conference in February. Ria Mastromatteo, education content producer, conducted sessions on our new multimedia projects. Ralph Tolbert, educational technology technician, conducted sessions on digital scrapbooking and video editing. Jeff Good, director of education, conducted three sessions — two dealing with role of educational technology agencies with administrators and teachers, and the other on the use of handheld GPS devices in the K-12 classroom. PBS 45 & 49’s Communications Specialist Pat Weed hosted our booth at the conference attended by over 7,000 educators.
Technology workshops update

Since February, PBS 45 & 49 has offered 36 professional development sessions at our Professional Development Center in Kent and at remote sites within our eight-county service area. This summer, PBS 45 & 49 is offering professional development to educators that can be taken for college credit. Sessions on the collaborative power of the Web in the classroom, digital storytelling and global positions systems (GPS) and GoogleEarth are scheduled this summer.

Jeff Good serving on Ohio RACs

Jeff Good, director of education, represents PBS 45 & 49’s Department of Educational Services on four of the Regional Advisory Councils (RAC) established by the State of Ohio under House Bill 115. The Educational Regional Service System (ERSS) is intended to provide support for state and regional educational initiatives and efforts to improve school effectiveness and student achievement. Good is the chair of the educational technology committee in Region 5, which serves schools in Mahoning, Trumbull and Ashtabula counties, and a RAC member in regions 8, 9 and 12.

Who’s Watching

Viewer: Rob Roland of Canton, Ohio

Occupation: Business law and commercial real estate attorney, Day Ketterer Ltd., Attorneys at Law

Hobbies: Jazz, piano, composition, reading and art

Favorite PBS 45 & 49 shows: Nova and The NewsHour With Jim Lehrer

What he likes about our shows: Creativity and credibility on a variety of educational, local and national topics — always first-class

Station presents conference on educational gaming

PBS 45 & 49 presented a statewide conference on educational gaming in May. While Education Content Producer Ria Mastromatteo hosted the session at the PBS 45 & 49 Professional Development Center, participants outside our service region were able to participate live via videoconferencing technology. The conference featured several developers of educational games as well as presenters and participants located in Columbus, Athens and Dayton. Mastromatteo is currently working on the completion of PBS 45 & 49’s educational electronic game based on our multimedia package, Antarctica: 90 Degrees South.

Good presents at BASA conference

In June, Jeff Good presented a session on “The Role of Educational Technology in School Districts” at the Batelle for Kids, Buckeye Association of School Administrators (BASA) conference in Columbus. BASA is made up of school administrators across the state.

Ohio Ready To Learn update

Ohio Ready To Learn training workshops for local family child care providers have been completed for the year. This initiative is a cooperative effort between the Ohio Educational Television Stations (OETS) and is funded through Ohio’s Department of Jobs and Family Services. A total of 76 workshops were conducted through the end of June for child care providers of infant, toddlers and preschool children. Since January, workshops have been delivered to 632 family child care providers in the eight counties served by PBS 45 & 49. Freelance early childhood education expert Pam Oviatt serves as the station’s Ready To Learn coordinator.

Ohio Ready To Work update

PBS 45 & 49 continues its work with the Ohio Ready to Work project, aimed at strengthening communities in Ohio by helping the unemployed and underemployed with additional training and skill development. The project is based on a partnership between the Ohio Educational Television Stations (OETS) and agencies involved in training for today’s workforce. GED Connection and Workplace Essential Skills, two PBS series, are being broadcast daily by PBS 45 & 49. Advisory groups are collecting information about resources that are available throughout the service region and a collaborative conference will be developed and scheduled for September.

PBS 45 & 49 continues to support ODE’s D3A2

PBS 45 & 49 currently has 11 multimedia projects on D3A2 (Data Driven Decisions for Academic Achievement), the content database for the Ohio Department of Education. We have received more than 30,000 hits on our projects. Our newest projects, Quiz Bus: Dealing with Data and Change My Mind: The Power of Persuasion, were posted on the site in late June. Education Content Producer Ria Mastromatteo is part of D3A2’s Content Committee. To access information about D3A2, go to www.d3a2.org.
Outreach & Events
PBS 45 & 49 launches comprehensive digital transition information campaign

To help local consumers who may be confused about the national digital television (DTV) conversion, PBS 45 & 49 has launched a comprehensive information campaign that includes on-air, online and print components. The purpose of the service is to assure that consumers understand the February 2009 DTV conversion and what their options are.

“Even though the digital conversion is still months away, we want to make sure that our community members understand how this change may affect them,” said PBS 45 & 49 President and CEO Trina Cutter. “We are especially concerned about viewers who receive their TV signals free over the airwaves through an antenna.”

Heading up the DTV transition information campaign is Marketing and Communications Assistant Amanda Donatelli. Writer/Editor Diane Steinert and Graphic Designer Paula Kritz are providing considerable support for the project as well.

The four goals of this communications campaign are as follows:

1. Educate the staff about the DTV transition. Every staff member is expected to be able to speak intelligently about the DTV transition. To that end, we kicked off the campaign with a Learning Lunch on May 2 to review the transition. President and CEO Trina Cutter provided an overview of the electro-magnetic spectrum. Station Manager Bill O’Neil explained what FCC guidelines the station must observe for on-air messages about the transition. Maintenance Engineer Rick Patterson explained converter box coupons and demonstrated the installation of a converter box. Maintenance Engineer Tony Dennis shared the viewer benefits of DTV (surround sound, digital picture, etc.). Vice President of Marketing and Development Lisa Martinez introduced the communications plan and our DTV Help Wiki, a reference tool with FAQs, terminology and fast facts. Marketing and Communications Assistant Amanda Sackett organized the lunch. We will practice “continuing education” through the year to keep staff up to speed on what’s happening with the DTV transition.

2. Establish a PBS 45 & 49 DTV Help Desk. Front and center of the information campaign is the PBS 45 & 49 DTV Help Desk, accessible through our dedicated phone line (1-877-DTV-4PBS) and e-mail address (dtv4pbs@wneo.org). This service enables community members to sign up for the station’s DTV Help List and receive free periodic updates by mail about the digital transition. They may also leave a message should they have a question about the transition, and a PBS 45 & 49 employee will contact them. To date, over 850 people have signed up and we have received more than 135 phone calls. The DTV Help Desk is promoted everywhere we touch our viewers and members – on-air, online, in renewal mailings, in all station publications and in many other places.

3. Communicate educational messages about the DTV transition through February 2009. We are airing DTV transition spots on air (per the FCC mandate) and streaming them online through February 2009. All station communications vehicles are being used to spread the word about the DTV transition: we manage a comprehensive digital transition Web site at pbs4549.org/dtv.htm; we are in the process of creating a library of materials that allow us to customize our responses to inquiries; we run monthly DTV transition features in all station print and e-publications; and we will publish three DTV transition newsletters between June 2008 and February 2009.

4. Establish a public presence in DTV education. PBS 45 & 49 wants to be a leader in local education on the DTV transition. We will host booths at public events, such as senior expos and home and garden shows, where we can explain and demonstrate the technology. We will also host eight free DTV transition sessions at public libraries and provide speakers on the DTV transition for civic gatherings, senior centers and other meetings.
Outreach & Events (cont’d)

Doo Wop Celebration II

May 10 Doo Wop Celebration II in Kent a success

Carl Gardner’s Coasters (“Yakety Yak,” “Charlie Brown”), The Reflections (“Romeo and Juliet”) and The Chiffons (“He’s So Fine,” “One Fine Day”) were the headliners of PBS 45 & 49’s second annual Doo Wop Celebration on May 10 at the Kent Stage in downtown Kent. Performances at 4 p.m. and 8 p.m. were nearly full, and the Gold Circle package sold out. The Gold Circle reception was held between the two performances at the Black Squirrel Gallery on E. Main St. in Kent.

Caring for Your Parents

Caring for Your Parents Conference

PBS 45 & 49 hosts Caring for Your Parents Conference

As a follow-up to the national public television special Caring for Your Parents, PBS 45 & 49 hosted a free conference on Saturday, April 19 at Summa Health System in Akron in cooperation with the hospital and the Akron/Canton Area Agency on Aging. The conference featured eight one-hour sessions in all, covering topics such as monitoring older adults’ medications, dementia, modifying homes for better safety, starting difficult discussions about personal care and more. The sessions are available to watch as video on demand at www.pbs4549.org/caringforyourparents/index.htm.

Reading Rainbow Young Writers and Illustrators Contest winners named

PBS 45 & 49 announced the local winners in the kindergarten, first, second and third grade categories of the Reading Rainbow 14th Annual Young Writers and Illustrators Contest. The winners were announced on Saturday, April 5, 2008, at two sites: the PBS 45 & 49/Summit Mall Family Expo in Akron and the Youngstown Book Fair at Fellows Riverside Gardens. All winners, plus the honorable mentions, received Reading Rainbow backpacks and DVDs. Grand prize and second and third place stories are available to read on the PBS 45 & 49 Web site at http://www.pbs4549.org/rrcontest/rrwin.htm. Over 400 children entered this year’s contest.

PBS 45 & 49 to ride in football HOF parade

PBS 45 & 49 and Super Why will ride in the Pro Football Hall of Fame Timken Grand Parade on Saturday, Aug. 2 at 8 a.m. This nationally televised event showcases the current class of enshrinees, returning Hall of Famers, giant helium balloons, marching bands and much more. The 2.2-mile route begins in downtown Canton.

Marketing & Development

FY08 membership report

PBS 45 & 49 has exceeded its FY08 Membership goal of $1,582,600, ending the year at $1,595,794. The fiscal year-end campaign in May and June was a tremendous success.

FY08 underwriting and private support report

PBS 45 & 49 ended the fiscal year short of its FY08 underwriting and private support goal, but exceeded FY07’s year-end total by approximately $40,000. Senior Development Officer Dan Hluch and Account Executive Beth Lockshin each exceeded their goals for underwriting. The shortfall is due to two factors. Timing is one issue, as two sizable grants expected to post in FY08 will now post in FY09. The other challenge the station has been facing is finding a suitable candidate to fill an open account executive position.

Station welcomes new underwriters, foundations and nonprofits

PBS 45 & 49 has welcomed the following new businesses, foundations and nonprofit clients since our last report in February 2008: Adventures in Stamping, Alpern Law Firm, The Bokom Foundation, Cabinets2Countertops, Diebold, Gabrail Cancer Center, J. Ford Crandall Memorial Trust, Kent State University Press, William and Sharon Luntz, Mahoning County Convention and Visitors’ Bureau, NEOEA and Summit County’s Department of Job and Family Services.
IT/Engineering

WNEO/PBS 45 analog broadcast to cease in November

The FCC has approved PBS 45 & 49’s request to switch its Salem-based WNEO tower side-mounted antenna to the top-mounted antenna. The side mount is a directional antenna and reduces the current analog coverage area in Youngstown. The top mount is omnidirectional and, since it is the same antenna we use for our analog channel 45, the digital coverage area will be the same. We will switch to the top-mount antenna in November 2008. To accomplish this, PBS 45 will be off the air completely for two days, tentatively scheduled for Nov. 17 and 18, while the switch is made. Cable operators carrying WNEO will be asked to pick up WEAO where possible or run a loop with an announcement that we will be back on the air in two days. When the station powers back up, we will no longer provide analog service in Youngstown. The Communications team is working on a public relations plan to inform PBS 45 viewers of this change.

Engineering study under way to explore power increase for WNEO-DT and WEAO-DT

The FCC notified PBS 45 & 49 at the end of May that if we want to increase our power and therefore our coverage area, we had to file a modification application by June 20, 2008, which we did. Station Manager Bill O’Neil reports that this may be our first and last opportunity to do so. We are working with an engineering consulting firm and our attorneys to file for both stations. WNEO-DT will be eligible to increase from 44 kW to 500 kW. WEAO-DT can go from 180 kW to 250 kW. We will have three years to complete the “maximization,” which will give us time to decide if we need the added power to improve our signal strength for both over-the-air viewers and cable operators. The final decision may come down to a trade-off between coverage and cost of electricity.

Nexio servers installed in Master Control

Installation of new Nexio servers in the Master Control suite has been completed. The new servers will go online in conjunction with the automation upgrade. Additional upgrades in Master Control include new encoders for high definition and standard definition programming.

PBS satellite move has repercussions for station

PBS is planning to move its new satellite early this fall, which will have repercussions for PBS 45 & 49. The satellite will move to the southwestern sky, requiring us to move our 4.5 meter dish to point almost due west. Last fall, we brought in a portable dish to determine if we could receive a signal. We were successful, but we had to aim the dish through some trees. When the spring and summer leaves emerge, the moisture in the leaves attenuates the satellite signal, which could degrade the signal even though the new satellite will run at higher power. Earlier this spring, we also received notice that Summa Health System will build a wellness center directly to our west. Our engineering staff feared that the new building would block our view of the new satellite. Pinzone Engineering was brought in to do a site survey in April and determined that the building will not be a problem. We will shoot south of the corner of the new building. However, the Pinzone study indicates that the trees may still create a serious obstruction. It was suggested that we cut the trees on Summa’s property. Maintenance Engineer Tony Dennis talked with Summa’s developer, and he reported that they plan to remove all trees along their property line and, if needed, will remove additional trees that obstruct our signal path.

Automation update in Master Control

Maintenance Engineer Rick Patterson has been working with VCI to complete the Master Control automation upgrade. The automation system is essentially the heart of our broadcasting operations, as it processes information from logs, pulls programming from the server, initiates the tape decks and switching and provides broadcast reports. Training was held June 10 and 11 for staff members Rick Patterson, Tony Dennis, Bob Halko, Matthew McPike, Mary Barnett, Amanda Donatelli and Pat Houck. The completion date for the upgrade was in the last week of June.

PBS 45 & 49 gets new roof

In June, a crew was hard at work replacing the roof on the station’s administrative facility in Kent. The original metal roof on the building, which was constructed in 1991, was more than showing its age. The new roof project was completed by the end of June.

Mahoning Valley translator hit by lightning

A lightning strike in January knocked our Youngstown translator on channel 38 off the air. In addition to destroying components in the translator, it also burned a transmission line on the tower. Maintenance engineers Rick Patterson and Tony Dennis, assisted by Marty Baker of Baker Tower and Steve Nelson of SOS Engineering, were able to restore operation and install new transmission lines. The translator will be converted to digital in the next 18 months.

DDF funding request declined

PBS 45 & 49’s grant application in the Round 11 Digital Distribution Fund for equipment to provide a second and third program stream, test equipment and UPS power equipment was declined. The project was deemed Priority 2 by DDF, and since there was such high demand for Priority 1 projects (the basic equipment to get the digital minimum on the air) in Round 11, Priority 2 projects were not funded.

Who’s Watching

Viewer: Jason Swank, Canton
Occupation: Marketing and Public Relations Director, Akron Symphony Orchestra
Hobbies/interests: Music, TV, movies — especially Star Wars
Favorite PBS 45 & 49 shows: Evening at Pops, Antiques Roadshow, British comedies, live concerts
What he likes about our shows: The variety of music programming and the quality of the beautiful high-definition signal
CPB funding looks promising

Trina Cutter reports that, on June 24, the Senate Appropriations Subcommittee on Labor, Health and Human Services and Education ("Labor-HHS") unanimously approved the FY09 appropriations bill that provides funding for the Corporation for Public Broadcasting (CPB). The full Senate Appropriations Committee voted on the bill on June 26. Committee staff has indicated to CPB that it provides the organization a $430 million advanced appropriation for FY11 as well as $29.7 million for digital conversion, $26.75 million for the public radio interconnection system and $27 million for Ready To Learn (RTL) in FY09. If enacted, the proposed FY 2011 advance CPB funding would represent a $10 million increase over CPB’s FY 10 level. The bill also provides a $3 million increase for RTL in FY 2009.

Ohio’s PBS stations to receive $9 million in state capital funding

Trina Cutter reports that both the Ohio House of Representatives and the Senate have passed House Bill 562, which is the capital budget for FY09 and FY10. The bill includes a $9 million earmark for the state’s public television stations, specifically for digital transition expenses. PBS 45 & 49 will receive $1.25 million, which must be spent within two years. The budget went into effect July 1, 2008 and disbursement of capital funds will begin in October.

Staff News, Training and Conferences

Trina Cutter meets with state lawmakers

PBS 45 & 49 President and CEO Trina Cutter traveled to Columbus on May 7 for the Ohio Association of Broadcasters’ DTV Day at the Statehouse. She met with four of our local state representatives to discuss the digital television conversion and the work of PBS 45 & 49: Vernon Sykes and Brian Williams of Akron, Ron Gerberry of Canfield and Steve Dyer of Uniontown. The day also included a luncheon with an election preview panel and House and Senate floor sessions. More than 40 Ohio television stations participated.

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Trina Cutter serves as Citizenship Day moderator

On June 12, Trina Cutter participated in Leadership Stark County’s 21st Class Citizenship Day: What Is My Level of Citizenship? She moderated a panel titled "The Freshman Candidates" with Anna Capaldi, Perry Township trustee; David Hersher, Massillon City Council; and Tracey Halley of East Canton.

Trina Cutter joins NAB Speakers Bureau

Trina Cutter will serve as a member of the National Association of Broadcasters’ DTV Speakers Bureau Team. As such, she will be available to make presentations on the digital transition to civic groups, senior centers and other organizations that request speakers on the subject.

Trina Cutter makes appearance in 91.3 FM Sandbox

In late May, Trina Cutter sat down for an hour-long conversation about PBS 45 & 49 with Akron’s 91.3 FM’s “Radio Sandbox” host Jim Chenot. The program features 60 minutes of new and vintage music, rare recordings, hard-to-find delicacies and whatever else Jim uncovers. Cutter even chose a few songs for play during her hour.

PBS 45 & 49 is “getting its Google on”

Trina Cutter has launched an internal initiative to build a more creative, dynamic and fun work environment at PBS 45 & 49. In the spirit of the Google model, which helps the company attract and keep good employees, Cutter is working toward creating a fun, friendly atmosphere and a professional environment in which hardworking employees do not feel "used," overworked and underpaid; open and transparent communications allows people to be informed in a timely manner on issues of importance; people are treated with respect and feel appreciated; and opinions and input are solicited. As part of the Get Your Google On initiative, Cutter distributed a survey to gauge where PBS 45 & 49 stands on these issues and how the environment could be improved. She has also established a committee of staff people who will help plan internal events.

Staff reorganization streamlines operations; Don Freeman returns as programmer

In April, PBS 45 & 49 implemented a staff reorganization strategy to streamline operations. Former Chief Operating Officer Don Freeman retired at the end of March and moved to Colorado. Instead of replacing the position, the station has reorganized to cover all of his duties. Administration, which was reporting to the COO, now reports the president and CEO. Bill O’Neal has been named station manager and continues to oversee engineering and information technology. Duilio Mariola, formerly a producer/director, has been named the interim production manager. Amanda Donatelli, formerly a production assistant, has moved into the marketing and development department as a marketing and communications specialist. After the two-month waiting period required by OPERS, Don has returned to the station on a part-time basis as the programmer. He replaces our former “virtual” programmer, Tom Doggett of Oregon Public Broadcasting, who was programming the station from his office in Portland. Don is programming the station...
Staff News, Training and Conferences (cont’d)

from his new home in Colorado. Bob Halko, production technician in the program, now reports to the station manager. IT/Education Technician Ralph Tolbert now works in the Department of Educational Services as an educational technology consultant.

Freeman, Martinez attend PBS Showcase

Vice President of Marketing and Development Lisa Martinez and Programmer Don Freeman attended PBS Showcase in Palm Desert, Calif., May 12-15. This annual meeting focuses on PBS’s upcoming television seasons and pipeline programming and covers developments in Internet services and outreach.

Martinez participates in AMA seminar

Vice President of Marketing and Development Lisa Martinez was a panelist at the American Marketing Association’s Nonprofit Seminar on May 22 at Walsh University in North Canton. She fielded questions about media relations along with two other panelists representing WKSU and the Canton Repository.

IT/Engineering staff attends PBS Tech & NAB

Station Manager Bill O’Neil and Maintenance Engineers Rick Patterson and Tony Dennis attended the annual PBS Technology Conference April 9-12 in Las Vegas. Immediately following the conference, O’Neil and Patterson attended the National Association of Broadcasters Convention April 13-18, also in Las Vegas.

Search for maintenance engineer under way

PBS 45 & 49 is currently conducting a search for a maintenance engineer. With the merger of broadcast and computers, the successful candidate will need to have a combination of broadcast and computer experience.

Amanda Donatelli weds

Marketing and Communications Specialist Amanda (Sackett) Donatelli unwittingly selected the snowiest day of the year for her wedding. On March 8, under blizzard conditions and a Summit County mandate to drivers to stay off the roads, Amanda married Dominic Donatelli at St. Bernard’s in downtown Akron. Amanda and Dom, who is a teacher with Akron Public Schools, honeymooned in the Dominican Republic and then moved into their North Akron home.

Tom Gardner recovering from knee surgery

Maintenance Specialist Tom Gardner underwent knee replacement surgery on June 3 and is recuperating at his son’s home in Streetsboro. Tom will return to work in July.

Matt McPike heads for WGTE in Toledo

Production Assistant Matt McPike has accepted the position of programming assistant at the Toledo public television station, WGTE. Matt joined PBS 45 & 49 in July 2006 and worked on local productions as well as traffic. Filling the Matt-void as a temporary full-time production assistant will be Craig Turpin, a 2008 Kent State University graduate with a degree in electronic media management.

Are we “green” yet? PBS 45 & 49 increases its commitment to environmentally responsible practices

While PBS 45 & 49 does not yet have an official climate change policy, the organization is increasing its energy-saving, recycle and reuse practices:

• Our broadcast transmitters are carefully maintained to operate at as energy-efficient levels as possible. Our digital transmitter at Salem uses multi-stage depressed collector (MSDC) inductive output tubes (IOT) for its high power amplifiers. These MSDC tubes are two times more efficient than conventional IOTs and four times more efficient than solid-state units. The result is that our digital transmitter uses up to 75 percent less energy.

• Most staff members recycle paper, plastic, cardboard, metals and other recyclable products. We are on the weekly pick-up route of the Portage County Recycling Center.

• We repurpose used paper for notepads.

• Thanks to the Internet, we have been able to decrease the amount of print materials we need to produce. For example, 2007 marked the first year in 30 that we did not print an annual Instructional Television handbook for the 21,500 educators we serve. Instead, we distributed it via two compact discs per school building and posted the entire publication online. Also, we print about one-third the number of teacher guides we were printing five years ago, again relying on Internet access. Our long-range goal is to migrate as many of our station publications as possible to the electronic environment.

• Instead of throwing away outdated computers, our Educational Services and IT departments donate them to schools and social service agencies that are able to refurbish and redistribute. Used software CDs are also recycled through these same services.

• Building lights are being replaced with high-efficiency, low environmental impact bulbs. Lights are turned off in unoccupied offices and public spaces.

• Instead of serving guests with paper and plastic products, we are in the process of transitioning to glass, ceramic and stainless steel products.

• We reuse printer cartridges.

• We recycle packing materials.

• Computers in the building are set to sleep mode after five minutes of non-use.

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Are we “green” yet? PBS 45 & 49 increases its commitment to environmentally responsible practices (cont’d)

- The station’s state-of-the-art videoconferencing equipment is being used more frequently for our professional development sessions for educators and for statewide meetings among the agencies with which we must interact.

- Almost all communications within the building and with local, state and national businesses and organizations are conducted via e-mail.

Programming on public television, including PBS 45 & 49, has long had its eye on global climate change issues and environmental awareness. Many of PBS 45 & 49’s broadcast programs support environmental education and encourage viewers to be good stewards of the environment, from nature, science and technology documentaries to news, public affairs, how-to and children’s programs. These programs not only educate viewers about important environmental issues such as pollution and climate change, but also inspire a sense of awe about our planet’s beauty and precious resources and instill values that motivate viewers to be good environmental citizens.

For 25 years, Nature has been one of PBS’s cornerstone series and the benchmark of natural history programs on commercial and cable television, capturing the splendors of the natural world from the African plains to the Antarctic ice and addressing issues of climate change and its impact on the world’s flora and fauna. In fact, Nature was the recipient of the first award Sierra Club ever gave to a television program. Ingrained in the message of the series is the necessity of protecting the planet and the life it supports.

- The station currently airs e2, an ongoing PBS series about the economies of being environmentally conscious. e2 chronicles global efforts to solve pressing ecological challenges. From energy consumption to design efficiency, policy to industry, the series documents the innovators whose work is reducing humans’ impact on the environment.

- Other series in the past broadcast year that presented content with environmental education in mind included the prestigious ongoing science series NOVA; limited series and specials such as Masters of the Arctic Ice, At Close Range: On Assignment With National Geographic and Journey to Planet Earth. In addition, news and public affairs series such as The NewsHour With Jim Lehrer, Frontline and NOW on PBS devoted airtime on a regular basis to studio and field reports on important stories about climate change.

- Viewers will also find opportunities for environmental education in other, less obvious places in the broadcast schedule. Embedded in the fabric of home improvement and gardening series such as This Old House, Hometime and The Victory Garden are environmentally sound building, renovation and gardening practices that strive for low environmental impact with high-efficiency results. This value is foremost in the minds of the programs’ producers and expected by our viewers.

- Further, environmental education is inherent in many of our children’s programs; most notably in It’s a Big, Big World and Reading Rainbow. It’s a Big, Big World, set in a rain forest and targeted to preschoolers, is focused on environmental education, making children aware of the interconnectedness of the world and the impact their own behaviors can have on seemingly unrelated places and things. The award-winning Reading Rainbow for children in grades K-6 is a literacy series, but it’s not just about reading. Reading Rainbow has made science and environmental education a theme over the last decade, modeling positive behaviors.

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