Local co-production to focus on caring for parents

PBS 45 & 49 is teaming up with the Akron Area Agency on Aging and Summa Health System to produce a local follow-up program to the national broadcast of Caring For Your Parents on April 2 at 9 pm. The national 90-minute program explores the unprecedented social, cultural, economic and personal revolution under way as baby boomers become the primary caregivers for their aging parents. PBS 45 & 49 will follow up at 10:30 pm with a 30-minute program that highlights resources available throughout northeast Ohio for caring for the elderly and their caregivers. The broadcast will be supported with Web resources. Duilio Mariola will serve as producer/director. Community Engagement Coordinator Heidi Johnson and Graphic Designer Paula Kritz will oversee the Web site. NewsNight Akron’s Jody Miller will serve as writer and host.

Station presents Red Tail Reborn to national audience

PBS 45 & 49 is serving as the presenting station for the national release of Red Tail Reborn, a documentary by Emmy Award-winning Cleveland filmmaker Adam White. Red Tail Reborn details the history of the P-51C Mustang named Tuskegee Airmen. Created in high-definition format, the program tells the story of the plane’s history, restoration and role in educating children and adults about World War II. The production also recounts the 2004 crash of the aircraft and talks about the WWII aviators known as the Tuskegee Airmen. PBS 45 & 49 premiered the documentary in February 2007, and it was released nationally by PBS for February 2008 broadcast. To date, White’s program has been picked up by 38 PBS stations across the country, including stations in Los Angeles, San Francisco, Denver, Boston, Detroit and Minneapolis. The documentary was underwritten by Parker Hannifin Corporation.

The national panel of judges described Constitution Challenge as “a well-designed, multimedia, cross-disciplinary resource that can be easily incorporated into most curricula.” They praised the package’s design, durability and ease of use. One reviewer, himself a former teacher, said, “I would have loved [to have had] this piece when I was in the classroom.”

Employees of PBS 45 & 49 who worked on the project were Ria Mastromatteo, project coordinator; Duilio Mariola, producer and videographer; Paula Kritz, teacher guide layout and Web site designer; and Diane Steinert, teacher guide editor.

“I’ve always known that our multimedia education projects are award-worthy,” said Trina Cutter, PBS 45 & 49 president and chief executive officer. “It is nice to be recognized nationally for our efforts.”

Employees of PBS 45 & 49 who received a NETA award for the educational project Constitution Challenge are (clockwise from top left) Paula Kritz, Diane Steinert, Ria Mastromatteo and Duilio Mariola.

Programming & Local Productions

PBS 45 & 49 in winners circle at national educational television conference

PBS 45 & 49 took top honors at a January 2008 national public television conference for an educators’ multimedia resource called Constitution Challenge. The organization received first place in the category of Instructional Media (Small Market) when the National Educational Telecommunications Association (NETA) honored 24 public broadcasters with awards in Columbus.

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Production of new educational multimedia kits under way

Education Content Producer Ria Mastromatteo and Producer/Director Duilio Mariola are working on two new educational multimedia kits for release in the 2008-09 school year. The projects are funded by two $101,500 grants from eTech Ohio and will be completed by June 2008.

Change My Mind: The Power of Persuasion, for language arts students in grades 8-10, loosely follows the format of a hip late night talk show. Talk show guests must use their persuasive writing skills and presentation techniques to sway the host's opinion on a variety of topics. The scripts are in revision and shooting will begin soon. The teacher guide is in editing.

Quiz Bus: Dealing With Data, for mathematics students in grades 5-8, will be patterned after the cable television series Cash Cab. The actual quiz show takes place in a moving school bus, where contestants must answer questions dealing with concepts of data. Scripts are currently under review, and the teacher guide is in editing.

Antarctica: The Game will be ready to pilot with students in February and March. Based on our multimedia package Antarctica: 90 Degrees South, the video game challenges students to use all their wits to make a successful journey to the South Pole. Three levels of play help users succeed. In level one, students create a character and choose their routes. In level two, students select their teammates and supplies. In level three, students plot their routes and make the journey. The game is correlated with state of Ohio middle school science standards. Education Content Producer Ria Mastromatteo is the project manager.

University of Akron President Luis Proenza named NewsNight Akron’s 2007 Newsmaker of the Year

Dr. Luis Proenza, The University of Akron’s president who has led a $300 million renovation of the university’s campus and facilities, was named 2007 Akron Newsmaker of the Year by panelists of the PBS 45 & 49 series NewsNight Akron.

The award recognizes the greater Akron individual whose work has had the most significant news impact during the past year. The panel made the decision after discussing 11 nominees during the show’s Jan. 4 broadcast. Panelists for the show were Eric Mansfield, host of NewsNight Akron and Akron-Canton news anchor for WKYCTV3; Jody Miller, owner and publisher of Bath Country Journal; Steve Hoffman, editorial writer at the Akron Beacon Journal; and Ed Esposito, vice president of information media at Rubber City Radio Group. The program is available for viewing as video on demand on the PBS 45 & 49 Web site at www.pbs4549.org.

Proenza was chosen because of his leadership in transforming The University of Akron’s campus. “The university has become an engine of growth for our local economy,” Hoffman said. “With the polymer center, it has become a symbol of the future of the town, and Proenza has been the driver in this.”

Other 2007 nominees were Kevin Coughlin, Ohio state senator; Jessie Marie Davis, the Canton resident whose disappearance and murder became a national media story; Joe Finley, Democratic primary candidate; Terry Gordon, M.D., a cardiologist who wants all schools to have automated external defibrillators; LeBron James, Cleveland Cavaliers superstar; Robert Keegan, head of Goodyear Tire & Rubber Company; Don Plusquellic, mayor of Akron; John Saros, executive director of Summit County Children Services; and Ted Strickland, governor of Ohio.

For 10 seasons, PBS 45 & 49 has produced NewsNight Akron, a weekly show that reviews and analyzes Akron-area news. The series is produced and directed by Duilio Mariola. This is the sixth year that the show has presented the Akron Newsmaker of the Year award. Past recipients are Dan Dahl, the Rev. Curtis Thomas, Mayor Don Plusquellic, Connie Humble, Melinda Elkins and Sylvester Small.

NewsNight Akron presents special Christmas edition

PBS 45 & 49 presented a special holiday edition of NewsMaker Akron on Friday, Dec. 21. Host Jody Miller guided viewers on a tour of the Christmas exhibit at Stan Hywet Hall and Gardens. Then she boarded a Cuyahoga Valley Scenic Railroad train for a trip to Peninsula in search of the perfect Christmas tree.

NewsNight Akron presents 2007 in review

As 2007 came to a close, NewsNight Akron host Eric Mansfield took a look back at Akron’s headlines to remember a year full of surprises that included Goodyear’s decision to keep its global headquarters in the city; Mayor Don Plusquellic’s hotly contested race for office; the closing of Geauga Lake; new leadership at the Summit County Children Services Board; and the opening of a restaurant by rock star and Akron native Chrissie Hynde. The program is available as video on demand on the PBS 45 & 49 Web site at www.pbs4549.org.
Educational Services

Over 300 educators attend free professional development sessions on new multimedia packages

In September PBS 45 & 49 released its two new multimedia packages, Economics Academy 101 (grades 5-8) and Big or Small: Measure It All (grades 4-6). Partnering with the local county Education Service Centers (ESCs), PBS 45 & 49 has presented 22 free professional development sessions for teachers on the implementation of the packages, reaching over 300 participants in all. Additionally, all low-wealth districts in our eight-county service area received the multimedia packages. Both packages were presented at the eTech Conference in February. The response to the material has been positive. The Martha Holden Jennings Foundation provided the funding to cover the cost of professional development workshops.

Educational Services hosts mid-school year liaisons meeting

PBS 45 & 49’s Department of Educational Services hosted a mid-school year meeting with its liaisons on Dec. 7 at the PBS 45 & 49 Professional Development Center. Over 50 educators attended. Via videoconference technology, Gerry Davis of NWOT gave a presentation on the Web 2.0 tools that students are using and teachers should know about. IT/Education Technician Ralph Tolbert talked about new professional development opportunities available to districts, and Director of Education Jeff Good updated attendees on Educational Services offerings.

Station contributes materials to Ohio’s D3A2

PBS 45 & 49 continues to submit materials to D3A2, the Ohio Department of Education’s “Data Driven Decisions for Academic Achievement” database. To date, the station has submitted Constitution Challenge; Ama-Zone! The Rain Forest Project; 108 Stitches: Physics in Baseball; Big or Small: Measure It All; Snapshot: The Decades; Economics Academy 101; and Antarctica: 90 Degrees South. D3A2 provides easy access to resources such as instructional video, online lesson plans and other relevant materials to help teachers meet the individual needs of students.

Canton Forum discussion available to view as VOD on Web site

How are local businesses adapting their cultures to attract, retain and motivate employees of all ages in the global economy? How do employers successfully work with employees of the veteran, baby boomer, Gen X and millennial generations? The Canton Forum addressed these questions in its Feb. 20 presentation, which is now available to view as video on demand at the PBS 45 & 49 Web site, www.pbs4549.org.

Panel participants were Geoff Karcher, founder and president, The Karcher Group; Susan Olivera, vice president, human resources, Aultman Health Foundation; and Traci Dunn, director of global inclusion and talent acquisition, The Timken Company. The discussion was moderated by Frank Tinus, dean of corporate and community services, Advanced Technology Center, Stark State College of Technology. Producer/Director Jeremiah G. Blaylock and Production Assistant Amanda Sackett produced the video.

Educational Services introduces e-newsletter

The Educational Services department recently introduced a monthly e-newsletter called TechKnowledgey Online. The newsletter contains technology tips, a monthly hotlist, news about grant deadlines, book reviews, information about prime time and weekend programming with classroom tie-ins, notification of workshops and a teacher feature. More than 300 teachers have signed up to receive the monthly publication.

Educational Services

Hit the Road keeps on running

Now enjoying a top-10 position among PBS 45 & 49’s most visited Web pages, our Web-exclusive series, Hit the Road, will continue this winter and spring. Production Assistant Amanda Sackett posts a new “road stop” every other week. Recently featured have been the Children’s Museum of the Valley in Youngstown, Summit ArtSpace in Akron, and the Museum of Natural History and NASA Glenn Visitor Center, both in Cleveland. Upcoming webisodes will profile the Main Street Kent revitalization project and the Wilderness Center in Wilmot. Visit www.pbs4549.org/hittheroad to watch.

New multimedia package released on Middle Ages

PBS 45 & 49 recently completed a new multimedia package called The Middle Ages, designed for use in the Grade 7 social studies classroom. The package includes Web video clips, a Web site with activities and a teacher guide. Five professional development sessions on integrating the package are being conducted in February and April. The Martha Holden Jennings Foundation provided the funding to cover the cost of professional development and the printing of the teacher guide.

Economics Academy

E3A2, the Ohio Department of Education’s “Data Driven Decisions for Academic Achievement” database. To date, the station has submitted Constitution Challenge; Ama-Zone! The Rain Forest Project; 108 Stitches: Physics in Baseball; Big or Small: Measure It All; Snapshot: The Decades; Economics Academy 101; and Antarctica: 90 Degrees South. D3A2 provides easy access to resources such as instructional video, online lesson plans and other relevant materials to help teachers meet the individual needs of students.

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Jeff Good delivers technology presentations at local and state meetings

Director of Education

Jeff Good recently gave presentations on educational technology during staff in-service days at Carrollton High School and North Canton High School. Good also made educational technology presentations at the Southwest Ohio Instructional Technology Agency’s (SOITA) annual conference in Dayton and was a featured presenter at WGTE/Toledo’s Technology Integration for Educators and Schools (TIES) symposium.

Good serving on regional advisory councils

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

PBS 45 & 49 collaborating on statewide education initiatives

Our Department of Educational Services is collaborating with Ohio’s seven other educational technology agencies on several statewide projects this winter and spring.

In March, the statewide conference, “Web 2.0: Turning Tomorrow’s Technologies Into Today’s Best Practices,” will highlight the best Web 2.0 tools available to Ohio teachers. Five Ohio educational technology agencies, including PBS 45 & 49, will conduct sessions via videoconferencing to eight sites across the state.

The Ohio educational technology agencies are also in the development stage of two new projects. One will train administrators and teachers in the integration of interactive whiteboards in the classroom. The other project will focus on developing and delivering Internet safety training modules to Ohio’s elementary, middle and high schools as well as parents.

PBS 45 & 49 Professional Development Center update

Since November, PBS 45 & 49 has presented 25 professional development sessions, reaching 321 educators at our Professional Development Center in Kent and at remote sites in our eight-county service area.

Who’s Watching

Viewer: Andrea Wlaszyn, Brimfield

Occupation: Administration, Summit County Engineer’s Office

Hobbies/interests: Volunteering, walking my dog and spending time with friends

Favorite PBS 45 & 49 show: Ken Burns’ film, The War

What she likes about our show: Burns has once again mastered the production of a historical documentary. His ability to reveal all the layers of WWII and share what he found with the viewers is a real gift.

Additional programming comments: PBS provides a fantastic mix and satisfying variety of programming selections.

Ohio Ready To Learn update

Pam Oviatt, PBS 45 & 49’s Ready To Learn consultant, and her group of trainers will deliver Ohio Ready To Learn training workshops for local family child care providers over the next several months. 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. From now through the end of June, 76 workshops will be conducted for child care providers of infants, toddlers and preschool children.
Outreach & Events

PBS 45 & 49 invites children to enter Reading Rainbow Young Writers and Illustrators Contest

PBS 45 & 49 invites children to discover the fun and power of imagination by entering the 14th Annual Reading Rainbow Young Writers and Illustrators Contest. The contest encourages children in four grade levels — kindergarten, first, second and third grades — to submit their original stories and illustrations to PBS 45 & 49 for local prizes and a chance to compete at the national level. Contest entries must be postmarked by Saturday, March 15, 2008.

PBS 45 & 49 will name a grand-prize, second-place and third-place winner in each of the four grade levels. Local winners will be announced on Saturday, April 5 at 1:30 AM at the following locations: Summit Mall in Akron as part of the Summit Mall/PBS 45 & 49 Family Expo and at Fellows Riverside Gardens in Mill Creek MetroParks as part of the Youngstown Area Children’s Book Fair. PBS 45 & 49 will also announce winners on air on Monday, April 7, preceding and following the 10 AM broadcast of Reading Rainbow.

Station to co-sponsor Summit County Children Services Family Expo at Summit Mall

Clifford the Big Red Dog will take center stage on Saturday, April 5 at the annual PBS 45 & 49 /Summit Mall Family Expo, sponsored by Summit County Children Services. Children can enjoy the free stage show Storybook Fun With Clifford the Big Red Dog three times that day — at noon, 2 PM and 4 PM. We will also announce the winners of the 14th Annual Reading Rainbow Young Writers and Illustrators Contest. PBS 45 & 49’s participation in this event is sponsored by Summit County Children Services as part of its annual Child and Family Awareness Month.

Station participates in Akron Family Reading Festival

PBS 45 & 49 and Clifford the Big Red Dog joined 20 other local organizations to celebrate the first-ever Family Reading Festival at the Akron-Summit County Public Library on Feb. 9. The event included hands-on activities, free books, a drama workshop and live performances by singer Jim Gill and Clifford.

It’s a BRITISH INVASION with THE SPENCER DAVIS GROUP & BADFINGER starring Joey Molland

PBS 45 & 49 and The Kent Stage present British Invasion concert

Tickets are now on sale for A British Invasion With the Spencer Davis Group and Badfinger starring Joey Molland, to be held on Saturday, April 12 at 4 PM and 8 PM at The Kent Stage in downtown Kent. Badfinger is best known for hits like “No Matter What,” “Day After Day” and “Come and Get It.” The Spencer Davis Group climbed the charts with “I’m a Man” and “Gimme Some Lovin’,” the latter recently being recognized by BMI for its three millionth broadcast performance since its release in 1967. Reserved seats are $30. Gold Circle tickets are $50. The Gold Circle level includes best-in-house seats, plus a private reception and meet-and-greet with members of the bands. Tickets can be purchased at The Kent Stage Web site, www.kentstage.org; Woodsy’s Music at 135 S. Water St. in Kent; Spin More Records at 165 E. Main St. in Kent; or by calling The Kent Stage at 800-595-4849. Proceeds benefit PBS 45 & 49 and The Kent Stage.
Outreach & Events (cont’d)

Station to co-host Chad and Jeremy concert at The Kent Stage

PBS 45 & 49 will co-host Chad and Jeremy in concert at The Kent Stage on Sunday, April 27 at 7 pm. Chad and Jeremy are a pop duo who rode the British Invasion wave to America in the mid-1960s. They recorded about 75 songs and had a string of hits and TV appearances from 1964-1966. They’re best known for “A Summer Song” (#7), “Yesterday’s Gone” (#23), and “Distant Shores” (#30). Tickets can be purchased at The Kent Stage Web site, www.kentstage.org; Woodsy’s Music at 135 S. Water St. in Kent; Spin More Records at 165 E. Main St. in Kent; or by calling The Kent Stage at 800-595-4849. PBS 45 & 49 will provide promotional support and share in the proceeds of this performance.

A Doo Wop Celebration II scheduled for May 10

On the heels of last May’s sold-out Doo Wop Celebration concerts, PBS 45 & 49 is back with A Doo Wop Celebration II. Carl Gardner’s Coasters (“Yakety Yak,” “Charlie Brown”), The Reflections (“Romeo and Juliet”) and The Chiffons (“He’s So Fine,” “One Fine Day”) will headline PBS 45 & 49’s second annual Doo Wop Celebration on May 10, 2008 at The Kent Stage in downtown Kent. Performances will be at 4 pm and 8 pm. Tickets will go on public sale in mid-March and are $55 for reserved Gold Circle seating with a meet-and-greet reception and $30 for reserved seats only.

PBS 45 & 49 to host Caring for Your Parents outreach event

PBS 45 & 49 will host a conference titled Caring for Your Parents on Saturday, April 19. The conference targets adult caregivers of elderly parents and will focus on educational sessions to help caregivers cope. The event will also put attendees in touch with local support resources available to families. This conference ties in with the national program of the same title airing April 2 at 9 pm, with a local follow-up at 10:30 pm. The event will be held Saturday, April 19 from 10 am to 2 pm at Summa Health System in Akron. See www.pbs4549.org for details.

Community bloggers contributing to redesigned Aging Smart Web site

The recently redesigned Aging Smart Web site at www.pbs4549.org/agingsmart features two new community bloggers. Look for new postings every week. Karen Talbott, president of the Visiting Nurse Service and Affiliates, is blogging on aging issues, and Shawne Buckner, a consumer affairs outreach specialist with the County of Summit Office of Consumer Affairs, is contributing content on her area of expertise. Thanks to their contributions, traffic to the Aging Smart Web site has increased significantly over the last two months.

PBS 45 & 49 to serve as media sponsor of Stark County’s IlluminArts week

PBS 45 & 49 will provide promotional support as a media sponsor of the 2008 IlluminArts festival in Stark County, taking place April 4-12. This annual event celebrates music, dance, theater, performance art, painting and many other artistic expressions in a weeklong series of events.

PBS 45 & 49 provides holiday hook-up for local family with loved one in Iraq

On Dec. 14, PBS 45 & 49 connected Major Matthew W. Roman with his wife, Heather, their two preschool-aged children and his parents, William and Judith Roman of Mansfield, via the station’s videoconferencing equipment at its facility in Kent. Roman is stationed at Camp Taji, where he will serve a one-year tour of duty.

On Dec. 13 and 14, the Romans joined families across Ohio for the chance to see and talk with their soldiers stationed in one of five camps in Iraq — Camp Taji, Camp Fallujah, Camp Taqaddum, Al Asad Airbase and Camp Victory in Baghdad — with the help of the state’s videoconferencing network and the efforts of the Freedom Calls Foundation.

Freedom Calls, working with public schools and other state educational organizations such as PBS 45 & 49, harnessed Ohio’s state-of-the-art videoconferencing capabilities to connect military families separated by thousands of miles and offer them the opportunity to bring holiday cheer to one another.
Marketing & Development

Station begins rebranding process
As the analog shut-off draws near, PBS 45 & 49 has started the process of rebranding the station. Lisa Martinez, vice president of marketing and development, is managing the project and is currently setting up interviews with potential agencies to help with the design of a new logo and identity and a comprehensive launch strategy. The goal is to introduce the new identity in fall 2008.

FY08 membership report
As of the end of January 2008, PBS 45 & 49 is $9,770 ahead of its FY08 year-to-date membership goal and $58,263 ahead of the same point in FY07. On-air pledge drives and renewal mail continue to perform well.

FY08 major giving report
The station will conduct interviews with major gifts/planned giving candidates on March 6 and 7, with the aim of having the new staff person on board for the final quarter of the fiscal year. We are continuing to work with Katie Gardella of majorgiving.com, who served as our mentor through the CPB Major Giving Initiative.

FY08 underwriting report
As of the end of January 2008, PBS 45 & 49 is $106,853 ahead of its FY08 year-to-date underwriting and private support goal and $106,661 ahead of the same point in FY07. Senior Development Officer Dan Hluch and Account Executive Beth Lockshin are both having very good years.

Engineering/Information Technology

Master control upgrade improves HD broadcast service
In January, PBS 45 & 49 received new VCI master control automation upgrade equipment and new Harris Nexio video servers. The new hardware, which is slated to be completely installed by the end of February, will replace our aging equipment and allow us to record and play back high-definition programming. While the station has been broadcasting a high-definition service since June, we have only been able to pass through the PBS feeds. The new equipment will allow us to develop our own local high-definition service.

PBS 45 & 49 phone system goes high tech
After more than 35 years in business, PBS 45 & 49 staff members have voice mail! With the recent installation of a new phone system, staff members are enjoying state-of-the-art telephone capabilities, including voice mail, call forwarding, IP phone connection options and much more. The new phone system will not, however, compromise our commitment to customer service. Receptionists Pat Weed and Laura Jarvis will still handle inbound phone calls and staff is expected to let calls go to voice mail only when absolutely necessary. Maintenance Engineer Anthony Dennis oversaw the installation of the new system and staff training. Maintenance Engineer Rick Patterson and Systems Administrator Steve Balazs assisted in the process.

OS-12 interconnect and Cisco ethernet installations speed things up
PBS 45 & 49 recently completed the installation of the OC-12 interconnect and high-speed broadband Cisco ethernet infrastructures. Working together, these two systems greatly improve the speed, efficiency and reliability of our broadcast and Internet services and provide much-needed redundancies that help avert network breakdowns.

The Cisco ethernet network allows us to take advantage of the fast speed that the OC-12 brings us. In layman’s terms, the OC-12 interconnect is a huge pipe — the equivalent of 10 T-1 lines — that can deliver large amounts of information to and from PBS 45 & 49. Then, the Cisco ethernet moves all of that data around the building. The OC-12 replaces our old fiber boxes through which we used to receive eTech’s video and Internet connections. This new infrastructure allows the station’s computers to operate at much higher speeds. For instance, file download and Internet connections work 10 times faster than the average Internet connection. The installations were overseen by Manager of Engineering/IT Bill O’Neil, Systems Administrator Steve Balazs and Maintenance Engineers Rick Patterson and Anthony Dennis.

PBS 45 & 49 enhances building security
In December, maintenance engineers Rick Patterson and Anthony Dennis completed installation of a front door security system. The new system allows controlled entry into the building. Visitors now have to be buzzed in.

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 November 2007: Akron Area Agency on Aging, Akron Art Museum, Associated School Employees Credit Union, Best of Show Automotive, Canton Palace Theatre, Community One Credit Union, Coon Restoration and Sealants, Day Ketterer, Gourmet Garments, W. Paul Mills and Thora J. Mills Foundation, Players Guild of Canton, Playhouse Square Center Arts Education, Summa Health System, Towpath Credit Union and The Welty Family Foundation. New to our Producers Circle Corporate Club are Sam’s Club of North Canton, First Place Bank and Goodyear Tire & Rubber Company.
Trina Cutter elected to Mediation Center board

PBS 45 & 49 President and CEO Trina Cutter has been elected to the Community Mediation Center of Stark County board of directors. The Community Mediation Center is a nonprofit organization established as a result of the state of Ohio’s Uniform Mediation Act. The center’s mission is to mediate conflicts; teach alternative dispute resolution techniques; and educate the public in order to prevent harmful physical, emotional or economic effects of unresolved conflict between individuals, families, neighborhoods and organizations in Stark County.

Cutter working with Stark County Leadership Academy

Trina Cutter is currently serving on the Stark County Government Leadership Academy Committee as it plans for its third class. Cutter is a graduate of the first class in 2006. The academy is designed for elected officials from all levels of county, municipal and township governments and for aspiring candidates, local leaders and individuals who serve on governmental committees, commissions and task forces. For the March 4 program on regional economic development, Cutter has secured Akron’s Mayor Don Plusquellic to speak.

Cutter steps down from Small Station Association board

In January, Trina Cutter stepped down from the national Small Station Association board. Cutter served an eight-year term, four of those as secretary of the board and the final two years as chair. With a membership of over 70 public television stations across the country, the Small Station Association exists to give those stations a voice in national issues.

Cutter wins University Park Alliance scholarship for Stephen Covey community engagement seminar

Trina Cutter received a scholarship from the University Park Alliance to attend the Stephen Covey Community Engagement Seminar on Tuesday, Feb. 26 in at E.J. Thomas Performing Arts Hall in Akron. Covey is the author of The 7 Habits of Highly Effective People. Through participant engagement, Covey applied his theory of action to issues unique to the Akron area, with the aim of helping to launch a long-term project that will define community goals and identify an ongoing process to achieve them.

Cutter talks with consortium universities about regionalism business plan

In February, Trina Cutter met with representatives from both The University of Akron and Kent State University to discuss the PBS 45 & 49 business plan, regionalism and how the station can partner with the universities to unite and engage the citizens of northeast Ohio. Her first meeting was with University of Akron President Luis Proenza and several of his key managers. Later in the month, Cutter met with Patricia Book, Kent State University’s vice president of regional development.

Cutter serving on Citizenship Day committee

Trina Cutter is serving on the Leadership Stark County Citizenship Day Planning Committee. This year’s Citizenship Day is scheduled for June. Cutter is a graduate of the 17th Leadership Stark County class.

Cutter to attend Ohio educators summit

In March, Trina Cutter will attend the Teaching and Learning Celebration Executive Summit, a day-long conversation between chief state school officers and public broadcasting CEOs. The meeting will focus on using public media in public education.

FY09 budget process scheduled for March

PBS 45 & 49 management will spend the week of March 10-14 in budget meetings. The station’s outsourced chief financial officer, Amy Cassidy, will be working with the management team to develop the FY09 operational and capital budgets.

IMA director visits PBS 45 & 49

On Dec. 5, Mark Fuerst, executive director of Integrated Media Association (IMA), met with PBS 45 & 49 staff members. Fuerst talked about Internet trends and possible ways for the station to capture the Internet market share. IMA’s primary mission is to harness the power of the Internet and other new media to benefit public broadcasters.

Who’s Watching

Viewer: Mike Masturzo, Canton

Occupation: Northern Ohio service technician for Outback Steakhouse

Hobbies/interests: Blackberry, sports, family, friends

Favorite PBS 45 & 49 shows: Local documentaries

What he likes about our shows: The way they capture the essence and history of northern Ohio.
Staff News, Training and Conferences (cont’d)

PBS 45 & 49 Chief Operating Officer Don Freeman announces retirement

With more than 40 years’ experience in the public broadcasting industry, including almost 20 years at PBS 45 & 49, Chief Operating Officer Don Freeman announced in December that he will retire effective March 28, 2008.

“Don is an icon here at the station as well as within the entire public broadcasting community,” said President and CEO Trina Cutter. “There are some employees who have much greater expectations of — and put far more demands on — themselves than what the job requires,” she added. “These employees excel well beyond ‘just good enough’ and they set the bar for everyone else. Don is such an employee. The staff and I will truly miss him.”

Freeman has enjoyed increasingly more responsible roles in public broadcasting over the last four decades. His broadcast career began in the United States Air Force in the mid-1960s, when he served as a news and sports broadcast reporter with American Forces Radio in Madrid, Spain. For nearly six years he was with public broadcasting station KRMA in Denver, where he rose from an instructional television producer to director of that station’s public affairs unit. In 1979 he joined Nebraska Educational Television Network, creating nightly legislative review programs and other public affairs specials.

Freeman and his family moved to Columbus in 1979 when he accepted a position with Ohio Educational Television, first as executive producer and then as director of programming, a position he held for eight years. In 1988, Freeman joined PBS 45 & 49 as the director of programming, where he assumed responsibility for creating the broadcast schedule as well as local production. His duties expanded over the years to include broadcast operations and then, in 2006, he was named chief operating officer of the organization. As such, he assumed additional management duties of administration, accounting and personnel.

Among Freeman’s many successes at PBS 45 & 49 over the years, his broadcast scheduling strategies have resulted in a doubling of the station’s viewing audience since the late 1980s. As an executive producer, he has won two National Academy of Television Arts and Sciences Cleveland Chapter Emmy Awards, one in 1994 for the on-air campaign “More Than You See on TV” and the other in 1995 for the production Presumed Innocence: A Portrait of Youth Violence in 1995. Freeman was honored with an additional 10 Emmy nominations between 1990-2006. He received the 1990 Ohio PTV Program of the Year Award from Ohio Educational Broadcasting for Our Family and additional OEB awards for Presumed Innocence and Spacebound (1997). He also received PBS Advertising and Promotion Awards for Our Family and “Carmen Sandiego Live.”

Freeman and his wife of 39 years, Joan, will be relocating to their home state of Colorado in early summer. They have two sons and two grandchildren.

Coleman Wellness Center presents two workshops for staff

Coleman Wellness Center, a wellness, safety and training provider that helps companies improve the workplace environment and increase employee health and efficiency, made two presentations to the PBS 45 & 49 staff. On Dec. 14, the center was invited to speak on the subject of respect in the workplace. On Jan. 29, the center made a presentation on coping with change in light of Chief Operating Officer Don Freeman’s retirement and the many changes that the station is facing.

Freeman attends Public Media Conference

Don Freeman attended the Integrated Media Association’s annual Public Media Conference from Feb. 19-23 in Los Angeles. The conference began with a CEO seminar targeted to leaders in public media; a technology summit focused on the special needs and interests of the people who build and maintain the new media services of public broadcasting and other public service publishers; and an online sponsorship seminar, aimed at helping public media organizations gain access to online advertising and marketing dollars. Three days of general conference sessions followed. The Public Media Conference is organized by the IMA and its members and is sponsored by PBS, CPB, NPR, Public Radio International and American Public Media.

Freeman and Martinez attend TRAC Media Digital Symposium

Chief Operating Officer Don Freeman and Vice President of Marketing and Development Lisa Martinez attended the TRAC Media Digital Symposium in Arlington, Va., on Feb. 1 and 2. The conference focused on programming strategies in the digital multi-channel universe. TRAC Media Services has provided ratings analysis and research for public television stations, producers and service organizations since 1979.

Bill O’Neil attends annual engineering conference

In November, Bill O’Neil, manager of Engineering/IT, attended the annual Ohio Association of Broadcasters and Society of Broadcast Engineers conference in Columbus. Topics addressed at the all-day event included FCC updates, the digital transition and digital high-definition facilities.
Development staff gets CSPI training

Vice President of Marketing and Development Lisa Martinez, Senior Development Officer Dan Hluch and Account Executive Beth Lockshin attended PBS’s Corporate Support Performance Initiative (CSPI) training at WOSU in Columbus from Jan. 20-22. The CSPI workshop, titled “The PBS Value Proposition: Positioning in a Competitive Marketplace,” is the first in a series of three workshops that focuses on positioning PBS in the highly competitive media landscape. The sessions helped the underwriting sales staff build a fundamental knowledge of the PBS product, market and media environment.

Staff members attend mediation training

On Feb. 21 and 22, seven PBS 45 & 49 staff members attended Basic Mediation Training, presented by Kent’s Townhouse II and the Community Mediation Center of Stark County. This two-day seminar covered understanding conflict; the goals, principles and stages of mediation; and mediation skill building. Attending were Lisa Martinez, vice president of marketing and development; Jeff Good, director of education; Duilio Mariola, producer/director; Rick Patterson and Anthony Dennis, maintenance engineers; Carolyn Raley, accounting supervisor; and Bob Halko, production technician.

Educational Services staff participates in eTech conference

In February, Director of Education Jeff Good, Education Content Producer Ria Mastromatteo, IT/Education Technician Ralph Tolbert and Communications Specialist Pat Weed participated in the 10th annual eTech Ohio Educational Technology Conference. In addition to attending sessions and hosting an exhibitor booth, several staff members made presentations. Jeff Good conducted three sessions, two on the role of educational technology agencies and another on the use of handheld GPS devices in the K-12 classroom. Ria Mastromatteo conducted two sessions on the station’s latest multimedia projects, Economics Academy 101 and Big or Small: Measure It All. Ralph Tolbert conducted two sessions on digital scrapbooking and video editing. Pat Weed hosted the station’s exhibitor booth. Over 7,000 educators attended the conference.

Staffers attend NETA conference

In January, Graphic Designer Paula Kritz, Writer/Editor Diane Steinert, Community Engagement Coordinator Heidi Johnson and Production Assistant Amanda Sackett attended the National Educational Telecommunications Association’s (NETA) annual conference in Columbus. This year’s conference focused heavily on the digital transition, but also offered workshops on Web development, new media, promotions and development. NETA is a professional association founded in 1997 to serve public television licensees and affiliated educational organizations with programming and training.

Anthony Dennis attends Consumer Electronics show

In January, Maintenance Engineer Anthony Dennis attended the weeklong 2008 Consumer Electronics Show in Las Vegas. He spent a week at the show on a fact-finding mission to ascertain where the electronics world is headed and how PBS 45 & 49 can be part of it. On display were the latest products and technologies from thousands of manufacturers in home theater/video, high-performance audio and home theater, gaming, home networking, wireless, digital imaging and in-vehicle technologies. Relative to our industry, some of the new technologies on the way include the following:

- New protocols for the delivery of mobile video to handheld and in-vehicle devices including A-DVB (Samsung’s proprietary format) and Wi-max (broadband wide area wireless).
- 3-D home television sets capable of displaying true 3-D content that was created for the 3-D space, including theater releases shot in 3-D and video games created in the 3-D space.
- Wireless DVD players and camcorders that can transmit video signals to compatible TVs.

- The latest in consumer high-definition camcorders that record up to two hours of 1080i video on a 16GB SD card, which users remove from the camera and plug right into their SD card equipped LCD or plasma TV for instant viewing of high-definition content.
- The latest in LCD and plasma TVs, including displays less than 1" thick and Panasonic’s new 150" plasma screen, now the largest plasma TV in the world.
- Web-equipped TVs that can access manufacturers’ Web sites for updates and make entertainment interactive by accessing movie Web sites while watching movies on DVD.

IT department welcomes Robert Jackson

Robert Jackson has joined PBS 45 & 49 as a temporary part-timer in the Engineering/IT department. Robert interned at PBS 45 & 49 when he was a student at Brown Mackie College. He is helping to “fill the void” left when long-time PBS 45 & 49 employee Bob Tullis retired in December.

Maintenance Engineer position posted

PBS 45 & 49 is accepting applications for a full-time maintenance engineer. The candidate should have knowledge and understanding of ATSC and NTSC broadcast, including digital and analog studio and transmission systems; basic digital electronics diagnostics and repair; master control automation, servers and traffic systems; computer networks and software, including but not limited to Microsoft OS 2000 and XP and Office; streaming and multimedia for Internet and mobile services; and FCC rules and regulations.

Amanda Sackett to wed in March

Production Assistant Amanda Sackett will marry Dominic Donatelli of Akron on Saturday, March 8, 2008 at St. Bernard’s Church in Akron. Amanda and her soon-to-be husband, both University of Akron graduates, recently purchased a house in north Akron. They will enjoy their honeymoon in Punta Cana in the Dominican Republic.
PBS 45 & 49 ...  

• Reaches over 700,000 viewers in more than a half-million households in northeast Ohio and western Pennsylvania each week (Source: A.C. Nielsen 2007 audience research). The station is carried on almost every cable and satellite service in the region.

• Is available to 99% of all households in the region. By comparison, cable and satellite access represents 75% to 85% of those same households.

• Represents a brand name that resonates powerfully with and is trusted by the American public: PBS.

PBS 45 & 49’s over-the-air broadcast service area is extended by carriage on almost all the cable systems and satellite services in northeast Ohio and parts of western Pennsylvania.