

Western Reserve Public Media President's Report

Winter 2009



**WESTERN
RESERVE**
PUBLIC MEDIA

The Western Reserve Public Media President's Report is published three times a year for the Northeastern Educational Television of Ohio, Inc. Board of Directors, major funders of the station and other readers interested in the organization's activities.

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Western Reserve Public Media wins instructional media award at national conference

A multimedia package created for educators by Western Reserve Public Media was named 2008's best instructional media product (small market) when the National Educational Telecommunications Association (NETA) honored 23 public broadcasters with awards in January at the organization's annual conference held in Tampa, Fla. Western Reserve Public Media was the only Ohio station to win an award. Recognized for their work on the project were **Duilio Mariola**, producer/director, and **Ria Mastromatteo**, education content producer.

Big or Small: Measure It All!, created for grades 4-6, shows students how measurement is used in the everyday world and how to use measurements in hands-on applications to solve problems and accomplish goals. The project has already received high marks from Ohio teachers who evaluated the materials for classroom use. The panel of television industry experts who judged **Big or Small** called



Western Reserve Public Media's Jeff Good (left) and Ria Mastromatteo (center) received a national NETA Award in January. They are pictured with NETA president Skip Hinton (right).

it "well-written, thorough and very well-produced." They especially liked the use of Google Earth in the lesson plans, and praised the related Web site for its comprehensive collection of materials.

Station production on youth entrepreneurship to air during Entrepreneurship Week



Host Jeff Blanchard (sitting) is put to work by twins Naomi and Noemi Romero, 16, of Cleveland, who own *Cosfurs*, makers of fur suits.

Who's your boss? In northeast Ohio, it could be a teenager who has made the dream of entrepreneurship a reality and now owns a successful business. **Jeff Blanchard** hosts **Who's Your Boss?**, Western Reserve PBS's contribution to the celebration of National Entrepreneurship Week, Feb. 21-28, 2009. The project is funded by a grant from the Burton D. Morgan Foundation.

Blanchard crams himself into a coffin, spins vinyl at a dance party, stitches together fur suits and

helps manage the mayhem of a video gaming competition, all in the name of sharing stories of innovation, passion and business acumen.

Who's Your Boss? profiles the achievements of six northeast Ohio youths and the organizations that have supported them in their entrepreneurial quests. The program premiered on Feb. 21 and repeats Feb. 25 at 8 p.m.

Blanchard, a comedian and veteran radio and TV broadcaster, wanted to get a real-life feel for the work that these young entrepreneurs do, so in the program he dives right in and joins them on the job. Conversation along the way reveals what motivates these young businesspeople and what educational and community resources have proved to be most helpful to them.

"These kids are phenomenal," Blanchard said. "They show others how it's okay to try whether you succeed or fail. They talk about the mistakes that they've made, but they keep moving forward."

To enhance the learning potential of the program, the station has created educational companion materials. In addition, our Educational Services staff will host workshops in our eight-county service area and train educators in the use of **Who's Your Boss?** materials in the classroom.

Who's Your Boss? was produced and directed by **Duilio Mariola**. Companion educational materials were developed by **Ria Mastromatteo**.

Programming and Local Productions



Edward A. Shure, Shure Studios

Western Reserve PBS premieres *Gospel Meets Symphony* documentary and concert

The soul-stirring beauty of gospel music mixes with the graceful elegance of a symphonic orchestra to create one uncommonly uplifting sound once a year in Akron. Western Reserve PBS documents the successful event's legacy in its new production, ***Gospel Meets Symphony: Celebrating 16 Years!*** The half-hour program premiered on Feb. 4. It will air again on Monday, April 6 at 10 p.m.

The *Gospel Meets Symphony* story begins with the late Akron Symphony Orchestra maestro **Alan Balter**, who brought together orchestra, church choir and community members to found the event in 1994. **Rev. Cleo Myricks, Ann Lane Gates** and **Virginia Robinson** tell how the musical concept was brought from the church to the stage. Akron Symphony Orchestra Music Director **Christopher Wilkins**; guest conductors **Raymond Wise, Roland Carter** and **Charles Myricks Jr.**; and orchestra and choir members all share in painting the picture of how *Gospel Meets Symphony* has become a community hallmark.

Another Western Reserve PBS production, ***Gospel Meets Symphony: Let Freedom Ring!*** captures Maestro **Christopher Wilkins** leading the combined Akron Symphony and guest conductor **Roland Carter** guiding the 200-voice volunteer gospel choir from over 50 area churches. The concert was taped during a live performance at E.J. Thomas Hall in Akron on Feb. 7. The concert will make its broadcast premiere on Monday, April 6 at 10 p.m.

Both programs will be made available for broadcast to the nation's 355 other public television stations in May 2009.

Funding for both programs has been provided by Akron Community Foundation, The Kulas Foundation, The Margaret Clark Morgan Foundation, Summa Health System, The County of Summit's Regional Arts and Cultural District Board, The W. Paul Mills and Thora J. Mills Memorial Foundation and the Welty Family Foundation.

Program shares ideas behind *Along Water Street* exhibition at Akron Art Museum

Western Reserve PBS explores the life and works of Columbus artist **Aminah Brenda Lynn Robinson** in ***Along Water Street at the Akron Art Museum***. The program, which premiered on Feb. 1, celebrates the artist's exhibition currently showing at the Akron Art Museum. Made possible by a grant from Summa Foundation, the program is now available for viewing as video on demand on the Western Reserve PBS Web site at www.WesternReservePBS.org.

Host **Jody Miller** talks with the artist about her work and the wonderful way in which she gains inspiration from stories passed down to her from her family. It also includes interviews with teachers and students from Akron's Miller South School for the Visual and Performing Arts, who created art projects modeled after Robinson's work. The fourth- and eighth-grade students' art projects are on display in the Akron Art Museum's Corbin Gallery concurrent with Robinson's exhibit.

For Robinson, *Water Street* is a metaphor for a larger story of the constant flow of African Americans to and from the Ohio Valley. Her art is grounded in the African concept of Sankofa (or learning from the past in order to move forward). The *Along Water Street* exhibition further reveals the importance of handed-down stories, conversations and memories as a means of strengthening perceptions of who we are and where we come from.



*Columbus artist Aminah Brenda Lynn Robinson in *Along Water Street* at the Akron Art Museum*



*Mark Auburn, board chairman of Northeastern Educational Television of Ohio, Inc., announced to the Feb. 7 *Gospel Meets Symphony* audience at E.J. Thomas Hall that Western Reserve Public Media would be taping the concert for broadcast in April.*



*Here is our multi-camera field unit in use to tape the *Gospel Meets Symphony* concert.*

Programming & Local Productions (cont'd)

NewsNight Akron names 2008 Newsmaker of the Year

Retired congressman **Ralph Regula** was named 2008 Akron Newsmaker of the Year by panelists of the Western Reserve PBS series **NewsNight Akron**. The award recognizes the greater Akron individual who had the most significant news impact during the past year. Regula retired in December following 36 years of service to his constituencies in Ashland, Medina, Stark and Wayne counties.

The **NewsNight Akron** panel made the decision after discussing nominees during the show's Jan. 9 broadcast. Panelists for the show were host **Eric Mansfield**, news anchor for WKYC-TV3; freelance journalist **Jody Miller**; **Steve Hoffman**, editorial writer at the Akron Beacon Journal; and Larry States, news reporter at WAKR/WONE/ WQMX. Other top nominees considered for the award were Akron Mayor **Don Plusquellic** and Summit County Executive **Russell Pry**. Regula joins previous Newsmaker of the Year awardees **Luis Proenza** (2007), **Sylvester Small** (2006), **Melinda Elkins** (2005), **Connie Humble** (2004), Plusquellic (2003) and **Dan Dahl** and **Rev. Curtis Thomas** (2002 – tie).

Panelist Jody Miller said that after some discussion, Regula was the unanimous choice for the honor because of his "lifetime of service to the community." During his 36 years as U.S. representative, he was instrumental in channeling federal funds into northeast Ohio to benefit colleges and universities, hospitals, parks and manufacturers. He also was praised for his civility as a representative and for his accessibility to his constituents.

Ralph Regula sits down for "exit interview" with NewsNight Akron

From his farm in Navarre, retiring Congressman **Ralph Regula** reflected on his career as a U.S. Representative on a special edition of Western Reserve PBS's **NewsNight Akron** in December. After 36 years and 18 consecutive terms of elected office in the House of Representatives for Ohio's 16th District, the "dean" of the Ohio delegation opted not to run for reelection in November. The 16th district includes Stark, Wayne and portions of Ashland and Medina counties.



NewsNight Akron panelist **Jody Miller** visited Regula at his farm to discuss his years in Congress. Regula talks about his accomplishments in office, including the projects and benefits his tenure brought to Ohio, his love of serving his constituents, the importance of open spaces and the outdoors and how politics has changed since he first went to Washington in 1973.

Retiring pastor, community leader featured on NewsMaker Akron

As traditional as Thanksgiving turkey, Western Reserve PBS featured a special **NewsMaker Akron** production in place of **NewsNight Akron** over Thanksgiving weekend. Host **Jody Miller** turned the spotlight on the life and career of a respected greater Akron community leader, **Rev. Dr. Ronald Fowler**, senior pastor at the Arlington Church of God.

Earlier in 2008, Rev. Fowler announced his plans to step down in January 2009 after serving nearly 40 years at Arlington Church of God. Beyond his service to the church, Rev. Fowler has brought his energy, faith and wisdom to many aspects of life in the area. A noted preacher and facilitator and a 12-year member of the Akron Public Schools Board of Education, he has frequently been called upon with respect to matters of racial harmony, both locally and nationally.

Western Reserve Public Media's **Duilio Mariola** is the executive producer of **NewsNight Akron**. All **NewsNight Akron** and **NewsMaker Akron** programs are available for viewing as video on demand on the Western Reserve PBS Web site at www.WesternReservePBS.org.

November Nielsen numbers show strengths, weaknesses in Western Reserve PBS schedule

Western Reserve PBS Programmer **Don Freeman** offers this report on the November 2008 A.C. Nielsen audience ratings:

- There is no indication in the November ratings that our name change, implemented in October, had a negative impact on audience. The Cleveland book was pretty much business as usual. However, the shut-off of the WNEO analog signal and the number of days we were off the air took a toll on our Youngstown viewership.
- Youngstown is down 37 percent whole day and 33 percent in prime. There wasn't a single daypart that didn't show a decrease, which is very likely to be directly related to WNEO being off the air for so many days in November. (Here's an example: **Antiques Roadshow** on Monday nights at 8 p.m. has hovered between 15,000 and 21,000 households for the last seven years, but in the November book it plummets to 4,000.) We expect our audience numbers to return to normal in the next ratings period.
- When we look at the aggregate numbers (WNEO and WEAO combined), we see that parts of the schedule are performing exceptionally well, such as our Thursday night lineup of **Antiques Roadshow**, **This Old House** and **Masterpiece**, and our weeknights 11:30 p.m.-to-1 a.m., schedule of **Worldfocus**, **Nightly Business Report** and **Charlie Rose**. On Saturday nights **The Lawrence Welk Show** is holding its own at 7 p.m., the 8 p.m.-to-9 p.m. Britcoms are down a bit, but the 9 p.m.-to-10 p.m. British fare is up. The Sunday night shifting of **Nature** from 7 p.m. to 8 p.m. shows a drop, but one we should expect until the audience gets used to the new time. Finally, the Sunday morning kids block from 6 a.m. to 8:30 a.m. has found a good audience.

Gov. Strickland's State of the State address airs live Western Reserve

Western Reserve PBS aired **Gov. Ted Strickland's** second State of the State speech on Jan. 28. Because of the extraordinary economic circumstances that the state is experiencing, the station aired the governor's speech live and in its entirety. The 90-minute program included reaction interviews from a variety of key lawmakers following the speech.

Nielsen moved the next ratings period to March 2009 instead of its traditional February ratings period because of the national Feb. 17 analog shut-off date (which has since been moved to June 12 of last week).

Programming & Local Productions (cont'd)



Cuyahoga Valley National Park multimedia project update

As reported in the last edition of The President's Report, Western Reserve Public Media is producing a first-time, one-hour documentary called **Generations: The Cuyahoga Valley National Park**. The program will be supported by a host of interactive online resources and multimedia educational materials that together will chronicle the history, natural resources and impact of our Cuyahoga Valley National Park. The documentary will premiere in September in conjunction with PBS's national release of **The National Parks: America's Best Idea**, a film series by renowned documentary producer Ken Burns.

An important aspect of our production is the creation of an oral history collection around the park. On Jan. 25, Western Reserve PBS hosted the first of three history collection events at the Happy Days Lodge in Peninsula. Two more events are scheduled for April 26 and May 17. The public is invited to come share memories, home movies, photos and memorabilia. A limited number of oral history interviews will be videotaped for potential use in the one-hour documentary. The prominent newspaper coverage of the Jan. 25 event in the Akron Beacon Journal and the Plain Dealer generated a lot of calls from people interested in sharing their stories. Both the April and May timeslots set aside for videotaped oral histories are now filled, even after we extended the hours of the events to accommodate more people. Promotion of the April and May events will focus on inviting the public to bring home movies, photographs, artifacts and other memorabilia.

There's more good news on the production front:

- The Goodyear blimp has agreed to do three flyovers so we can get aerial footage of the park. The first flyover will take place in March.
- A DVD spec reel from the production team will be available by the end of February, which we will use to secure the rest of the funds needed. We have purchased a high-definition camera, which will greatly increase our ability to shoot a lot and at any time.
- Accompanying the documentary will be an interdisciplinary teacher guide for middle school classrooms. The theme of the guide is "preserve and protect," and it will have lessons in mathematics, language arts, science, social studies and art. There will also be a board game, a virtual tour and podcasts created for the project. Serving on the teacher team are project leader **Ria Mastromatteo**, education content producer with Western Reserve Public Media; **Cathy Adler**, language arts teacher, Brown Middle School in Ravenna; **Amy Franks**, visual art teacher, Bath Elementary; **Darren Saylor**, science teacher, North Olmsted Middle School; **Melanie Stuthhard**, social studies teacher, Revere Middle School; and **Arrye Rosser**, interpretive and education specialist, Cuyahoga Valley National Park.

Funding for this project has been provided by The Cleveland Foundation, The Herbert W. Hoover Foundation, PPG Industries Foundation, FirstEnergy Foundation, The Bokom Foundation, The S. Livingston Mather Charitable Trust and NEOEA.

New educational multimedia projects in development

Two new educational multimedia projects are in development this year. The first project is in partnership with the Akron Art Museum and is based on a recent installation called *Machines at Play* (also the name of the project), a kinetic art display created by Jean-Pierre Gauthier. The teacher guide for elementary classrooms is already online at www.westernreservepublicmedia/machinesatplay. A new guide will be developed for grades 8 and 9 and will cover the concepts of waves, force and motion, and Newton's Laws.

The second project will focus on 8th-grade mathematics standards including ratio, proportion and percent, solving equations and using data to solve problems. The theme is Formula M car racing. **Guy Pipitone**, a Formula M racer, is our content expert.

These projects are funded by the state of Ohio through eTech Ohio. They will be ready for classroom use in fall 2009.



Western Reserve PBS presents Radio Daze: Cleveland's FM Air Wars

Jeff and Flash, Matt the Cat, Kid Leo. To outsiders, these names may sound absurd but to thousands of northeast Ohio baby boomers, they are part of the wild ride that was FM radio during the 1970s and '80s. A new documentary based on the book *Radio Daze: Stories From the Front in Cleveland's FM Air Wars* by **Mike Olszewski**, published by The Kent State University Press, had its broadcast debut on Western Reserve PBS in December.

The documentary presents the dramatic rise of northeast Ohio's FM rock scene, from its early days on college and ethnic stations manned by hippie disk jockeys to a billion-dollar entertainment industry. Other radio personalities featured include **Billy Bass, Betty Korvan, Ted Lux, Murray Saul** and **Denny Sanders**. WMMS-FM, where Olszewski worked beginning in 1988, features prominently in the story. Olszewski, who now is co-host of the Morning Show on WNCX-FM in Cleveland, produced the film along with **Tom Cummings** and **Dave Rogant**.

Educational Services

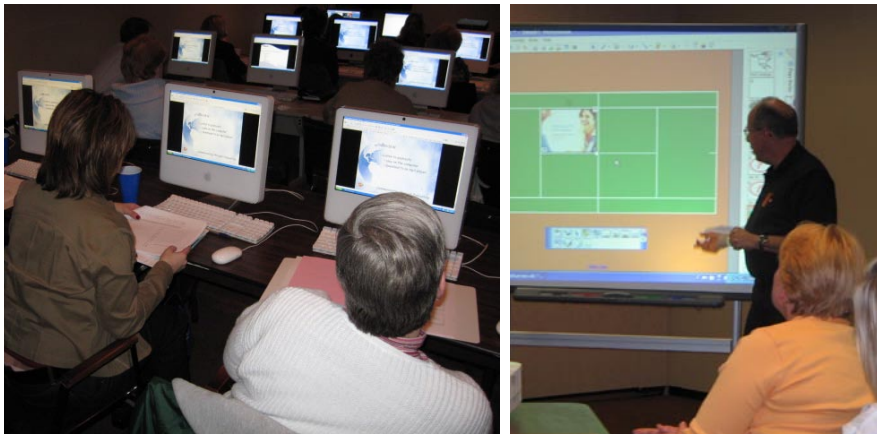
Ed Services continues to collaborate with state's other Ed Tech agencies

Western Reserve Educational Services (a service of Western Reserve Public Media) and the seven other Ohio Educational Technology Agencies have been collaborating on several statewide projects. In December, a conference titled "The Interactive Classroom" was attended by 10 teachers in Kent, and an additional 100 teachers connected statewide via videoconference. A "Free Resources" statewide teleconference took place in February and a "Mobile Classroom" conference is scheduled for March through the series called "EdTechConnects."

Ed Services receives eTech grant for assistive technology training

Western Reserve Educational Services recently received an Educational and Assistive Technology grant from eTech Ohio for a project that will create a model professional development classroom capable of demonstrating, recording and archiving best practices in educational technology implementation. The target audience will be area superintendents from the over 90 public school districts served by Western Reserve Educational Services.

The model classroom will be located at the Kent facility and will include training classes for area administrators, the development of a replicable model curriculum for administrators, a series of sessions related to administrators' integration of educational technology as well as an accompanying wiki space for online collaboration. Equipment housed in the model classroom will include a Smart Board interactive whiteboard, wireless controller tablet, four laptop computers with appropriate Smart Notebook software and a dedicated computer for presentation and videoconferencing.



Professional Development Center update

Since July 1, Western Reserve Educational Services has offered 87 face-to-face professional development sessions at the Professional Development Center in Kent and other locations. These sessions have served 1,167 educators, totalling 2,932 contact hours. In addition, we have offered seven professional development sessions at the Professional Development Center in Kent via videoconferencing to 120 educators, totalling 392 contact hours.

Ohio Ready To Learn update

Western Reserve Educational Services and its Ohio Ready To Learn consultants continue to present training workshops for local family childcare providers. This initiative is a cooperative effort between the Ohio Educational Television Stations (OETS) and funded through Ohio's Department of Job and Family Services. A total of 76 workshops will be conducted through the end of June for childcare providers of infant, toddlers and preschool children. Since July 1, 39 of the 76 workshops have been delivered to 429 family childcare providers.

Ohio Ready To Work update

Western Reserve Public Media 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 upon a partnership between the Ohio Educational Television Stations (OETS) and other agencies involved in training for today's workforce.

Episodes of **GED Connection** and **Workplace Essential Skills**, two PBS series, are being broadcast daily by Western Reserve PBS. 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 2009. The project will continue through next year with an emphasis on maintaining the broadcast schedule of each program and providing training on **Workplace Essential Skills** materials to area workforce literacy agencies.

Professional development sessions delivered on multimedia packages

Twenty-seven workshops have been conducted so far for this year's multimedia packages, **Quiz Bus: Dealing with Data**; **Change My Mind: The Power of Persuasion**; and **Antarctica: 90 Degrees South – The GAME**. About 250 teachers have attended the free sessions and received materials to take with them. Ten more workshops are scheduled in FY09. Teachers have evaluated the material very highly. A complete evaluation will be done when the workshops have been completed.



Who's Your Boss? workshops to be offered in spring

Who's Your Boss? is a half-hour Western Reserve PBS production that goes on the job with youth entrepreneurs to find out how they got their starts in operating their own enterprises (see article on front page). It's supported by a two-part teacher guide for middle and high school students. In part 1, students identify their strengths, interests and passions and relate those concepts to entrepreneurial efforts. Part 2 presents activities students can do to learn about financial literacy. Western Reserve Educational Services will begin presenting free workshops on the integration of the materials into the curriculum in March. This project is funded by a grant from the Burton D. Morgan Foundation.

Outreach



Western Reserve PBS joins This City Reads! for Family Reading Festival

Over 2,000 people turned out for the Feb. 7 Family Reading Festival at the Akron-Summit County Public Library. The fun-filled event included meet 'n' greets with **Super Why** and **Clifford the Big Red Dog**, plus performances by singer/songwriter Jim Gill, storybook readings, hands-on activities for kids and much more. The event helped to kick off the 2009 This City Reads! campaign on Feb. 11, which encouraged everyone in Summit County to read for at least 30 minutes that day. The Family Reading Festival was sponsored by This City Reads!, Akron-Summit County Public Library, Western Reserve PBS, Akron Children's Hospital, Giant Eagle, McAlonan Fund and First Book Greater Akron.

Sesame Street personality to headline Child and Family Awareness Month event

Roscoe Orman, "Gordon" on **Sesame Street**, and Sid the Science Kid will headline the annual Western Reserve PBS/Summit Mall Family Expo in Akron on Saturday, March 28 with stage shows at noon, 2 p.m. and 4 p.m. Families will enjoy sing-alongs with Gordon and meet 'n' greets after each show with Sid the Science Kid, plus lots of free, hands-on fun all day throughout the mall. This free, family-friendly event is organized by Summit County Children Services of as part of its annual Child and Family Awareness Month. Western Reserve PBS has sponsored this event for over 10 years.

Youngstown Area Children's Book Fair: Plant a Seed to Read

Sid the Science Kid and **WordGirl**, stars of their own PBS Kids programs, will meet 'n' greet their young fans at the Youngstown Area Children's Book Fair: Plant a Seed to Read on Saturday, April 4. Taking place at the Fellows Riverside Gardens, the free event brings together storytellers, illustrators, book characters, celebrity readers and many fun activities for children. The event encourages children and their families to embrace the joy of reading. The event is sponsored by The Public Library of Youngstown and Mahoning County, Altrusa, Mill Creek MetroParks and Western Reserve PBS.

Western Reserve PBS asks public to help document history of Cuyahoga Valley National Park

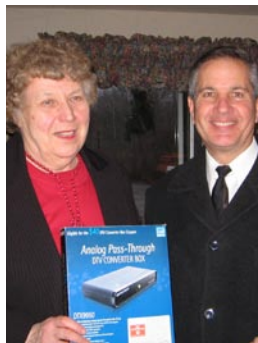
Western Reserve PBS is working on a new documentary about Cuyahoga Valley National Park and is asking the public to share its memories and memorabilia to help tell the story. The station will host open house events at Happy Days Lodge in Peninsula on Sundays, April 25 and May 17 from 11 a.m. to 5 p.m. The public is invited to bring home movies, photos and other relevant memorabilia, which the station will dub, photograph or videotape for possible use in the documentary.

Station is media sponsor of Cleveland International Film Festival

Western Reserve PBS will serve as a media sponsor of the 33rd Cleveland International Film Festival, taking place at the Tower City Theatres in downtown Cleveland, from March 19-29, which will feature 260 films from almost 60 nations. In addition to serving as a media sponsor of the Official Akron Preview Party, we will provide promotional support for two documentaries: "Homegrown" (USA, 2008), the story of a family who has built a farm on a plot of city land in Pasadena, Calif., providing enough food for their own consumption and to sell to local restaurants, and "The Road Ahead: The First Green Long March" (China/USA, 2008), about a group of college students who banded together to try to conquer some of China's worst environmental challenges before the Beijing Olympics.

DTV transition outreach to continue through June 12, 2009

The federal government has voted to delay the national digital television transition date from Feb. 17 to June 12, 2009. Therefore, **Amanda Donatelli**, marketing and communications specialist, will continue to head up the Western Reserve PBS DTV Help Desk, which provides public support via a dedicated toll-free line and e-mail box and a comprehensive Web site. Donatelli also continues to work with area libraries to host DTV transition information sessions. In December and January, she made presentations at Akron-Summit County Library branches in Firestone Park, Fairlawn/Bath, Nardon, Tallmadge and Ellet.



DTV Help Desk team making house calls

Recently, **Trina Cutter**, president and CEO of Western Reserve Public Media, initiated the "DTV on Call" ("DOC") project – house calls by our DTV Help Desk personnel for the truly DTV-distressed. (Most of the DTV distress, by the way, stems from antenna problems, not converter box installations.) Last month, Marketing and Communications Specialist **Amanda Donatelli** and Senior Development Officer **Dan Hluch** (pictured) visited Dr. Agnes Martinko, a member from Hubbard, to help her adjust her antenna to receive the WNEO signal.

Analog "soft tests" conducted in NE Ohio TV markets

On Dec. 17 and Jan. 15, Cleveland and Youngstown area broadcasters, working with the Federal Communications Commission, did analog shut-off "soft tests" as a means to make analog viewers aware that, if they have not done so already, they need to take action to prepare for the digital television transition. The test involved the transmission of a message on analog signals only that advised viewers, "If you are seeing this message, you may not be prepared for the digital transition." A toll-free number was provided for viewers to call with questions, and a regional phone bank was set up with phone calls fielded by personnel from commercial and noncommercial stations, including staff from Western Reserve PBS – Vice President of Marketing and Development **Lisa Martinez**, Senior Development Officer **Dan Hluch**, Marketing and Communications Assistant **Amanda Donatelli** and Major Gifts/Planned Giving Officer **Brian Reitz**. Problems with toll-free phone lines plagued the first soft test, but the January event yielded thousands of calls to the phone banks.

IT/Engineering

DTV transition date moved to June 12, 2009

Because the government has voted to delay the national digital television transition date from Feb. 17 to June 12, 2009, Western Reserve PBS will continue to transmit both analog and digital broadcast services on WEAO/Akron until that date, as well as keep its DTV Help Desk in operation through June. Analog transmission on WNEO/Youngstown ended in November and the station is now a digital-only service.

Western Reserve PBS turns up power on WNEO

Western Reserve PBS's WNEO/Youngstown viewers should notice an improvement in digital signal reception since the station increased its transmission power on Jan. 21. This has proved to remedy many DTV reception problems our viewers in eastern Ohio and western Pennsylvania were experiencing.

The station received FCC approval in late 2008 to increase its Salem transmitter power from 44 kW to 500 kW and is now operating at the higher power level. WNEO viewers include residents of greater Youngstown, western Pennsylvania and portions of Portage and Stark counties.

Western Reserve PBS made the analog-to-digital TV conversion for WNEO ahead of the national conversion date of June 12, 2009 because of related engineering upgrades that needed to be made to the station's Salem transmitter. The WNEO analog channel went off the air permanently on Wednesday, Nov. 19, three months ahead of the national analog shut-off date.

"Once we made the transition from analog to digital in November, it quickly became apparent that the new digital signal was not powerful enough to serve our WNEO viewers," said **Bill O'Neil**, Western Reserve PBS station manager. "The FCC granted approval to significantly increase the power in February, but we asked them for permission to upgrade earlier since so many viewers were unable to pick up our signal. We received that approval earlier this week."

Marketing and Development

FY09 Membership report

Western Reserve PBS's 2008 year-end Membership campaign was a tremendous success, reports **Lisa Martinez**, vice president of marketing and development. Against a goal of \$346,485, we raised \$412,197 – \$65,712 over goal. The goal was an admittedly modest one compared to 2007, but Martinez said it was difficult to predict how the economy would impact our ability to fund-raise. The money came in through these sources: mail (\$206,305); on-air pledge (\$136,298); telemarketing (\$49,422); Web (\$18,860); and Matching Gifts (\$1,312).

As a point of comparison, in the 2007 year-end campaign we raised \$370,734, or \$41,463 less than we raised in 2008.

As of the end of the second quarter (December 2008), Membership was \$125,369 below FY09 goal and \$54,343 below this same point in 2007. The shortfall can be attributed to several things, including timing of on-air campaigns and shortfalls in major gifts projections.

Those who have made the transition from analog to digital TV are encouraged to re-scan their converter boxes or DTV sets in order to pick up the new, stronger signal. A periodic re-scanning will assure that viewers pick up station signals that may have changed channel positions or frequencies.

Those who have yet to make the DTV transition are encouraged to do so as soon as possible. For more information about the DTV transition, call the Western Reserve PBS Help Desk at 1-877-388-4727.

WNEO rechannelization work completed

Western Reserve PBS began rechannelization work – switching digital WNEO-DT from channel 46 to 45 – on Nov. 12, when the transmitter was shut down so engineers could reconfigure and install new components. This installation was completed on Nov. 19. The channel 45 antenna atop the tower in Salem that had served so well for analog channel 45 is now connected to digital channel 45.

Youngstown translator now permanently off the air

On Nov. 9, our analog translator in Youngstown, W58AM on channel 58, suffered a catastrophic power supply failure. It is now permanently off the air. We have been awarded a construction permit by the FCC for a digital translator on channel 44, W44CR. We have secured funding and are in the planning stages preparing for installation at WFMJ-DT's tower overlooking the Mahoning River valley. The translator serves low-lying areas of the Mahoning Valley.

Medical facilities alerted to WNEO

Station Manager **Bill O'Neil** offers this interesting side note: The FCC requires notification of all medical facilities in the coverage area of any changes in our signal because some medical facilities have low-power equipment that works in vacant TV channels. After some research, Western Reserve Public Media uncovered 342 facilities in a 50-mile radius of the WNEO-DT transmitter in Salem that had to be notified.

FY09 Underwriting and Private Support report

Vice President of Marketing and Development **Lisa Martinez** reports that at the end of the second quarter of FY09, we are \$197,920 under goal in underwriting and private support. The shortfall is related to timing with local production funding and special projects. In underwriting, we ended the first half of the fiscal year on track, but the second half of the fiscal year is shaping up to be more challenging as businesses and organizations navigate through these economic times.

Western Reserve PBS welcomes new underwriters, foundations and nonprofits

Western Reserve PBS has welcomed the following new businesses, foundations and nonprofit clients since our last report in June 2008: The Albert and Edith Flowers Foundation, Cafaro Family Foundation, 33rd Cleveland International Film Festival, Downtown Akron Partnership, Finney's Drugstores, Kastner, Westman & Wilkins, LLC, North Canton Public Library, Stark Community Foundation and Suntrol Company.

Staff News, Training and Conferences



Trina Cutter to participate on CEO panel

Western Reserve Public Media President and CEO **Trina Cutter** has been invited to be a guest CEO at The Symposium: Mission Possible on April 24 at the University Center (Professional Education and Conference Center) at Kent State University Stark.

Cutter will participate in a guided conversation about leadership, vision and the human resources of an organization with **Riley Lochridge**, president and CEO of ComDoc, and **Virginia Albanese**, president and CEO of FedEx Custom Critical. The event is hosted by the Office of Corporate and Community Services at Kent State Stark. Its purpose is to look at ways to grow organizations in challenging economic times.

Cutter attends Happy Convergence event

Trina Cutter, president and CEO, was an invited guest at The Happy Convergence (How to Attract Good People and Control Costs), presented by the Rotary Club of Canton and the Kent State University Stark Office of Corporate and Community Services. Guest speakers **Joan Williams**, author, and **Jim Johnson**, president and CEO of Johnson Storage and Moving Co., talked about the importance of embracing flexible, innovative scheduling to realize bottom-line benefits.

Cutter speaks to Smart Business Live crowd

President and CEO **Trina Cutter** was the featured speaker at the Smart Business Live luncheon on Dec. 16 at The University of Akron Student Union. Her talk, titled "Western Reserve Public Media: Extreme Makeover – Station Edition," addressed the many changes that have taken place within our organization over the last six months and her management philosophy in a rapidly transforming world. Her presentation included a short station-produced video that spoofed the "Extreme" home improvement series carried on ABC. A question-and-answer period followed the talk, during which Cutter and other Western Reserve Public Media staff fielded questions about the operations.

Cutter attends I-Open Retreat

Trina Cutter, president and CEO of Western Reserve Public Media, attended the I-Open Leadership Retreat and Workshop Dec. 3-5 at Punderson State Park in Newbury. The event shared new practices and tools for communication and regional economic transformation. I-Open is the acronym for the Institute for Open Economic Networks.

Western Reserve Educational Services professionals attend eTech conference

Director of Education **Jeff Good**, Educational Technology Consultant **Ralph Tolbert** and Education Content Producer **Ria Mastromatteo** attended, presented and hosted an exhibitor space at the 2009 eTech Ohio Technology Conference held Feb. 1-4 in Columbus. Good presented on the use of cell phones in the classroom, online educational resources and an overview of educational technology in Ohio. Mastromatteo presented three sessions on the new multimedia packages and our educational game. Tolbert delivered four sessions on creating presentations and developing video projects.

Jeff Good and Ria Mastromatteo attend NETA conference

In January, Director of Education **Jeff Good** and Education Content Producer **Ria Mastromatteo** traveled to Tampa, Fla., to attend the National Educational Telecommunications Association's (NETA) annual conference. The NETA conference serves to connect people and ideas by providing a meeting ground for public television station professionals to share ideas on education, technology, fund-raising, programming and promotion. Good and Mastromatteo accepted a NETA award at the conference for Best Instructional Media Product (Small Markets) for our project, **Big and Small: Measure It All!** See the front page of this newsletter for more information about the project.

Rick Patterson gets published

Rick Patterson, maintenance engineer, is now a "published" writer! Patterson authored an article for the Dec. 3 issue of TV Technology magazine. In this technical magazine for broadcast engineers, Patterson explained our VCI automation system that he and fellow maintenance engineer Anthony Dennis integrated into our master control facility. The article was subsequently submitted to Broadcast Engineering magazine by VCI.



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