Western Reserve Public Media announces launch of two new digital broadcast services

Western Reserve Public Media announces the launch of two new digital broadcast services, Fusion and MHz Worldview. The channels went on the air at midnight on June 13, 2009, to coincide with the national analog shut-off and to herald the beginning of the all-digital broadcast environment.

**Fusion** focuses on arts, culture, public affairs and regional productions. Fusion debuts with Classic Arts Showcase programming airing around the clock until Saturday, Aug. 1, when the new locally programmed schedule begins. The variety service will feature regionally produced programming from both Western Reserve Public Media and independent producers; arts and performance programming acquired from PBS, American Public Television, Minority Consortia and other sources but not carried on the organization’s primary channel; Ohio Statehouse floor activities coverage from Ohio Government channel and other public affairs programs; and more than 10 recently acquired British comedies and other BBC Worldwide programs not carried on Western Reserve PBS.

**MHz Worldview** is an independent, noncommercial service presenting fresh, relevant English-language international content including news, documentaries, cultural programming, dramas, films, music and sports. Known for its “programming for globally minded people,” MHz Worldview presents programs from around the world, representing public broadcasting services such as Asian News International, Beijing TV, Bolivision (Bolivia), Deutsche Welle (Germany), euronews, France 24, Israel Broadcasting Authority, NHK World TV (Japan), Nigerian Television Authority, RT (formerly Russia Today), South African Broadcasting Corp., News International, Taiwan Macroview TV, TV Polonia and many others.

**Western Reserve PBS**, the organization’s high-definition broadcast service, will continue to air as the primary channel. Western Reserve PBS offers a wide range of programs on subjects including science and nature; drama, art and music; how-tos, travel and adventure; history and biography; and news and public affairs. Additionally, the station airs over 60 hours of children’s programming each week. It is well-known for sustaining an excellent relationship with local independent producers and is the premier television outlet for their work.

“For the past 10 years we have been intensely focused on the technical logistics of converting two broadcast transmitters to digital,” Cutter continued. “It is refreshing and reinvigorating to finally be shifting all of our focus to services for our community.”

The new broadcast services range from the local to the global. Station programmer Don Freeman explained, “We want to be a showcase for northeast Ohio’s best local and regional productions, a home for creative voices and a place to find out not only what is happening in the world, but what the rest of the world says about it when it’s happening.”

Western Reserve Public Media continues to work with area cable and satellite TV providers to add these new channels to their lineups. If your service is not currently carrying the new Western Reserve Public Media digital channels, please contact your provider to request them.

Broadcast schedules and other information are available online at www.WesternReservePBS.org or by calling 1-800-554-4549.
Western Reserve Public Media prepares for Sept. 27 premiere of Cuyahoga Valley National Park documentary

Get a sneak peek of documentary footage at WesternReservePBS.org.

Western Reserve Public Media’s production team is in the field almost daily now, working on our documentary Generations: Cuyahoga Valley National Park. This first-time, one-hour documentary will capture the story of Ohio’s only national park through the voices of people from all walks of life — park visitors, park personnel, historians, business and government leaders, environmentalists, educators, artists and many others. The documentary will look at all dimensions of the park, including its natural features (flora, fauna, habitats and geological features) and its social history (from Native American settlements through the post-industrial era). It will also tell the story of the park’s establishment in 1974, its evolution into the park it is today and the hopes for its future.

The documentary will premiere on Sunday, Sept. 27 at 8 p.m. in conjunction with PBS’s national release of The National Parks: America’s Best Idea, a film series by renowned documentary filmmaker Ken Burns.

Duilio Mariola, executive producer and director of Generations, reports that much is happening on the production front:

• The Goodyear blimp has contributed three “flyovers” so we can get aerial footage of the park. Two of the three flyovers have already taken place; the third is scheduled for later this summer.

• A sneak peek of documentary footage is available at www.WesternReservePBS.org. The preview compiles a cross section of some of the materials we have gathered through various shoots.

• An important aspect of our production is the creation of an archival collection around the park. On Jan. 25, April 26 and May 17, Western Reserve Public Media hosted history collection events at Happy Days Lodge in Peninsula. The public was invited to share memories, home movies, photos and memorabilia. Oral history interviews were videotaped for use in the documentary.

• Work has begun on the design of the project Web site. Working with TRIAD Communications, we are building a site that will house video on demand; podcasts; video footage shot but not used in the program; full oral histories; and educational materials. We will also use social networking tools that will allow people to upload their own videos and artwork and communicate with other fans of the park.

Companion teacher guide

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. In fall 2009, Western Reserve Educational Services will present professional development workshops to help educators integrate the multimedia materials into their lesson plans.

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, Ravenna; Amy Franks, visual art teacher, Bath Elementary; Darren Saylor, science teacher, North Olmsted Middle School; Melanie Stuthard, 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, National Park Service, PPG Industries Foundation, The John P. Murphy Foundation, FirstEnergy Foundation, The Bakom Foundation, The S. Livingston Mather Charitable Trust, North Eastern Ohio Education Association (NEOEA) and The Harry K. Fox and Emma R. Fox Charitable Foundation.
Programming and Local Productions

Documentary on Stark County celebrates bicentennial; premieres in July

As Stark County celebrates its bicentennial in 2009, Western Reserve Public Media takes a look at its past, present and future in Stark Contrast: A History of Stark County. The new 60-minute documentary, which premieres on Monday, July 13, at 10 p.m. on Western Reserve PBS, traces the county’s story from its geological roots to the people and enterprises that thrive there today. Encore broadcasts of the program will air on Tuesday, July 14, at 2 a.m. and Saturday, July 18, at 5 p.m. Ted Henry, retired WEWS-TV news anchor and Canton native, narrates.

Funding for the production has been provided by The Hoover Foundation, Stark Community Foundation, Stark Industrial, Schauer Insurance, The Albert W. and Edith V. Flowers Charitable Foundation and Diebold Inc.

To tell the region’s story, Stark Contrast: A History of Stark County looks at the land itself, Stark County’s early settlers and communities, industrial development and educational and cultural institutions. It also follows two groups of residents, representing the county’s older and younger generations. All of their stories are interspersed with expert interviews, narration and video footage to bring the history of Stark County to life.

The program explores the early development of Canton, the county’s largest city, and other cities and towns, including Alliance, Louisville, Minerva, Massillon, Brewster, East Canton, Waynesburg and East Sparta. It also talks of the early 19th-century industrial boom, heralded by the building of canals and then railroads. Manufacturers including Timken Co., Hoover Co., Dueber-Hampden Watch Co. and Republic Steel Corp. all established in the late 19th and early 20th centuries, set up shop and would eventually employ thousands of people.

Through the wealth generated in the industrial boom, philanthropy allowed the arts and education to thrive. The production looks at the county’s five colleges and universities and cultural organizations including the Canton Museum of Art, Massillon Museum, McKinley Presidential Library & Museum, National First Ladies’ Library, Canton Ballet, Canton Symphony Orchestra and more. Stark Contrast: A History of Stark County also focuses on a few of the area’s wonderful diversions, past and present — the age-old McKinley-Massillon football rivalry, Meyers Lake, Taggart’s Ice Cream Parlor and the Moonlight Ballroom, among many others.

In tandem with the documentary, Western Reserve Educational Services is producing standards-based classroom materials directed at middle school students. They include a teacher guide and professional development workshops to train educators on the integration of the project’s materials into the classroom. For more information, call Jeff Good at 1-800-554-4549.

Organization receives CPB My Source award

Western Reserve Public Media has been honored with a 2009 My Source Community Impact Award for Engagement by the Corporation for Public Broadcasting (CPB). The awards were created by CPB to give well-deserved recognition to stations for their commitment and responsiveness to their communities, providing innovative services — on-air, online, and in person — that have measurable results. Western Reserve Public Media was recognized for two projects: 2010 Moving Ahead: A Forum for Reporting Progress and Invisible Struggles: Stories of Northern Segregation.

“Just like personal relationships, collaborations and partnerships with organizations in the community do not happen overnight,” said Trina Cutter, president and CEO. “Western Reserve Public Media has a long-standing commitment to be in, of and for our regional community. Our involvement is solid and real and we are pleased that CPB is recognizing our efforts with this award.”

About the winning entries
Youngstown’s loss of jobs and population since the boom days of the 1970s has had serious economic consequences for the city and its citizens. In an effort to compete in the global economy while maintaining a high quality of life, city leaders embarked on a strategic planning process in 2003 called Youngstown 2010. Western Reserve PBS created an on-air promotional spot that advertised the first organizational meeting of Youngstown 2010. The station videotaped the meeting, and it was the genesis of what would become a five-year broadcast commitment called 2010 Moving Ahead: A Forum for Reporting Progress, funded by the Tony LaRiccia family. Between 2003 and 2008, we produced 16 programs.

Western Reserve PBS partnered with Kent State University Trumbull Campus professors Molly Merryman and Ken Bindas and their students to present the documentary Invisible Struggles: Stories of Northern Segregation and a companion follow-up, Invisible Struggles Town Forum. The project evolved from a special topics class, Civil Rights in America: 1954-1964, that Merryman and Bindas taught. Students interviewed Warren-area black residents who were civil rights activists or who witnessed or experienced racial segregation in the 1950s and 60. The oral histories were woven together into a one-hour documentary, which premiered on Western Reserve PBS. As a follow-up, the partners brought together Trumbull County residents to talk about issues of race and segregation at Packard Music Hall in Warren and videotaped the event to create another program, Invisible Struggles Town Forum.
Kindergarten readiness video series now airing

Western Reserve PBS partnered 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 spots are now running in our weekday PBS Kids schedule. 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 funded the project. Duilio Mariola served as the producer/director, and Jody Miller of NewsNight Akron was the writer.

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Programming & Local Productions (cont’d)

Two new educational multimedia projects in development

Two new educational multimedia projects are in development for use in the 2009-10 academic year. The projects are funded by the state of Ohio through eTech and will be ready for classroom use in August 2009.

Ubiquitous Science (because science is everywhere) is being produced in partnership with the Akron Art Museum and is based on a recent installation called “Machines at Play,” a kinetic exhibition created by artist Jean-Pierre Gauthier. The package is made up of four modules, each dealing with one benchmark from the physical science content standards in grades 8 and 9. Four short videos will be available on the Western Reserve Public Media Web site, on Ohio on iTunes U and on D3A2. The modules cover speed, velocity and weightlessness; waves; the electromagnetic spectrum; and Newton’s laws. A professional development video and teacher guide accompanies each instructional video. A teacher guide for elementary classrooms is already online at WesternReservePBS.org.

Math nMotion tackles the very difficult 8th-grade mathematics standards using Formula M racing to illustrate concepts. The package includes four short videos and a teacher guide, which will be available on the Western Reserve Public Media Web site, on Ohio on iTunes U and on D3A2. Each section of this multimedia package contains a three- to four-minute video that gives a brief overview of the concepts and real-life examples of why we need to know it; a set of lesson plans that teaches the concepts; a professional development video that explains the main focus of the segment and what is included in each lesson; and a formative and summative assessment for each section. Also included are resource sheets on the Formula M car, a TI 84 graphing calculator and Excel. Guy Pipitone, a Formula M racer, is our content expert. Pipitone, who lives in Copley and is retired from FirstEnergy Corp., is the husband of Northeastern Educational Television of Ohio, Inc. board member Renee Pipitone.

Western Reserve PBS features art of William Wegman

The extraordinary relationship between a man and his dogs comes to life in the art of William Wegman. Wegman’s local exhibition is the subject of a Western Reserve PBS special, William Wegman: Fay at the Akron Art Museum, which premiered on May 25. The program is funded through a grant from Summa Foundation and is now available as video on demand at WesternReservePBS.org.

Jody Miller talks with Wegman about his artwork and the mutual respect that he and his dogs have for one another. The special also offers highlights of the exhibition’s opening at the Akron Art Museum on May 16. Described as a modern-day Renaissance man, Wegman is a painter, printmaker and conceptual artist, but is best known as the photographer and video artist whose muses are his Weimaraner dogs. Wegman’s videos are cutting edge and laugh-out-loud funny, reflecting his wry and deadpan humor. They have been seen on “The David Letterman Show” and “Saturday Night Live” and have been used as a teaching tool, “William Wegman’s Alphabet Soup,” on Sesame Street. Western Reserve PBS’s program explores the man behind the camera and the process Wegman used to capture such extraordinary photographs.

Wegman’s exhibition, “William Wegman: Fay,” will continue through Sunday, Aug. 16 at the Akron Art Museum. It includes 56 black-and-white photographs, large-format Polaroids and chromogenic prints from the artist’s personal collection. In addition, extensive selections from Wegman’s videos featuring Fay are on continuous view in the exhibition.
Knute Larson is guest on special edition of NewsNight Akron

Knute Larson, who stepped down in May from The Chapel in Akron after more than 25 years as its senior pastor, made an encore appearance on a special NewsMaker Akron edition of NewsNight Akron. The Western Reserve PBS program aired in April and is available as video on demand at WesternReservePBS.org. Duilio Mariola is the producer/director of NewsMaker Akron.

Larson was the first featured NewsMaker Akron guest on NewsNight Akron more than nine years ago. In this program, NewsNight Akron regular panelist Jody Miller talks with the pastor about his leaving The Chapel and what lies ahead for this church. Larson also shares his observations about the greater Akron community as a whole, especially the work he has done over the years in the areas of race and social relations.

Western Reserve PBS planning series on regional business and economy

Western Reserve Public Media is making plans to launch a weekly series on northeast Ohio business and economy in fall 2009. Thanks to major funding from The Burton D. Morgan Foundation, which includes a challenge grant, and additional commitments from Magnet and The Raymond John Wean Foundation, the organization is more than halfway to its fund-raising goal for the project. If full funding is secured, we will begin broadcast in October 2009 and commit to airing the series for one year on Fridays at 9 p.m. during our weekly public affairs block. [NewsNight Akron will move to Fridays at 9:30 p.m.]

We’re proposing a unique program that combines our strengths with the resources of the region’s most read and most respected business publications, Crain’s Cleveland Business and Youngstown/Warren Business Journal. Together we will create a weekly program that builds northeast Ohio viewers’ knowledge of economic issues, strengthens their confidence in the economy of northeast Ohio and provides them with helpful information and resources to help them through these economic times.

This fast-paced, weekly half-hour program will focus exclusively on the business and economy of northeast Ohio. We want to tell the full story of our regional economy, sharing both the challenges and the opportunities. The production will be structured in these segments ("working titles"):

• "Headlines," summarizing important regional economic news of the week;
• "Stock Report," concentrating on performance of regional companies;
• "In the Field," offering an in-depth look at some aspect of business or the economy relevant to current events and viewer concerns, including existing and emerging workforce development resources;
• "New and Emerging Business Ventures," exploring the work of the region’s business incubators as well as projects that are emerging from growth sectors (e.g. biomedicine and biosciences) and research being done at our colleges and universities;
• "CEO to CEO," featuring conversation about strategy and analysis to get an insider’s perspective on how business decisions are made; and
• "The Roundtable," presenting interpretation and analysis of the week’s economic news.

Western Reserve PBS airs program about Native Americans of Ohio

We Shall Remain, a groundbreaking American Experience miniseries about Native Americans, aired nationally on PBS stations in April and May. Western Reserve PBS celebrated the premiere by airing its own production, One State, Many Nations: Native Americans of Ohio. Originally created as a multimedia educational package for educators, One State, Many Nations is a half-hour production that looks at the rich cultural and historical heritage of Ohio’s Native American tribes. An online Web site, WesternReservePBS.org/onestate/index.htm, provides additional resources.

"Many schools have used the lesson plans, videos and Web site since we produced One State, Many Nations in 2004," said Ria Mastromatteo, educational content producer. "The premiere of We Shall Remain gave us an outstanding opportunity to share our own production with our viewers outside the classroom."

NewsMaker Special celebrates Ohio Vietnam Veterans’ Memorial Park

On May 22, Western Reserve PBS honored Ohio’s veterans with a NewsNight Akron NewsMaker Special that features the new Ohio Vietnam Veterans’ Memorial Park in Clinton. NewsNight Akron’s Eric Mansfield hosted the special. "As a veteran, I was involved in the groundbreaking and so I’m touched to see the project come full circle," he said. The program includes footage from the park’s dedication ceremony and interviews with veterans. It also tells the story of the many people who helped bring the project to life over the last several years.

The Ohio Vietnam Veterans’ Memorial Park is built around a huge black granite wall inscribed with more than 3,000 names of Ohio natives who died in the Vietnam War. There is also a gray granite statue of a woman holding an American flag, which represents the Gold Star mothers of the Ohioans lost at war. Throughout the two-acre park are many other memorials honoring servicemen from all wars and branches of service. More details about the project can be found online at www.ohiovietnammemorialpark.org.

Duilio Mariola is the producer/director of the program, which is available to watch online at WesternReservePBS.org.
Western Reserve Public Media selected to participate in national NewsHour Patchwork Nation project

The NewsHour With Jim Lehrer is partnering with the Christian Science Monitor’s Patchwork Nation project (csmonitor.com/patchworknation) to offer a unique look at how these turbulent times are playing out in different types of communities across the country. Western Reserve Public Media is one of 12 public broadcasters and Akron is one of 13 cities nationwide selected to participate in this project. Akron was selected as the “Campus & Career” community because of the number of colleges and universities in northeast Ohio.

- “Campus & Career” — Akron, Ohio, Western Reserve Public Media
- “Evangelical Epicenter” — Cleveland, Tenn., Tennessee Valley PBS
- “Boom Town” — City of Riverside, Calif., KCET/Los Angeles
- “Immigration Nation” — Laredo, Texas, KLRN/San Antonio
- “Tractor” — Ronan, Mont., The University of Montana School of Journalism
- “Emptying Nest” — Sheboygan, Wis., Wisconsin Public Television
- “Industrial Metro” — St. Louis, Mo., KETC/St. Louis
- “Minority” — Edgecombe County, N.C., UNC-TV/Chapel Hill
- “Monied Suburbs” — Nashua, N.H., New Hampshire Public Television
- “Service Worker” — Saranac Lake, N.Y., North Country Public Radio
- “Military” — Hampton Roads Region, Va., WHRO/Norfolk
- “Mormon” — Provo, Utah, KUED/Salt Lake City
- “Mormon II” — Twin Falls, Idaho, Idaho Public Television

As a participant in the project, Western Reserve Public Media will produce up to five 4- to 7-minute video reports (for use locally and nationally online and possibly on The NewsHour) as well as coordinate online content with Akron bloggers, who are asked to post on “anything Akron.” These “citizen bloggers” will contribute their stories — what they are seeing, hearing and reading — about the issues that impact their lives and the lives of those around them. The following people have agreed to blog as Akron representatives, posting every two weeks for the next 10 months: David Giffels, former columnist for the Beacon Journal and currently an assistant professor of English at The University of Akron; Eric Mansfield, host of NewsNight Akron and news anchor for WKYC/Cleveland; Jessie Raynor, executive director of Akron Area Arts Alliance; and Terry Martell, director of operations and business development at Akron Global Business Accelerator.

Patchwork Nation is a reporting project that aims to explore what is happening in the United States by examining different kinds of communities over time. The effort divides America’s 3,141 counties into 12 community types based on certain demographic characteristics, such as income level, racial composition, employment and religion. Launched as a Christian Science Monitor project to cover the 2008 election, this incarnation of Patchwork Nation will evolve to cover more communities and more topics, with a focus on the economy and how it affects different sorts of communities. This version of the project represents an unprecedented collaboration between the Christian Science Monitor, the NewsHour and local public broadcasting stations. These local stations were selected because of their strong connections to their communities and proven public affairs reporting teams.

Station receives regional Emmy nomination

Western Reserve Public Media has been nominated for a 2008 regional Emmy in the category of “Promotion — Station Image” for our three-part on-air promotional campaign announcing our name change, which aired in the fall. You can still see these spots online at westernreservepublicmedia.org/newname.htm.

Additionally, several local independent productions that Western Reserve PBS premiered in 2008 have been nominated. Storytellers Media Group, Ltd., has been nominated for four regional Emmys in the following categories: “Arts/Entertainment Program” for Doris O’Donnell’s Cleveland: Rosie the Riveter; “Sports — One-Time Special” for Doris O’Donnell’s Cleveland: The Indians Swing; “Historical/Cultural — Program or Special” for Doris O’Donnell’s Cleveland: A Riot Goin’ On; and “Nostalgia Program — Program/Special/Series” for Doris O’Donnell’s Cleveland: The Golden Age of Print. Also nominated in the “Nostalgia Program — Program/Special/Series” category is Radio Daze: Cleveland’s FM Air Wars, produced by Harvard 131 Films. In the “Community Service” category, Beyond the Fence: Memories of Buchenwald from ScreenPlay, Inc., is nominated.

Winners will be announced on Sept. 12, 2009 at the 40th annual National Television Arts & Sciences — Lower Great Lakes Chapter Emmy Awards event in Cleveland.

Ohio Educational Television Stations (OETS) receives award from Corporation for Public Broadcasting

The Ohio Educational Television Stations (OETS) received a My Source Community Impact Award for Education from the Corporation for Public Broadcasting (CPB) in March in Washington, D.C. Western Reserve Public Media is one of the OETS members. The My Source Community Impact Award for Education was created by CPB to give recognition to public television stations for their commitment to providing educational services to learners of all ages and abilities and all races and backgrounds, as well as for the services the stations provide to teachers, parents and caregivers. OETS was recognized for its work with Gov. Ted Strickland’s Conversation on Education held during the summer and early fall of 2008 throughout Ohio. The television stations worked with the Governor’s Office to produce the forums and provided technical support. The award was presented at the CPB/PBS hosted Council of Chief State School Officers Executive Summit on Saturday, March 7, in Washington, D.C.
Western Reserve Educational Services introduces 21st Century Learning Center

In a move to better reflect the wide range of educational services offered by Western Reserve Educational Services, the Professional Development Center, consisting of training rooms, computer labs and a videoconference center, is now called the 21st Century Learning Center.

“According to the Partnership for 21st Century Skills, 21st-century skills not only involve the core curriculum but also learning and innovation skills such as creativity, problem solving and collaboration,” said Jeff Good, Western Reserve Public Media director of education. “Information media and technology skills also need to be considered, as well as life and career skills such as flexibility, initiative and self-direction. Those skills have been the cornerstone of our professional development program for educators for the past 10 years. Changing the center’s name reflects our history of providing high quality educational services.”

The concept of the 21st-century learner has made headlines nationally with President Barack Obama’s transition team declaring that their “vision for a 21st-century education begins with demanding more reform and accountability.” It also is included in the State of Ohio’s directive to provide Ohioans with 21st-century learning skills.

Western Reserve Educational Services introduces Camp Google

Google is much more than a search engine, which educators are discovering this summer at Western Reserve Educational Services’ Camp Google for Educators. The three-day educational experience, funded through a grant from the Martha Holden Jennings Foundation, allows teachers to explore Google tools that focus on the core areas of 21st-century learning skills: communicate, collaborate and create. The sessions highlight Google tools such as Google Docs (an online application allowing for collaborative development of word processing, presentation and spreadsheet applications); Picasa (a photo editing and online sharing application); SketchUp (a computer-assisted drawing application); G-mail; Google Forms; Google Earth; and many other free resources. Four Camp Googles will be hosted over the summer – two sessions scheduled in June, one in July and one in August. Attendees are eligible to earn college credit from Kent State University.

Education staff member contributes content to Ohio on iTunes U

When eTech Ohio launched Ohio on iTunes U at the February technology conference, the response from Western Reserve Educational Services was enthusiastic. Ralph Tolbert, our educational technology consultant, has created more than 60 modules related to using the Smart Board in the classroom – all available for free download at Ohio on iTunes U. Tolbert’s modules were created using Camtasia and are based on the face-to-face training he offers in his “Creating Power Presentations” professional development sessions.

Statewide professional development partnership continues

Western Reserve Educational Services, in conjunction with the seven other Ohio educational technology agencies, collaborated on several statewide videoconference workshops for educators during the academic year. In February, “Free Multimedia Resources for Ohio Teachers” was attended by 10 teachers in Kent and an additional 100 teachers connected statewide via videoconference. “The Mobile Classroom” teleconference took place in March and was attended by over 100 teachers across the state. In May, “Essentials for Grant Writing” was delivered statewide to over 100 teachers. This series, with the umbrella title “EdTechConnects,” will continue in fall 2009 with “Digital Video in the Classroom” and three additional teleconferences during the school year.

Station project on youth entrepreneurship includes teacher guide, professional development

Western Reserve PBS celebrated National Entrepreneurship Week, Feb. 21 to Feb. 28, by profiling the achievements of several northeast Ohio young entrepreneurs and the organizations that support them in its regional production, Who’s Your Boss?, funded by a grant from The Burton D. Morgan Foundation.

To enhance the learning potential of the program, the station has created educational companion materials, and our Educational Services staff is now hosting workshops to train educators in the use of Who’s Your Boss? materials in the classroom.

Entrepreneurship education is a lifelong learning process, starting as early as elementary school and progressing through all levels of education, including adult education. Our companion teacher guide for Who’s Your Boss? is divided into two sections. The first section covers entrepreneurship, where students discover information about themselves to determine if entrepreneurship is right for them and to guide students seeking entrepreneurial opportunities. The second section looks at financial literacy, which is essential in life and in operating one’s own business. Topics covered include the use of income for saving, spending, investing and donating.

The Who’s Your Boss? Web site at WesternReservePBS.org/whosyourboss, houses the teacher guide, the streaming video of the program and activities including WebQuest: LifeQuest.

Who’s Your Boss? was produced and directed by Duilio Mariola. Companion educational materials were developed by Ria Mastromatteo.
Station contributes to DLL pilot program

Western Reserve Educational Services is one of 15 pilot stations for PBS’s Digital Learning Library (DLL, formerly known as EDCAR, or Education Digital Content Asset Repository), a comprehensive online digital library in development by PBS. The library will give teachers just the right video snippet, image, audio clip or interactive simulation that they can plug into a lesson. PBS is currently running a pilot program to determine the best way to ingest content into the program and to point teachers to the content. IT/broadcast engineer Horace Chong and Education Content Producer Ria Mastromatteo have been working with PBS to help work out the bugs. Content from our multimedia packages *Antarctica: 90 Degrees South* and *Quiz Bus: Dealing With Data* will be made available nationally through DLL.

Tech2Learn project completed

Western Reserve Educational Services, in cooperation with the seven other Ohio educational technology agencies, has wrapped up work on the Tech2Learn initiative. Tech2Learn, funded through a Martha Holden Jennings Foundation grant, sought to develop school teams of administrators and teachers with assistance provided to those teams from the representative educational technology agency. The subject area of interest was the integration of the Smart Board in the classroom. Western Reserve Educational Services sponsored a team of teachers and administrators from Woodridge Middle School for the project. The educators have received on-site training as well as connections to other members of the project through videoconferenced meetings. Their evaluations, along with the evaluations of supported teams throughout the state, are being presented to the Jennings Foundation in the final report.

Technology for Administrators classroom project completed

Western Reserve Educational Services received an Educational and Assistive Technology grant from eTech Ohio for a project that created a model professional development classroom capable of demonstrating, recording and archiving best practices in educational technology implementation. The target audience was area superintendents and building principals from the over 90 public school districts served by Western Reserve Educational Services. Our model classroom in Kent was the site of “Technology for Administrators” training sessions for 15 area administrators. The project was supported through the development of a replicable model curriculum for administrators; a series of sessions related to administrators’ integration of educational technology; webinar training sessions; and an accompanying wiki space for online collaboration. We will continue to operate the model classroom, which features a Smart Board interactive whiteboard, wireless controller tablet, Smart document camera, eight NetBooks (Internet computers) with Smart Notebook software and a dedicated computer for presentation and videoconferencing.
Professional Development Update

In fiscal year 2009, Western Reserve Educational Services presented a total of 182 professional development technology sessions to 2,794 educators, delivering 6,741 contact hours. Of these totals, 170 sessions were conducted in face-to-face training with 2,635 educators totalling 6,242 contact hours. We also hosted 11 videoconference sessions to 156 educators for 454 contact hours and one online session to three educators for 45 contact hours.

Currently, 819 educators are registered users of our online workshop registration system. School districts in 12 counties are represented, including the eight counties in our primary service area.

Ohio Ready to Learn Update

Ohio Ready to Learn continues to offer free training workshops for local family child care providers. In the 2009 fiscal year, Western Reserve Educational Services presented a total of 76 workshops reaching 811 family child care providers who work with infants, toddlers and preschool-aged children. This initiative is a cooperative effort between Ohio Educational Television Stations (OETS) and funded through Ohio’s Department of Job and Family Services.

Ohio Ready to Work Update

Western Reserve Educational Services 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 a partnership between the Ohio Educational Television Stations (OETS) and other agencies involved in training for today’s workforce. Episodes of GED Connections and Workplace Essential Skills, two PBS series, are being broadcast weekdays by Western Reserve PBS. One “Teaching With Workplace Essentials” training was delivered via videoconferencing on Thursday, May 21, to sites across the state.

Advisory groups are now collecting information about resources that are available throughout the service region, and a collaborative conference will be developed for September 2009. The project will continue through next year with an emphasis on maintaining the broadcast schedule of each series, but will also provide training on Workplace Essential Skills materials to area workforce literacy agencies.

Western Reserve PBS DTV Help Desk still lending a helping hand

At 11:59:59 p.m. on June 12, 2009, Western Reserve Public Media ceased transmission on its WEAO/Akron analog signal, joining broadcast stations around the country in the national analog shut-off. WEAO is available only as a digital television service as of June 13. Western Reserve Public Media made the analog-to-digital TV conversion for WNEO in November 2008.

The Federal Communications Commission (FCC) estimates that approximately 2.4 percent of households in the country were not prepared for the digital television transition when it took place on June 12. That translates to approximately 43,200 households in northeast Ohio.

Western Reserve PBS’s Doo Wop Celebration III concerts on May 30 at 4 p.m. and 8 p.m. were sell-outs this year. The event featured Gene “Duke of Earl” Chandler, Charlie Thomas’ The Drifters (“Under the Boardwalk”) and The Tokens featuring Jay Siegel (“The Lion Sleeps Tonight”).

Over 200 Gold Circle guests joined us for an open house reception between concerts at our facility in Kent. Guests enjoyed dinner and a meet-and-greet with the performers.

Building on three years of sold-out shows, Western Reserve PBS will host A Doo Wop Celebration IV on May 22, 2010 at The Kent Stage.
Western Reserve PBS members get free sneak preview of Julia Child movie

Western Reserve PBS members are invited to a free sneak preview of the film “Julie & Julia” on Thursday, July 30 at 7:30 p.m. at the Cedar Lee Theatre in Cleveland. The event is exclusive to Western Reserve PBS members.

The new film, which opens nationwide on Aug. 7, stars Meryl Streep as Julia Child and Amy Adams as Julie Powell in writer-director Nora Ephron’s adaptation of two bestselling memoirs: Powell’s Julie & Julia: 365 Days, 524 Recipes and 1 tiny apartment kitchen and My Life in France by Julia Child. Based on two true stories, “Julie & Julia” intertwines the lives of two women who, though separated by time and space, are both at loose ends... until they discover that with the right combination of passion, fearlessness and butter, anything is possible. While Julia Child pursues her culinary career in France in the 1950s, Julie Powell sets out on a modern-day quest to prepare every recipe in the famous Child cookbook, Mastering the Art of French Cooking, in one year.

Passport Fair hosted at station

Travelers are now required to present a passport when traveling to and from Canada, Mexico, Bermuda and the Caribbean. To assist Americans in meeting this deadline, the U.S. Postal Service and Western Reserve Public Media held a Passport Fair on Thursday, May 21 from 3 p.m. to 7 p.m. at the television station’s offices in Kent. This event was open to the public and allowed community members to have their passports processed and certified by trained U.S.P.S. staff before the applications are sent for approval. The U.S.P.S. collected fees, processed the applications and even took passport photos when necessary. The Post Office reports that it processed 112 new passports, 31 renewal passports and 73 passport photos during the event.

Trina Cutter and Sid the Science Kid to ride in HOF parade

President and CEO Trina Cutter will join Sid the Science Kid to ride in the Pro Football Hall of Fame Timken Grand Parade on Saturday, Aug. 8 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.

PBS Kids characters participate in KidsFair Akron

For the ninth consecutive year, Western Reserve PBS served as a sponsor of KidsFair Akron. Taking place this year on Sunday, June 7, at the Shaw Jewish Community Center of Akron, the event featured meet-and-greets with PBS Kids characters Walkaround Cookie Monster, Curious George, Word Girl and Clifford the Big Red Dog. The characters also appeared on the main stage three times that day to join in a sing-and-dance-along stage show.
Outreach & Special Events (cont’d)

Gordon from Sesame Street and Sid the Science Kid headline Family Expo in Akron

Summit County Children Services, Western Reserve PBS and Summit Mall presented Family Expo at Summit Mall on March 28, 2009. Kids enjoyed meet-and-greets with PBS Kids character Sid the Science Kid and Roscoe Orman, who plays “Gordon” on the popular children’s series *Sesame Street*. Orman presented three free sing-a-long stage shows throughout the day for the attendees. All three shows were well attended.

Over 2,500 attend This City Reads event

Western Reserve PBS participated in the Feb. 7, 2009, This City Reads Family Reading Festival at the Akron-Summit County Public Library. Children who attended the event met PBS Kids characters Clifford the Big Red Dog and Wyatt from *Super Why*. The characters were also on stage during story time with community leaders, including Akron Mayor Don Plusquellic. Over 2,500 people attended the free event, and each child received a free book and participated in hands-on activities. 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.

Sid and Word Girl draw big crowds for Plant the Seed to Read in Youngstown

PBS Kids characters Sid the Science Kid and Word Girl were on hand for the third annual Plant the Seed to Read Youngstown Area Book Fair on April 4, 2009. Over 2,500 children and adults attended the event. Taking place at the Fellows Riverside Gardens, the free event brought together storytellers, illustrators, book characters, celebrity readers and many fun activities for children, including meet-and-greets with our PBS Kids characters. The event was sponsored by The Public Library of Youngstown and Mahoning County, Altrusa, Mill Creek MetroParks and Western Reserve PBS.
Marketing and Development

Western Reserve Public Media puts expense-reducing measures in place to weather economic downturn

Like many nonprofit organizations across the country tightening their belts, Western Reserve Public Media also made adjustments to its 2009 fiscal year budget to ensure continued financial solvency.

Due to the economic recession, cuts in state and federal funding and shortfalls in membership and other private support revenue goals, Western Reserve Public Media enacted expense-reducing measures.

Effective March 1 through June 30, 2009, Western Reserve Public Media put into place a 10 percent salary reduction for its full-time salaried employees and a 10 percent reduction in weekly work hours as well as a freeze on overtime for its full-time hourly employees. One employee was laid off. The station’s monthly program guide for members, The Alternative, was reduced in size from 20 pages to 12 pages. The organization has also discontinued production of three of its print publications — TechKnowledge Newsletter, The Ones to Grow On and Aging Smart.

Fund-raising efforts in membership, underwriting and other private support continued as planned. “We know these are challenging times, but we also know our viewers recognize the importance of continuing to support organizations that bring education, entertainment and enlightenment to us all,” said President and CEO Trina Cutter. “Western Reserve PBS is an essential community resource for hundreds of thousands of people in northeast Ohio. We trust our viewers to continue to value and support us.”

Weathering economic challenges is nothing new to the staff of Western Reserve Public Media. The organization has successfully navigated through financial challenges over the last several years without having to compromise its major programs and services or its overall fiscal health:

• The station’s FY09 costs for the PBS National Program Service increased by $293,519, or 24 percent, over FY08.
• Funding from the state of Ohio has declined almost $800,000 since 2002.
• The organization has successfully made the digital television transition of two broadcast stations at a cost of roughly $7 million without incurring any debt.
• Required by the Federal Communications Commission (FCC) to operate both analog and digital transmitters simultaneously, Western Reserve PBS was incurring dual electricity costs at its transmitter sites since 2004. In November 2008, the station was granted permission by the FCC for an early shut-off of the WNEO analog service, but the WEAO site continued to transmit both until June 12, 2009.

Navigating these economic challenges has been made possible because support from the private sector has increased substantially over the last six years:

• The station has seen a 9 percent revenue increase in membership between FY03 and FY08 — one of only two stations in the state to have increased membership revenue in this time period and among a relative handful nationwide.
• Underwriting and foundation support more than doubled from FY03 to FY08.
• Regional production funding from area foundations and corporations has grown significantly in the last 18 months to over $300,000, allowing Western Reserve Public Media to increase its local programming.

“‘We have to be smart about how we manage our budget,’” said Cutter. “The public’s trust rests on our responsible financial stewardship and on our ability to deliver the best possible programming and services to viewers, to the educators with whom we work and to the many other constituents we serve.

“Most of all,” she added, “we greatly appreciate the support of our members and underwriters, our education and nonprofit partners, and the foundations that stand behind us through times like these.”

FY09 Membership report

Vice President of Marketing and Development Lisa Martinez reports that a preliminary look at FY09 Membership revenue indicates that the station finished the fiscal year slightly ahead of FY08 — by $3,000 — but below the FY09 goal of $1,798,350 by $117,080, or 7 percent. These numbers will not be official until the FY09 audit is completed in the fall.

The FY09 goal was set in March 2008, before the economic downturn hit in the fall of last year. Almost every revenue line fell short of goal except Pledge, which exceeded goal by $17,163, and Additional Gift and Renewal Telemarketing, which exceeded goal by a combined $35,629.

“We feel the consequences of not reaching our revenue goal this year, especially in light of the significant increase in our PBS programming costs and decreases in state funding,” said Martinez. “However, FY08 Membership revenue was at a five-year high, so completing FY09 on par with that performance in this economic climate is something we should be proud of.”

The fiscal year-end campaign in May and June did exceptionally well, which helped the organization rebound from significant decreases in support from January through April of this year. Against a goal of $291,500, we raised $399,081, exceeding goal by $107,581. The year-end goal included revenue generated through on-air pledge, direct mail and telemarketing. Pledge was the big campaign success story, exceeding the on-air campaign goal by $56,270.

FY09 Underwriting and Private Support report

Vice President of Marketing and Development Lisa Martinez reports that a preliminary look at FY09 shows that we ended the year $219,043, or 21 percent, under our goal of $1,019,689 in underwriting and private support. However, we are $225,407, or 30 percent, ahead of where we ended FY08. These numbers will not be official until the FY09 audit is completed in the fall.

The goal shortfall is related to the economic downturn and the fact that some of our biggest underwriting accounts did not renew in FY09. The increase in revenue over FY08 is largely concentrated in funding secured for local productions.
Marketing and Development (cont’d)

Station welcomes new underwriters, foundations


TRIAD Communications wins awards for Western Reserve Public Media rebranding project

TRIAD Communications, the agency Western Reserve Public Media engaged for its rebranding project last fall, is the recipient of two awards for its work on our new identity system.

For the sixth consecutive year, TRIAD was honored at the Sixth Annual Service Industry Advertising (SIAA) Awards, garnering recognition for 11 projects in six categories. TRIAD won a Gold Award for logo and letterhead design for Western Reserve Public Media. The agency was once again awarded top honors by the Advertising Federation of Greater Akron (AGFA), taking home three Silver ADDY Awards, including one for the new Western Reserve Public Media identity system.

Established in 1994, TRIAD Communications, which employs 12, specializes in marketing and design; placement of print and electronic media for industrial, corporate and business-to-business companies; logos and identity systems; packaging; Web site creation; and sales and marketing materials. TRIAD has won nearly 80 awards in the advertising and marketing industries.

IT/Engineering

Western Reserve PBS analog shut-off heralds new age of digital broadcasting

Where were IT/broadcast engineers Rick Patterson, Anthony Dennis and Horace Chong on Friday, June 12, at exactly 11:59:59 p.m.? Like broadcast engineers across the nation, they were making the analog shut-off, thus heralding the era of all-digital-all-the-time. One second later, on June 13 at midnight, they threw the switch to launch Western Reserve Public Media’s two new digital channels, Fusion and MHz Worldview, which join our primary, high definition service on Western Reserve PBS.

Preparation for this day began well over a decade ago, long before the public could imagine what “digital television transition” even meant. Years spent on planning, securing funds and installing equipment culminated with the June 12 shut-off and the June 13 launch of a new array of digital broadcast services. Station Manager Bill O’Neil, Patterson, Dennis and Chong led the station through myriad technical changes to make this moment possible.

To prepare our members and viewers for the DTV transition, we launched an intensive outreach campaign last spring to begin educating the public about what would happen and what it needed to do. Front and center of the campaign has been the Western Reserve PBS DTV Help Desk. The DTV Help Desk is the only one of its kind among all of northeast Ohio’s broadcast television stations.

“We introduced our DTV Help Desk in May 2008 and have since provided assistance to thousands of northeast Ohioans,” said Donatelli. “The most common challenge facing our over-the-air viewers involves antennas, and we are happy to help them determine how to get the best possible signal strength via an antenna.” Donatelli reminds viewers that during the digital transition, some stations may have changed channel positions or frequencies. Because of this, viewers who don’t have cable or satellite service should periodically re-scan their converter boxes or digital TVs for channels.

In addition to hosting the DTV Help Desk, the organization has conducted open houses, library visits and presentations to community organizations regarding the DTV transition.

State capital funding will help station complete digital upgrades

In December 2008, the state of Ohio, through eTech, awarded all of Ohio’s public television stations capital funding to continue work on the digital transition, including $875,228 to Western Reserve Public Media. While both WNEO and WEAO have been digital-ready since 2004, the evolving world of this new broadcast transmission system has required several equipment upgrades in master control and production and the acquisition of new equipment to manage high definition (HD) and standard definition (SD) channel operations. The funds will be used to bolster local digital production, allowing the organization to purchase four digital editing systems, an HD nonlinear editing system, an HD production camera and additional field lighting equipment. We will also use the funds to build a digital translator on channel 44 for the Mahoning River valley area. Additional infrastructure will include master control upgrades for HD programming, more standard definition channels, a redundant (and necessary) studio-to-transmitter microwave system, two satellite earth stations for reception of more programming sources and the rechannelization of WNEO.

Engineers working on digital routing system, high definition operations, satellite dishes

IT/broadcast engineers Anthony Dennis, Rick Patterson and Horace Chong are currently working on our digital transmission system by upgrading the digital routing system with high definition (HD) capabilities, which will allow expansion of our HD programming. They recently completed work in master control to operate our two new standard definition (SD) channels, Fusion and MHz Worldview.

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Staff News, Training and Conferences

Trina Cutter joins Women’s Leadership Council

Western Reserve Public Media President and CEO Trina Cutter recently joined United Way of Greater Stark County’s Women’s Leadership Council (WLC). The organization engages women’s support of human service issues through education, inspiration and opportunities to enrich the community. The Women’s Leadership Council has selected as its special focus helping young girls graduate and continue their education beyond high school.

On June 20, the WLC sponsored, through Aultman Health Foundation, the opening day of Canton’s Farmers Market. Western Reserve PBS tote bags were distributed to the first 50 people who attended.

Freeman attends PBS Showcase

Programmer Don Freeman traveled to Baltimore in May to attend the 2009 PBS Showcase. This annual meeting gives PBS the opportunity to introduce new programs for fall and beyond, plus report on its plans for promotion, education and interactive services.

Cutter attends OETS annual meeting

Trina Cutter attended the Ohio Educational Television Stations (OETS) annual meeting in June. The meeting, held at Canton’s Glenmoor Country Club, focused on state of Ohio funding issues.

Patterson and Chong attend PBS, NAB conferences

IT/broadcast engineers Rick Patterson and Horace Chong traveled to Las Vegas in April for the PBS Technology Conference. This year’s conference was held in the midst of the rollout of the Next Generation Interconnection System (NGIS), one of the most transformative initiatives in public television’s history. To help attendees better understand NGIS, the latest equipment was demonstrated and participants were given an opportunity to talk with representatives from the “alpha stations” that are now helping to design the new system. In addition, Patterson and Chong had opportunities to discuss the digital television transition and attend forums with engineers and other representatives from stations that stopped broadcasting in analog on or before Feb. 17 (as did WNEO). Our newest member of the engineering team, Chong was one of 10 engineers awarded a $500 scholarship to attend the PBS Technology Conference this year.

Cutter meets with North Olmsted seniors

The North Olmsted Chapter 4606 of AARP invited President and CEO Trina Cutter to be the guest speaker at the organization’s March 5 meeting at the Senior Center in North Olmsted. Cutter spoke about the digital TV transition to about 70 attendees and then fielded questions from an enthusiastic audience of Western Reserve PBS viewers.

Cutter moderates panel at Leadership Stark County Citizenship Day

President and CEO Trina Cutter served as moderator of a panel discussion on “What Is My Level of Citizenship?” at Leadership Stark County’s Citizenship Day on June 18. The event, hosted for the 22nd class of Leadership Stark County, was held at Mount Union College in Alliance. The objective of Citizenship Day is to increase awareness of the political process — how it works, what motivates people to get involved and how it affects local communities.

Cutter moderates panel at Leadership Stark County Citizenship Day

Six staffers receive “Diggie” awards

After years of planning, re-planning and hard labor, staff members of Western Reserve Public Media have seen the station through the digital television transition. To honor six particular staff members whose jobs have been focused on getting the stations digital-ready and then providing outreach to our viewers and members, President and CEO Trina Cutter presented the 2009 Digital Television “Diggie” Awards at a staff luncheon on June 19. Recognized for their contributions were William O’Neil, station manager; Horace Chong, Anthony Dennis and Rick Patterson, IT/broadcast engineers; Amanda Donatelli, marketing and communications assistant; and Dan Hluch, senior development officer.
Dr. Sweet announces retirement from YSU

Dr. David Sweet, president of Youngstown State University and member of the board of directors of Northeastern Educational Television of Ohio, Inc. (NETO), has announced that he will retire in June 2010. Joining Youngstown State University in 2000 as its sixth president, President Sweet’s leadership at YSU has resulted in 11 consecutive semesters of increased enrollment; strengthened partnerships throughout the region; a strategic plan that guided the university toward its centennial in 2008; and a master planning process. He has also guided the development of the $22 million University Courtyard Apartments, a 408-bed student facility that is playing a key role in the revitalization of the Smoky Hollow neighborhood adjacent to campus. President Sweet was a catalyst, along with Rev. John Horner of St. John’s Episcopal Church, in bringing together educational, cultural, civic and religious leaders to form the Wick Neighbors, a nonprofit community organization, with the purpose to enhance the Wick District and rebuild the Smoky Hollow neighborhood as a collaborative enterprise. He also worked closely with Youngstown city officials to devise and implement an urban development plan, Youngstown 2010, that will lead YSU and the city into the 21st century.

“Our vision of YSU is to increase the educational attainment, economic prosperity and environmental vitality of the region,” said Sweet. “We are committed to a strong network of community partnerships to achieve this vision.”

Dr. Sweet honored with Spirit of the Valley Award

This spring, Dr. David Sweet, president of Youngstown State University and member of the board of directors of Northeastern Educational Television of Ohio, Inc. (NETO), was honored with the William G. Lyden Spirit of the Valley Award by the Youngstown Warren Regional Chamber. The award is bestowed upon a proven leader within the community.

“Increasing enrollment at YSU and establishing new and exciting programs at the university are all initiatives that are helping our valley grow,” said Kim Gonda, vice president of marketing and business services for the chamber. “Ever since he has been here, he has constantly been working toward these goals.”

Two new board members join NETO

Northeastern Educational Television of Ohio, Inc. (NETO), which owns and operates Western Reserve Public Media, announced in February the appointment of two new board members from the Mahoning Valley community.

James W. Cossler has spent most of his professional career in business consulting roles in Youngstown, including his service as senior vice president/corporate services for the Youngstown/Warren Regional Chamber of Commerce and his current position of CEO/chief evangelist for the Youngstown Business Incubator. Joining the incubator in 1999, Cossler was the architect behind the successful conversion of the program from “mixed use” incubation to one with a pure technology-based focus in 2001. Today, YBI is considered by the National Business Incubator Association to be one of the most successful technology incubators in the country. YBI is currently focused on business-to-business (B2B) software companies. In 2007, Inc. magazine named one of YBI’s portfolio companies, Turning Technologies, as the fastest-growing software company in the country.

Angee Shaker is vice president of education and workplace development at the Youngstown Warren Regional Chamber. She oversees the chamber’s initiatives in education and programs, which will prepare students to meet the future workforce needs in the Mahoning Valley. Among the initiatives she is overseeing are the Steel to Scholars program, the Community College Implementation Committee, the Pre-school to 16 Council and the Regional Talent Network. Prior to joining the chamber, Shaker was the main anchor at WYTV News. She was the public voice of the Steel to Scholars program. She also branded the One Class at a Time program, which provides teachers who have found creative means to teach children with $500 grants.

Interns join programming and production

During spring semester, Jenna Golech, a senior at The University of Akron, worked as an intern with the Programming/Local Production department. She helped with location and studio shoots and preparation of productions for editing, logging and transcription as well as work on our pilot project with PBS’s Education Digital Content Asset Repository (EDCAR) project.

Kristi Brooks completed an internship with the Accounting department in March. She is a student at Brown Mackey College in Akron, majoring in Accounting Technology.

Amanda Donatelli announces new production

Amanda Donatelli, marketing and communications specialist, and her husband, Dominic, are expecting their first child on Oct. 12.
Western Reserve PBS ...

- Is watched by over 700,000 viewers in 500,000 households in northeast Ohio and western Pennsylvania each week. (Source: 2008-09 Nielsen audience research) Serving viewers in northeast Ohio and western Pennsylvania, the station not only embraces regionalism, it is regionalism. Western Reserve PBS is the only local broadcast television service that spans almost all of northeast Ohio. Our analog and digital broadcast services are available to 4.4 million people in 1.8 million households.

- Is available to 99% of all households in the market. Cable and satellite access represents, on average, 85% of those same households. Western Reserve PBS is carried on almost every cable and satellite service in northeast Ohio and western Pennsylvania, usually in a top tier position.

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