Programming to feature election coverage, exciting drama series and more

Our summer schedule offers comprehensive election coverage plus specially themed programs around the 31st Olympiad in August 2016. Anchored by live broadcasts of the Republican (July 18-21) and Democratic (July 25-28) national convention activities on our Fusion channel (WNWO 45.2 / WEAO 49.2), election-themed programs include a fresh documentary on America’s most prominent address and historic landmark, THE WHITE HOUSE: INSIDE STORY on July 12, and an encore presentation of six films from the AMERICAN EXPERIENCE award-winning collection “The Presidents” in August.

On Western Reserve PBS (WNWO 45.1 / WEAO 49.1) during the weeks of the convention coverage, we will offer alternative programming. During the week of July 17, it’s “Unconventional Comedy Week,” with programs including AMERICAN MASTERS, “Mel Brooks” and “Robin Williams Remembered.” The week of July 24 will be “Unconventional Drama Week,” featuring MURDER ON THE HOME FRONT, AGATHA CHRISTIE’S POIROT and THE LADY VANISHES.


The worldwide attention focused on the 2016 Rio Olympics offers viewers a chance to reflect on the history of that international institution with specials that show different sides of the Olympics story. In August, two programs examine the 1936 Summer Games in Berlin and its impact on modern-day Olympics. The first is NAZI GAMES – BERLIN 1936 and then, from AMERICAN EXPERIENCE, “The Boys of 36,” about the American rowing team that triumphed at the 1936 games. The INDEPENDENT LENS documentary “T-Rex: Her Fight for Gold” introduces 17-year-old boxer Claressa “T-Rex” Shields and recounts her rise from Flint, Mich., to the first gold medal podium for women’s boxing in 2012.
Local productions receive Emmy nominations

We extend hearty congratulations to the teams behind two local productions that have been nominated for multiple 2015 Emmy awards. Western Reserve PBS was the presenting station for both of the productions.

Hemlock Films in Cleveland has been nominated in three categories for BEYOND THE POWDER. This one-hour program examines the first women’s air race in 1929, while following the race’s legacy today with the Air Race Classic. Slated for national release in June, BEYOND THE POWDER airs again on Western Reserve PBS on Sunday, June 19, at noon.

StoryWorks.TV, also in Cleveland, has received two nominations for ROAD KID TO WRITER – THE TRACKS OF JIM TULLY. This production is based on the biography of a remarkable vagabond, boxer and hard-boiled writer.

Award winners will be announced on June 18 at a ceremony held by the Lower Great Lakes Chapter of the National Academy of Television Arts and Sciences.

New local production features rebirth of classic wooden roller coaster

Western Reserve PBS is the presenting station for a new local production that tells the story of a Pennsylvania amusement park’s construction of an old-style roller coaster. FLYING TURNS: RESURRECTING A LEGEND will premiere on Western Reserve PBS on Friday, July 15, at 10 PM and Sunday, July 24, at 4 PM. It is a StoryWorks.TV, LLC, production, with part-time Western Reserve PBS employee Gary Manke serving as producer.

In its heyday of the 1930s through the 1960s, the Flying Turns bobsled-type coaster was unlike any other amusement park ride. Crafted entirely of wood, few were constructed and even fewer became classics. Leaving lasting memories, it was deemed legendary by those fortunate to have ridden the gravity-powered cars through handcrafted troughs of cypress.

The Flying Turns bobsled-type coaster was no ordinary ride and Knoebels Amusement Resort in Elysburg, Pa., is no ordinary amusement park. Together, they are the perfect complement.

After an absence of four decades, and roughly 70 years since last constructed in the United States, the Flying Turns is now back! With virtually no available historic plans or construction documentation from the original rides, park president Dick Knoebel, ride designer John Fetterman, project manager Jim Martini, construction consultant Leonard Adams, wooden coaster designer Mike Boodley and dozens of construction personnel worked for more than seven years to build an all-new classic coaster, rekindling a passion and craftsmanship thought lost to time.

In 2006, StoryWorks.TV in Cleveland was granted permission by Knoebels to document the construction of the ride. FLYING TURNS: RESURRECTING A LEGEND provides a detailed account of the project through exclusive video, photographs and interviews.

Text to Tip program instituted

In March we introduced a new, easy way to support the programs that viewers love on Western Reserve PBS and Fusion. Text to Tip enables viewers to give a tip specifically in support of a program that they enjoy. By sending a text message to 80077 directly following a program that a viewer likes and typing in the word “TIP,” he or she can give a one-time donation of $10.

Proceeds from the program are disbursed quarterly, so we will know in July how well the program is doing. Our hope is that viewers who may not otherwise donate to the station might find this an easy way to support programs that they enjoy.
Educational Services

New multimedia projects to focus on MakerSpace resources

Our Department of Educational Services is working closely with teacher teams in developing this year’s multimedia projects. Project funding is provided to all Ohio public television stations through the Broadcast Educational Media Commission, with the intent of creating “interactive instructional programming series with priority given to resources aligned with Ohio’s academic content standards.”

Connecting MakerSpaces to STEM education will consist of an interactive website filled with resources (lesson plans, activity sheets, videos) that will assist teachers in developing the MakerSpace model in their schools.

A second project, Developing Online Assessment Skills in Everyday Classroom Activities, will have an interactive website filled with resources to assist teachers in integrating digital skills in their everyday teaching. Both projects should be complete in time for the beginning of the school year.

ODD SQUAD summer camp promotes math skills

Educational Services will participate in a CPB/PBS Ready to Learn opportunity: The Odd Squad “Be the Agent” summer camp, to be held July 18-22. An offshoot of the PBS Kids program ODD SQUAD, the camp will support the development of early math skills for children ages five to eight through structured group activities, interactive content, games, crafts and more.

“Be the Agent” will offer campers the opportunity to step into the shoes of ODD SQUAD agents and solve a series of odd cases that extend the happenings from the broadcast show directly into classrooms and out-of-school spaces across the country.

Western Reserve Public Media will collaborate with Stark County District Library, whose North Branch in Canton will serve as the host site. Pam Oviatt, who conducts our Ohio Ready to Learn training to local family child-care providers, and Jeff Good will coordinate camp activities during the week.

Department sponsors educators’ camp

Our Educational Services team will hold Camp Make-IT: Explore+Make+Connect+Share, a three-day camp for teachers interested in the innovative MakerSpace Movement.

The project, partially funded by the Martha Holden Jennings Foundation, is in collaboration with Case Western Reserve University’s think[box], a 50,000-sq.-ft. innovation center located on the college campus.

The camp, to be held June 6-8, enables participants to collaborate on classroom projects; learn about the Maker Movement and how to design their own maker spaces; hear from Case Western student entrepreneurs who have successfully designed, fabricated and marketed their own projects; and much more. Barb Moore, 21st Century Learning consultant, and Jeff Good, director of education, will lead the project.

Professional development conducted

Educational Services staff members conducted 22 professional development sessions this spring. Area educators learned about technology applications for interactive whiteboards, iPads and Google. Four of the sessions were offered as online classes.

Streetsboro City Schools receive training

Barb Moore, 21st Century Learning consultant, worked with teachers from Streetsboro City Schools in March. She assisted them in integrating interactive whiteboards in the classrooms. Twelve teachers and several administrators participated in the half-day sessions.
**Marketing & Development**

**WESTERN RESERVE PUBLIC MEDIA**

**LEGACY SOCIETY**

**Major donor recognition re-energized**

Every so often it’s good to “fluff the pillows,” and that’s what we are doing for our most valued donors, our Producer’s Circle members.

Now renamed the Western Reserve Public Media Legacy Society, the program brings major donor activities front and center. Our first Gratitude Event will be held on June 17, where Legacy Society members can attend a private reception for the opening of the “Myopia” exhibition at Akron Art Museum. “Myopia” features the works of Akron native Mark Mothersbaugh, who is also co-founder of the group Devo.

This exhibition marks the first time that the Akron Art Museum and MOCA Cleveland will share an exhibition of major significance. Beverages and light refreshments will begin at 6 PM with a guided docent tour of the show starting at 7 PM.

**Google for Education conference in May**

Western Reserve Public Media, in cooperation with ITIP Ohio, participated in the sixth annual ITIP Ohio Summit featuring Google for Education. Held May 16-17 at Ohio State University in Columbus, the conference offers money-saving tips on how to use Google’s free Apps for Education.

Jeff Good, director of education, presented a hands-on session entitled, “Google Hangouts and Hangouts on Air.” He also coordinated a Google Slam event on both days of the conference.

**Jeff Good staffs conference booth**

Western Reserve Public Media and ITIP Ohio shared a booth at the recent NEOTech Conference held at Kent State University. Jeff Good, director of education, staffed the booth at the conference, which was attended by more than 200 people.

**Inaugural British Landscapes trip sells out and then some**

Bringing the wonders of the world into the homes of viewers is what we do, so it seemed natural that we would offer an annual opportunity for people to actually experience places far away. Last year we joined with Collette Tours to offer an amazing trip across the pond to the British Isles. We are pleased to report the trip is oversold – we have 17 viewers taking the British Landscapes Tour in August.

Over 12 days they will not only experience the sights and sounds of England, Scotland and Wales, but they will have the unique opportunity to experience the Edinburgh Royal Military Tattoo. This evening of entertainment features performance artists from all over the world that takes place only three weeks out of the year. In fact, the Queen Mum attends often.

Our next trip is already being planned for September 2017, when we will venture to romantic Italy. Look for details coming fall of 2016.

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**Educational Services (cont’d.)**

**Child-care providers receive training**

Western Reserve Public Media’s Ohio Ready to Learn program wrapped up in April. The program offered 30 training sessions to area family child-care providers. State funding for the next year’s Ready to Learn program is currently under consideration.

**Follow us on Facebook, Twitter and YouTube**

Follow us for program updates, contests, announcements, fun links and more on our Facebook fan page and at Twitter.com/WR_PBS. You can watch all of our local programming on our YouTube channel, too!
Collaboration is king

One of our 2016 strategic objectives has been to grow our partnerships and collaborations with area arts organizations and other nonprofits. We are proud to have made significant progress on this front by striking sponsorship and/or reciprocal agreements with the likes of the Akron and Canton symphonies, the Akron and Canton art museums, the Butler Institute of American Art, Kent State’s School of Fashion Design, the Akron Civic Theatre, Fieldcrest Estates in Canton, the Stark County District Library, WKSU, WYSU and more, most of the time extending our brand through sponsor partnerships.

While we are selective with whom we partner, we feel an important part of our mission is to help other nonprofits as we are able.

Western Reserve PBS hosts Write a Will Day

For the fourth year in a row, on May 10, we hosted a community service event where people of limited income and assets can have a simple will made up absolutely free of charge.

Local attorneys Steven Cox of Roetzel & Andress and Greg Bean of Stark & Knoll donated their time to do four wills each here at our station. Time slots filled quickly and all who participated were quite thankful of this important free gift to our community. We do this in partnership with Leave a Legacy Summit/Portage/Medina.

Curious George comes to children’s event

Our station brought Curious George and Man With the Yellow Hat to the 10th Annual Plant the Seed to Read Youngstown Area Book Fair on April 16. Taking place at the Fellows Riverside Gardens, the free event brought together storytellers, illustrators, book characters, celebrity readers and many fun activities for children.

Fans enjoy concerts and meet-and-greets

Viewers who pledged their support to the station this spring received thank-you gifts that included concert tickets and meet-and-greet passes to area concerts.

Steve Reasbeck of Johnstown, Pa., got to meet members of Celtic Woman at the group’s March 29 concert at Connor Palace in Cleveland.

Brit Floyd, a Pink Floyd tribute band, performed and greeted fans at Akron Civic Theatre on March 29.

Engineering

Production staff assists state news bureau

In March, Karen Kasler, statehouse news bureau chief for Ohio Public Radio and Television, contacted us with a request to conduct a remote interview for them from our production studios.

Our production staff set up what is known as a passthrough feed, which enabled Kasler to interview Christian Pancake, chairman of the Ohio College Republican Federation and a student at Kent State University. The interview was aired on the March 10 edition of “The State of Ohio.”

Employees receive technology training

On April 20, employees from our production, traffic and membership areas received training on Cinegy Desktop Environment. This technology is the station control portion of upgraded master control facilities at Ohio Broadcast Educational Media Commission (BEMC). The project is expected to go online and be operational for all Ohio public television stations in June 2016.
**Staff News, Training & Conferences**

**Trina Cutter’s recent activities**

On Feb. 29, President and CEO Trina Cutter participated in a Federal Communications Commission (FCC) online tutorial to learn about the pending spectrum reverse auction procedures. On March 11, she participated in an FCC workshop related to the auction.

For the fifth year in a row, Trina Cutter is on the Leadership Stark County Selection Committee. Over the course of two months she will participate in meetings and interviews that will select the 30th class.

**Mastroianni presents on crisis communication for boards**

On March 3, for the third year, Paula Mastroianni, chief development and marketing director, co-presented a session on crisis communications to the attendees at the Build Better Boards training hosted by Leadership Stark County. Mastroianni presented a 45-minute session that focused on best practices for dealing with difficult situations when media comes knocking at your door. Attendees came away with several handouts including how to write a crisis communications plan.

**Mastroianni named to two local boards**

Paula Mastroianni has been appointed to the boards of two local chapters of fundraising organizations: Association of Fundraising Professionals of Northeast Ohio (AFPNEO) and Leave a Legacy Summit/Portage/Medina.

**Best wishes to Carole Talbert**

Our staff held a going-away party for Carole Talbert on Feb. 28. Talbert worked as part-time executive administration assistant since June of 2015. She left the company to pursue full-time employment opportunities closer to her home in the Canton area.

**Dan Good graduates from college**

Dan Good, son of Jeff Good, director of education, recently graduated from Walsh University in Canton with a degree in Business Management and a minor in psychology. He was also a four-year football player for the Walsh Cavaliers, earning a starting position his senior year while lettering both his junior and senior seasons. Good graduated with a 3.5 GPA and received Great Lakes Intercollegiate Academic Conference all-academic honors during his four years.

**High school student gains work experience**

In early May, our station agreed to sponsor a Walsh Jesuit High School student for his senior experience project. Brad Rinehart spent two weeks at here, experiencing all aspects of working at a television station.

**Board of Directors News**

**New board members introduced**

Western Reserve Public Media welcomes two new board members.

**Rebecca Murphy**

Currently serves as Kent State University’s Interim Vice President of University Relations and Associate Vice President of University Communications and Marketing. She is a key member of the leadership team helping to define, articulate and market the Kent State brand; position the eight-campus system for success in a challenging and rapidly changing competitive marketplace; and lead the development of integrated brand-building strategies to advance the reputation and image of Kent State as a leader in higher education, while supporting its mission to educate students for responsible leadership in a globally connected world.

Murphy came to Kent State from Case Western Reserve University’s Weatherhead School of Management, where she most recently served as assistant dean of marketing and communications, enrollment and student services. She has more than 20 years of experience in strategic planning, brand management, creative development and media relations.

**Bruce E. Sherman, CPA**, is president of Sherman Creative Promotions, Inc., a distributor of imprinted promotional materials. He earned a Bachelor of Science degree in business administration from Youngstown State University and is a certified public accountant.

Sherman is a past president and current member of the board of the Youngstown State University Alumni Society, past chair and current member of the board of directors of Junior Achievement of Mahoning Valley, member of the board of directors for Leadership Mahoning County (and graduate of the class of 1985), and past treasurer and current board member at Interfaith Home Maintenance. He is also a trustee for the Frances and Lillian Schermer Charitable Trust and the J. Ford Crandall Memorial Foundation.
Membership just got much more exciting!

Introducing WNEO Passport – a new member benefit that provides you with extended access to an on-demand library of quality public television programming.

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For members who donate $60 or more a year, WNEO Passport enables you to enjoy past episodes of many of your favorite PBS shows on demand using your computer, smartphone or tablet.

Look for this icon to identify WNEO Passport videos.
Available on the Western Reserve PBS website and PBS.org, plus the PBS video apps for smartphones and tablets.

To access WNEO Passport, contact our Membership Department at 1-800-554-4549 to receive your unique four-word activation code.

http://video.westernreservepublicmedia.org
Available to 5.13 million people in 22 counties, Western Reserve Public Media serves the largest population of Ohio’s eight PBS member stations. (The second largest station reaches 1.2 million fewer people.) Our 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.

Sources: 1 2010 A.C. Nielsen audience data; 2 2011-2012 Media Audit, Cleveland-Akron