Western Reserve Public Media President’s Report

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The Western Reserve Public Media President’s Report is published 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.

New local production premieres

FLYING TURNS: RESURRECTING A LEGEND, a new local production by StoryWorks.TV, premiered exclusively on our Western Reserve PBS and Fusion channels in July. Gary Manke, who works for both Western Reserve Public Media and StoryWorks.TV, and his wife, Therese, are executive producers.

The Flying Turns bobsled-type coaster was no ordinary ride and Knoebels Amusement Resort in Elysburg, Pa., is no ordinary amusement park.

After an absence of four decades, and roughly 70 years since the Flying Turns coaster was last constructed in the United States, it is now back at Knoebels. With virtually no available historic plans or construction documentation from the original rides, park president Dick Knoebel and a talented supporting cast 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 Flying Turns. FLYING TURNS: RESURRECTING A LEGEND provides a detailed account of the project through exclusive video, photographs and interviews.

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Beginning in September, we will introduce a package of three new mystery series under the banner of ACORN BRITISH MYSTERIES. Western Reserve Public Media is the only station in Ohio—and one of just a few nationwide—that will carry the mysteries.

We hope that you’ll join us for these back-to-back exciting dramas:

“Chasing Shadows” – Premiering on Thursday, Sept. 8, at 10 PM, this four-part thriller is set in a missing persons unit that hunts serial killers. Reece Shearsmith plays DS Sean Stone and Alex Kingston stars as his partner, Ruth Hattersley, while Noel Clarke takes on the role of DI Carl Prior.

“The Driver” – In this pulse-pounding three-part miniseries, Vince McKee is pushed to the breaking point from endless days of driving rude passengers in a dingy cab for laughable pay. His fortunes change when a crime boss (Colm Meaney) taps him for high-paying driving jobs for his gang. However, the thick wads of cash Vince earns may only hasten the demise of his marriage.

“The Black Work” – Sheridan Smith stars as Police Constable Jo Gillespie in this three-part series. Gillespie is devastated when her detective husband, Ryan, is shot dead in an abandoned warehouse. But her grief gives way to shock when she learns that Ryan was working undercover at the time of his murder.

The courageous Cornishman returns to MASTERPIECE

Neither pestilence, starvation nor betrayal can stop Ross Poldark from fighting for justice in his native Cornwall. Aidan Turner returns as the ex-officer, class warrior, lover and mining entrepreneur in “Poldark,” a viewer favorite on Western Reserve PBS. The new Season 2 airs on MASTERPIECE in nine gripping episodes, beginning Sunday, Sept. 25, at 8 PM.

Also back is co-star Eleanor Tomlinson, playing Demelza, the miner’s daughter who is Ross’ equal in passion, wit and daring—which is, of course, why they marry.

Critics gave a warm reception to the first season of “Poldark,” with Variety writing that “MASTERPIECE has unearthed another gem.”
Educational Services

Ohio Ready To Learn funding received

The Ohio Ready To Learn program, which provides training and development for family child-care providers, has been funded for the coming year. Thirty workshops will be delivered throughout the year, with Pam Oviatt continuing as project coordinator.

The project is funded through the Ohio Department of Jobs and Family Services and coordinated through Ohio Educational Television Stations.

New instructional projects in development

Our Department of Educational Services is working closely with teacher teams in developing this year’s multimedia projects. The funding for the projects is provided to all Ohio’s 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.”

One such project, Connecting MakerSpaces to STEM, will consist of an interactive website that will assist teachers in developing the “makerspace” model in their schools. Another, Developing Online Assessment Skills in Everyday Classroom Activities, will also feature 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 this school year.

Currently, teacher teams are creating lesson plans, activities, teacher guides and supportive videos for each lesson plan created. The final projects will be located at www.wrmakeit.org and www.wroskills.org respectively.

Camp Make-It is a success

Camp Make-It: Explore+Make+Connect+Share, held in June in collaboration with Case Western Reserve University, enabled 25 teachers to learn more about the maker movement. The three-day event was led by 21st Century Learning consultant Barb Moore and director of education Jeff Good. It was partially funded by the Martha Holden Jennings Foundation.

Station co-sponsors summer camp

In cooperation with the Stark County District Library, we held The Odd Squad “Be the Agent” summer camp from July 18-22. The camp supported the development of early math skills for children aged 5-8 through structured group activities, interactive content, games, crafts and more. It was funded through a CPB/PBS Ready To Learn grant.

Station represented at state conference

Jeff Good, director of education, was a conference announcer for the sixth annual ITIP Ohio Summit featuring Google for Education, held in May at Ohio State University in Columbus.
Major donors enjoy Akron Art Museum event

On June 17 we hosted a private reception for major donors at the Akron Art Museum. Attendees received a guided tour of the museum’s new “Myopia” exhibition, which is a collection of the works of Akron native Mark Mothersbaugh. Our guests also enjoyed hors d’oeuvres and beverages. This event was just one way for us to thank our Western Reserve Public Media Legacy Society members for their support.

New Western Reserve PBS trip planned

Just as our first tour group prepares to leave for Great Britain on Aug. 20, we are pleased to announce the next station-sponsored adventure. From Oct. 4-13, 2017, our group will head to Italy, where they’ll enjoy the sights, sounds and tastes of Rome, Venice, Florence, Siena, Assisi, Milan, Perugia and the Isle of Murano. Collette Tours is our travel partner and we anticipate another sell-out trip.

All who are interested in the 2017 trip are encouraged to attend a special travel presentation on Tuesday, Oct. 18, at 6 p.m. here at our offices at 1750 W. Campus Center Dr. in Kent. Reservations are suggested by calling us at 1-800-554-4549.

Leveraging partnerships for the better good

One of our Underwriting Department’s goals over the past year has been to strike strategic partnerships with select organizations that can help us brand our station within the communities we serve, and to be able to leverage those partnerships for membership purposes. Recently we participated in events in Stark and Mahoning counties to accomplish this goal.

In May we had a table at Art Gone Wild Family Expo at the Canton Museum of Art and in June we participated in First Friday through the Stark County District Library. At each we distributed goodie bags to children, had a raffle drawing and chatted up Western Reserve PBS. In July, our Educational Services Department presented the Odd Squad Camp at the Stark County District Library.

These are fruitful, symbiotic relationships that help each of us stretch our brands further into the markets we serve.

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!
Board of Directors News

New board members introduced

Western Reserve Public Media welcomes two new board members.

Wayne Hill joined The University of Akron in November 2011 and currently serves as associate vice president/chief communications & marketing officer in the Department of University Communications and Marketing. In this role, he oversees media relations, marketing and advertising, publications, and internal and digital communications.

Hill has more than 45 years of professional communications experience in both the public and private sectors. Prior to joining UA, he spent 21 years with Edward Howard, one of the region’s leading public relations firms, serving as president from 2001 to the firm’s sale to Fahlgren Mortine in 2010.

Hill is a graduate of Hiram College. He and his wife, Kathleen Obert Hill, reside in Brecksville.

Matthew Wilson was appointed interim president of The University of Akron by unanimous vote of The University of Akron Board of Trustees on July 11, 2016. He previously served as dean of The University of Akron School of Law and professor of law since 2014.

He came to Akron from The University of Wyoming College of Law, where he served as associate dean of student affairs, associate dean of academic affairs and professor of law from 2009-2014.

Prior to joining The University of Wyoming College of Law in 2009, he was senior associate dean and general counsel for Temple University’s Japan campus in Tokyo. He also served as director of Temple’s Law Program in Tokyo.

Dr. Wilson earned a B.A. in Political Science and a B.A. in Asian Studies, with a minor in Japanese, at the University of Utah in 1995, and a Juris Doctor at the Temple University Beasley School of Law in 1999. In addition to his higher education career, Wilson has worked as an attorney in Florida, New Jersey and Japan.

He resides in Hudson with his wife, Noriko, and two youngest sons. His oldest daughter lives in the Rocky Mountain region with her husband and two children, and his oldest son is currently doing volunteer missionary work in South Korea.

Marketing & Development (cont’d.)

Trina Cutter weaves the history of public media in aroundKent

The spring issue of aroundKent magazine featured an article written by Trina Cutter, president and CEO of Western Reserve Public Media. Cutter reached back into the history books to the day when FCC chairman Newton Minow referred to television as a “vast wasteland,” thus paving the way for public television. She then fast-forwarded into the history of our organization and milestones along the way. It was a great read about our journey to provide quality programming that engages, educates and enlightens viewers all over Northeast Ohio.

Support our station with a smile!

If you are an Amazon shopper, please consider designating us as the charity that you wish to support. When you shop at smile.amazon.com, you will find the exact same low prices, vast selection and convenient shopping experience as Amazon.com, with the added bonus that Amazon will donate a portion of the purchase price to us.

Just designate your charity of choice as Western Reserve Public Media. Questions? Call our Membership Department at 1-800-554-4549.
**Trina Cutter is panelist for Leadership Stark County event**

On June 9, President and CEO Trina Cutter participated in a Leadership Stark County Signature Program. The Citizenship Day panel discussion was titled “What Makes an Effective Advocate?” Other panelists included Daryl Revoldt, executive director of workforce and economic development at Stark State College; and Ryan Stenger, vice president of government affairs at TimkenSteel.

**Cutter participates in web conference**

On June 30, Trina Cutter participated in a WebEx about channel repacking that was hosted by the Michigan Association of Broadcasters.

**Anthony Dennis promoted**

Anthony Dennis was promoted to chief operating officer in July. Dennis has been with the organization since 2007, most recently as operations manager. His background includes positions in construction project management, insurance sales, music ministry, multimedia sales and production and nonprofit facilities and project management.

In this new position, Dennis will oversee Western Reserve Public Media’s technical operations, accounting administration and human resources functions.

“Tony has made himself an indispensable part of my team,” said Trina Cutter, president and CEO of Western Reserve Public Media. “As the station faces complicated issues including the ongoing broadcast spectrum auction, I’m confident that we have an outstanding team to lead us through these and future challenges.”

**Staff members learn more about network project**

Trina Cutter, Anthony Dennis, Ryan Donchess and Nick Freeman participated in a conference call about the state of Ohio’s network modernization project. Conducted by the Broadcast Educational Media Commission, Myers broadcast management service and HA Design, which is spearheading the project, the call’s purpose was to kick off the steps toward WNEO and WEAO “cutting over” to the new service.

**Jeff Good attends diversity and technology conferences**

Jeff Good, director of education, attended the Diversity and Inclusion Conference in North Canton on May 13. The conference included presenters focusing on diversity and inclusion in the workplace and was sponsored by Coming Together Stark County.

In June, Good attended the ISTE conference, focusing on educational technology in today’s classroom, in Denver.

Good also attended the 16th annual SPARC Tech Conference held in Massillon on Friday, Aug. 4. Western Reserve Public Media and IT IP Ohio were the focus of the booth manned by Jeff. The conference covered a wide range of educational technology topics including Google tools, Apple tools, social media, 21st century skills and data and assessment.

**Farewell, Barb Moore**

Barb Moore, who worked as a 21st century learning consultant for Western Reserve Public Media for almost five years, retired in July. Barb will now spend her free time with her mother and dog, Izzy, at her home in Tallmadge.

**In loving memory of our devoted employee.**

Joanne Brooks  

**Laurie Green is new consultant**

Laurie Green, former technology resources coordinator for Buckeye Local Schools in Medina, is the new 21st century learning consultant effective Aug. 1.

Green has experience working for the Summit County ESC, WVIZ and Laurel School in Shaker Heights. She also has her own consulting business, Mrs. Geeky LLC, and has been a featured speaker at national and international conferences.

Green possesses a graduate degree in educational technology from Cleveland State University and an undergraduate degree from Ohio State University.

**Katlyn Kritz to attend Youngstown State University**

Katlyn Kritz, daughter of Paula Kritz, graphic designer, graduated in May from Hubbard High School in Trumbull County. She will attend Youngstown State University in the fall to pursue a degree in journalism.
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.

Quality shows. On your schedule.
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.