Teens can discover how to launch their own successful micro business in the new Western Reserve Public Media production Micro Business for Teens: Starting a Micro Business. The program premiered on Thursday, Feb. 23, at 8 pm and 10 pm on Western Reserve PBS. Carol Topp, a Cincinnati-based certified public accountant, author and entrepreneur, hosts the 90-minute program, which is based on her “Micro Business for Teens” book series. The program celebrates National Entrepreneurship Week, which is Feb. 18-25.

Micro Business for Teens: Starting a Micro Business makes the very notion of creating a micro business an achievable goal for those who have a good idea and the enthusiasm to design and implement a plan of action. It discusses what a micro business is, gives examples of businesses suitable for teenagers, offers instruction on writing a business plan and financing the business and more. Topp presents the content in seminar style with a live studio audience of Northeast Ohio teens, parents and educators. The program also features six teens who, using Topp’s methods, are already operating a variety of profitable micro businesses.

“Entrepreneurship is key to our economy and, according to the Small Business Administration, has been the fastest growing segment in the current recession,” said Trina Cutter, president and CEO of Western Reserve Public Media. “With interest at an all-time high, it is only natural that Western Reserve PBS provide broadcast and print resources to educate our future entrepreneurs.”

Micro Business for Teens: Starting a Micro Business is designed to help teens discover a creative alternative to earning money in the highly competitive marketplace. The program will be released nationally to PBS member stations in spring 2012.
The third season of Western Reserve Public Media’s NEOtropolis is under way, thanks to funding from Kent State University and the John S. and James L. Knight Foundation. The program airs live Tuesdays at 9 pm on Western Reserve PBS. See the sidebar for additional airtimes and online access.

NEOtropolis focuses on helping Northeast Ohioans make sense of three forces of change that impact our lives. Host Luke Frazier (left) explores how technology, globalization and diversity are impacting how we live: the force of technology requires us to respond to and interact with our world in new ways; the force of globalization challenges us to adjust the ways we look at edges, borders and cultures; and the force of diversity allows us to welcome new definitions and expand our boundaries.

Frazier is joined by a regular group of contributors to help tell Northeast Ohio’s stories:

Craig James, organizational consultant  James is co-founder and partner of Cat-Strat.com, a consulting firm based in Northeast Ohio. James contributes to the show’s “What’s the Big Idea?” segment, which offers an interesting quote or idea about technology, globalization and/or diversity.

David Perusek, Ph.D., cultural anthropologist  Perusek is an associate professor of anthropology at Kent State University Ashtabula campus. He shares his perspectives about how people are working, learning, living and playing in our region.

In early March, 10 budding entrepreneurs from Northeast Ohio participated in an exciting adventure, and NEOtropolis was there to document it. The entrepreneurs were part of a national competition called StartupBus, where a team of strangers on each of 10 buses traveling to the South by Southwest (SXSW) Interactive Festival in Austin, Texas, had 72 hours to conceive, build and launch a business.

Northeast Ohio “buspreneurs” selected to ride on the Cincinnati StartupBus, which is the bus whose progress was documented. Western Reserve PBS carried live, three-minute updates from Monday, March 5, through Thursday, March 9, at 6:57 p.m. Additional updates via video streams, blogs, tweets and Facebook were share at NEOtropolis.org and CoolCleveland.com. Cool Cleveland’s Thomas Mulready served as the correspondent. You can see the blogs, vlogs and more at NEOtropolis.org.

NEOtropolis at a glance

NEOtropolis is broadcast three times a week on Western Reserve PBS (Tuesdays at 9 PM and Saturdays at 3:30 AM and 6 PM) and twice on Fusion (Thursdays at 10:30 PM and Saturdays at 5 PM). The program also streams live Tuesdays at 9 PM at www.NEOtropolis.org, on the series’ Facebook fan page and at www.WesternReservePBS.org.

Here’s a look at what the series has covered so far:

Tuesday, Jan. 10, 2012  Technology in Time and Place  The third season opens with host Luke Frazier presenting the show’s new live format. Educator DJ Doc Harrill talks about the show’s “What’s the Big Idea?” segment, which offers an interesting quote or idea about technology, globalization and/or diversity.


Tuesday, Jan. 24, 2012  Global News, Local Views  The way we get news has changed, but there’s still room for putting pen to paper. Frazier visits Executive Director Tom Balbo at the Morgan Conservatory, and later he talks to Dan Moulthrop of Civic Commons about its online community.

Tuesday, Jan. 31, 2012  Thirsting for Meaning  A Cuyahoga Falls company uses an innovative means to extract water. A Northeast Ohio organization repurposes medical supplies to save lives in developing countries. A Cleveland company uses artistry and technology to create skull implants. All three have a positive impact on people’s health.

Tuesday, Feb. 7, 2012  Phantom Borders  What do physical and psychological borders mean, and what don’t they mean? Learn about a Burmese refugee who has a bold mission, the Ohio City Farm Project and more.

Tuesday, Feb. 14, 2012  The Languages of Expression  Consider the different languages of expression and how they’re spoken in Ohio — from buses spouting poetry in Portage County (KSU’s Wick Poetry Center) to all-digital fashion labs at Kent State University’s School of Fashion Design and Merchandising.
Two new docs to broadcast from Northeast Ohio filmmaker Adam White

Western Reserve PBS will broadcast two of Northeast Ohio filmmaker Adam White’s documentaries in February: Red Tail Reborn: Special Edition and The Restorers: They Were All Volunteers.

In 2007, Red Tail Reborn, winner of three regional Emmy awards and released nationally by PBS, brought the story of the Tuskegee Airmen and of the efforts of volunteers who strove to bring the Airmen’s tale to light. Now the full story is finally available. The updated Red Tail Reborn: Special Edition completes the journey of a group of volunteers from Minnesota who sacrificed everything to teach history with a very special airplane. The Tuskegee Airmen showed the world what hope, determination and hard work could do. Find out how these lessons are applied to a project that required recovering from a lost aircraft and a lost friend.

Each year the famous Doolittle Tokyo Raiders of World War II have a reunion to remember their mission, their comrades and their heroic leader, Gen. James Doolittle. In 2010, an extraordinary event took place for the 68th Doolittle reunion: 17 B-25 bomber crews volunteered to gather in honor of the Raiders. Over 70,000 people turned out to witness the event, see the bombers and meet the Raiders. The Restorers: They Were All Volunteers follows the journey of a Minnesota B-25 named Miss Mitchell. Join this restored bomber as she travels to Dayton to attend the largest B-25 gathering since WWII. If you missed the event, now you can experience this moment in time, honoring our heroes and remembering our history.

The films were produced by White’s Cleveland-based company, Hemlock Films. The production crew was made up of mostly Northeast Ohioans, including narrator James Kisicki, producer Kara Martinelli, composer Keith Nickoson and sound recordist Kevin Hines.

The B-25 Miss Mitchell en route to Dayton for the 68th reunion of the Doolittle Tokyo Raiders.

The intricate detail of Paul Stankard’s glass creations are the subject of a new Western Reserve Public Media documentary.

Documentary in production on Paul Stankard glass collection at Akron Art Museum

Western Reserve Public Media is producing a 30-minute documentary on the Mike and Annie Belkin Collection of Paul Stankard Glass at the Akron Art Museum. The program will premiere in April.

The Akron Art Museum is home to the world’s largest public collection of glass by the celebrated artist Stankard, who is known internationally for his innovative rethinking of the traditional glass paperweight. He is simultaneously a master glass artist and an astonishing realist sculptor. His renditions of plants and insects seem like nature, miniaturized and preserved inside crystal-clear glass globes and cubes. Closer inspection will often reveal mythical and metaphorical motifs nestled amid the natural elements. Turn over one of the glass spheres, and intermingled with the roots of the plants, one can find masks, tiny words or “root people” that to Stankard represent the earth spirit. With attention to the specifics of each blossom, leaf, insect or berry, his flame-worked glass objects possess strong illusionist appeal.

“I want to give the glass organic credibility. I use detail to emphasize the delicate,” Stankard said. “I want people to go beyond the wizardry of whether it is real or glass. It is about respect for living things.”
Programming & Local Productions (cont’d.)

Downton Abbey: next best thing to the Super Bowl!

Masterpiece Classic’s Downton Abbey has achieved critical acclaim and popularity the likes of which we have not seen since ... Ken Burns’ The Civil War! With the second season now complete, let’s review:

- Downton Abbey season two, episode three, earned a 4.5 national household rating, averaged 6.7 million viewers at any given minute and reached 6.8 million viewers across the entire episode. It is the highest rated Masterpiece broadcast in 17 years.

- In the five weeks since season two premiered, the episodes have been viewed online over 3.2 million times — the highest online viewing for any program on PBS. Ever.

- Downton Abbey swept the Golden Globes and the Emmys. When it won the Golden Globe for Best Mini-Series, Twitter announced that the event peaked at 6,162 tweets per second — outpacing 2011’s Super Bowl and the royal wedding.

- SocialGuide.com reported that Downton Abbey was the “#3 most social broadcast show” on Jan. 8, generating nearly 25,000 comments of all kinds across the Internet.

- On Super Bowl Sunday, the biggest TV night of the year, Downton Abbey finished second place to the record-breaking big game, beating all of cable and other broadcast networks.

Downton, you make us proud! Season three is in production now. We can’t wait!

Two new multimedia projects in production

Western Reserve Public Media received a grant from the Ohio state legislature, processed through eTech, to produce two new multimedia projects for the 2012-13 school year.

The first project is a continuation of the package launched last year, called Get Ready for Your Career. The focus of the teacher guide is entrepreneurship. Using the new career guidelines from the state of Ohio, we will focus on communication skills, emotional intelligence, financial literacy, entrepreneurial processes, digital skills and information management. Three student videos and three teacher videos will deal with the careers in multimedia journalism, video game creation and X-ray technology.

The second project explores weathering and erosion. Three student videos and three professional development videos will be produced. The content explores slow changes in the earth (e.g., wind and water) and rapid changes (e.g., earthquakes and volcanoes) and the results of those changes (e.g., mountains and canyons).

Teaching Channel Presents a new service for educators

As a service to the educators we serve, Western Reserve PBS is airing an overnight feed-for-record opportunity called Teaching Channel Presents. The series, composed of 20 60-minute programs, airs Wednesdays at 4 AM.

Teaching Channel Presents offers an entirely new and authentic dimension to professional development and teacher preparation. It isn’t a channel ... yet. It’s a multi-segment programming package of 60-minute blocks, all about teaching. The programs are observational and character-driven, produced in a documentary style that harnesses the best narrative qualities of compelling television. It is real life unfolding mostly, but not always, inside the classroom. The programs focus predominantly on language arts and the use of English in other grades 3-8 curriculum subjects such as math, science and social studies. Learn more at teachingchannel.org.

Hetty Wainthropp Investigates stars Dominic Monaghan (Lord of the Rings, Lost) and Patricia Routledge (Keeping Up Appearances)

New acquisitions are finding audiences

Programmer Don Freeman reports that our recent investment in new broadcast acquisitions is paying off.

Hetty Wainthropp Investigates is a recent acquisition from BBC Worldwide. The 13 programs from seasons 3 and 4 air Thursdays at 8 PM. So far the series is averaging 5,500 viewers each week. Other recent BBC acquisitions include Born Free Legacy, which captured the attention of 7,800 viewers during its Jan. 26 premiere, and the first of a two-part Britain’s Royal Weddings, which captured 8,300 viewers on Feb. 12. The New Tricks series airing Saturdays at 10 PM continues to grow. It premiered on Sept. 10 to 6,800 viewers and is now averaging 8,700 each week, a 27 percent increase. New Tricks joins As Time Goes By as the top-rated acquisitions airing on Western Reserve PBS.
Western Reserve Educational Services presents ongoing training to 16 international educators

The staff of Western Reserve Educational Services is assisting Kent State University in its International Leadership in Education Program. Sixteen educators from around the world are participating in KSU’s program through the end of May. Western Reserve Educational Services provides educational technology training every Friday at KSU’s Kent campus, covering subjects such as Google applications, interactive whiteboards, project-based learning and other educational technology.

The International Leadership in Education Program brings outstanding teachers from the Near East, South Asia, Southeast Asia, Sub-Saharan Africa and the Western Hemisphere to the United States to learn about the latest advancements in educational methodology and policy, and to develop the leadership skills necessary to implement and promote change within their schools and home communities.

Educational technology staff supports Hiram College project

Western Reserve Educational Services’ educational technology training consultants are working with Hiram College, one of 11 recipients of Teacher Planning Grants from eTech Ohio.

The grant recipients are required to partner with local school districts to implement their proposed initiatives, which include programs designed to strengthen technology integration and coursework within colleges of education. The collaborations focus on the use of information and communication technologies with students for the purpose of expanding the use of technology in teacher preparation programs. Plans submitted by participating colleges and universities are designed to prepare future teachers in the use of technology tools and curricula during their student teaching assignments. The partnership with local districts ensures that current K-12 classroom teachers and students also benefit from increased access to tools and training.

Hiram College has partnered with the Crestwood, James A. Garfield and Woodridge school districts, and Western Reserve Educational Services is presenting on-site professional development for teachers from the districts and pre-service teachers from Hiram College. Resources created for the professional development are stored on collaborative websites developed by 21st Century Learning Consultant Dave Philibin.

The project concludes in late June. Western Reserve Educational services staff will participate in a technology conference conducted by Hiram College in May that focuses on educational technology and the “lessons learned” from the grant.

Free community computer training offered at 21st Century Learning Center

Western Reserve Public Media has partnered with Connect Ohio to offer free computer training sessions through the state of Ohio’s Every Citizen Online program. On a trial basis, the three-part sessions are being offered Mondays through Wednesdays through the end of February at our 21st Century Learning Center.

Level 1 Computer Basics offers information about computer hardware, software, connectivity and operating systems.

Level 2 Internet Essentials provides basic instruction about the Internet, including accessing it safely and working with browsers.

Level 3 Web Applications reviews several Internet applications, including email, social networks and online documents.

“This program is an outstanding opportunity for area residents to learn about all that the Internet has to offer,” said Jeff Good, Western Reserve Public Media director of education. “We’re happy to help as many people as possible prepare for a technology-driven society.”

The Every Citizen Online program runs until July 1, 2013. Contact Western Reserve Public Media for information about future sessions.

Grant allows Western Reserve Educational Services to launch Administrators Breakfast Club

Western Reserve Educational Services has selected and will work with 18 school administrators through its Administrators Breakfast Club (ABC), funded by a grant from the Martha Holden Jennings Foundation. The project brings together school principals from across our service area to discuss and strategize how educational technology can best be used in their school districts. Each month the Administrators Breakfast Club will explore topics of Web 2.0 resources, classroom technology and sustaining professional development with staff. Administrators meet to discuss and learn about educational technology and then complete online assignments prior to the next class meeting. The project will be completed by the end of May.
Tech Coach Program makes a difference

With the support of grant-funded projects through Western Reserve Public Media, Windham Schools’ teachers are transforming learning and integrating 21st Century skill development using technology.

Last year, the highly motivated junior high school staff participated in professional development sessions for technology implementation. With the weekly support of technology coach Lealynd Tuskan, Western Reserve Public Media consultant, teachers utilized Smart Boards, document cameras, mobile carts, student response systems, iPod Touches and Web 2.0 in the classroom.

This year, four teachers are receiving training on integrating project-based learning and mobile devices in the classroom. The training is provided through our Department of Educational Services’ Tech Coach Program and funded by an eTech Ohio grant. The Tech Coach Program is an opportunity for schools to receive a building technology assessment, ongoing professional development correlated with technology and in-class tech support throughout the year.

Windham’s participation in the Tech Coach Program gives teachers an opportunity to get the hands-on support and the professional development they need throughout the year. “Our involvement with Western Reserve Public Media in conjunction with eTech Ohio has transformed how our educational stakeholders, teachers, students and community members view the use of 21st Century technology, and our involvement continues to lead us past the question of ‘why’ and more toward ‘why not’,” said Superintendent Gregg Isler.

Participant Roger Eakins, who teaches math and science at Windham High School, said, “I am finding more students are actually researching the material to discover their own answers instead of me just telling it to them.”

Barbara Moore joins team of consultants

Western Reserve Public Media welcomes Barbara Moore, who will be presenting a new series of professional development offerings focused on project-based learning.

Moore has a strong background in workforce development education. As a business office technologies teacher at Alliance High School for 21 years, she developed one of the first technology-based office education courses in Ohio. Moore spent two years as a curriculum consultant for the Stark County Educational Service Center, and then joined Canton City Schools as its director of Career-Technical and Adult Education. She was instrumental in the development of the Timken Regional Campus, a project that blends student attainment of career and technical education skills with core academic skills.

After retiring in 2003, Moore founded Educators for America’s Third Frontier, an organization that provides consulting services in curriculum and instruction, grant evaluations, professional development and technology education. She has a bachelor’s degree in Comprehensive Business Education and a master’s degree in Postsecondary Technical Education. She also teaches online and traditional teacher education classes at Kent State University.

Western Reserve Educational Services launches online community

The online site TechKnowledgy Today, built to supplement and enhance our printed newsletter, TechKnowledgy Newsletter, will keep educators up to date on the latest educational technology trends. The site is updated weekly by our staff. Find it at https://sites.google.com/site/techknowledgynews.

You can find information on these topics and more:
- Our Tech Coach program
- Fakebook — social networking made easier?
- The latest educational apps

Scan the QR code for immediate access.

Professional development update

Over 30 professional development sessions are currently being offered to area educators interested in classroom integration of technology, such as interactive whiteboards, iPad, iPod Touch, Google applications and many others.

Along with the traditional schedule of professional development offerings at Western Reserve Educational Services’ 21st Century Learning Center, this spring’s schedule will include several of our more popular trainings for graduate credit. Smart Board Boot Camp and Google for Educators will be delivered as well as a three day session of our popular summer session, The iPad Driving Experience. Additionally, 21st Century Learning Consultant Barb Moore has developed a new session called Project-Based Learning in Your Classroom. Participants that attend the four nights of training will receive one hour of graduate credit from Kent State University.

Ohio Ready To Learn Update

The Ohio Ready To Learn program, focusing on training and development of family child care providers, has been funded for 2011-12. A total of 33 workshops will be delivered throughout the year. Consultant Pam Oviatt serves as the project coordinator.

Western Reserve PBS and Fusion to support eTech awareness campaign

Western Reserve Educational Services, along with the state’s seven other Ed Tech agencies and PBS member stations, are supporting eTech Ohio’s Learning for the Digital Age initiative. The importance of educational technology will be conveyed through a series of on-air spots. The campaign will be conducted through June 2013.
**Marketing & Development**

**Membership Update**

As of the end of January 2012, Membership is $22,554 under goal but $6,246 ahead of the same point in time last year. The 2011 end-of-calendar-year campaign fell short of its goal by $40,789, due primarily to significant shortfalls in additional gift mail and telemarketing, lapsed member telemarketing and renewal mail.

Our number of members — approximately 16,000 — has held steady for the last several years, but response to renewal mail is down significantly, dropping 11.5 percent overall in FY11. In the meantime, renewals via on-air pledge increased 17 percent in FY11. It would appear that this trend is continuing in FY12. We’ve also seen a shift in when members renew. Historically, first-hit renewal mail acquired, by far, the greatest number of renewals. We still get the largest return on first hit, but the percentage is dropping for first hit (by almost 14 percent in FY11) and growing for third-hit renewals (up 41 percent in FY11).

Income for on-air pledge for FY12 is 11 percent over goal through the end of January. The number of minutes we’ve devoted to pledge is 36 percent higher than FY11 year-to-date while the number of new (not to be confused with renewing) members joining on air is down 13 percent from last year.

We still have two major Membership campaigns before the fiscal year ends, and we hope to see recovery in our additional gift and renewal mail and improvements in telemarketing response. Vice President of Marketing and Development Lisa Martinez is in conversation with consultants at Target Analysis, Phone Bank Systems and Carl Bloom Associates (direct mail) to analyze the problems and turn the tide.

**Underwriting and Private Support update**

As of the end of January 2012, Underwriting and Private Support is under goal by $97,871, or 39 percent. This category includes revenue generated from underwriting, nonprofit paid promotional announcements (NPPAs) and foundation and corporate grants. Revenue generated from grants and NPPAs are over goal, but we are 50 percent under goal in underwriting contracts.

**Local productions fund-raising update**

As of January 2012, funding for local productions is $167,250 over goal (year-to-date) and $118,500 ahead of the same point in time last year. Two fully funded projects, **NEOtropolis** and **Micro Business for Teens: Starting a Micro Business**, account for the majority of the revenue.

**Station welcomes new underwriters, nonprofits**

Western Reserve Public Media welcomed support from the following new businesses and nonprofit clients since our last report in fall 2011: Deluxe Corp. Foundation, Fred A. Lennon Charitable Trust, John S. and James L. Knight Foundation, Jobs for America’s Graduates – Ohio, Paintstone Foundation and Veale Foundation.

*Western Reserve Public Media’s Senior Development Officer, Dan Hluch (center), was pleased to accept a check in support of Micro Business for Teens: Starting a Micro Business from Deluxe Corp. Foundation. Delivering the good news and the check were Robin Levine, site leader, and Paul Brown, human resources facility manager. They are Streetsboro-based agents for the national Deluxe Corp. Foundation.*

**Outreach & Special Events**

**Western Reserve PBS receives grant for Dinosaur Train Nature Trackers outreach**

Western Reserve PBS received a $2,500 grant from The Jim Henson Company to partner with the Akron Zoo on a Dinosaur Train Nature Trackers event. The event will take place Saturday, Sept. 8, 2012 from 10 AM to 5 PM at the Akron Zoo. Children and their families will be invited to participate in four Nature Trackers challenge activities and attend a screening of **Dinosaur Train**, where they will also meet and greet the series’ lead character, Buddy the Dinosaur. The first 500 children will receive a free Nature Trackers cinch sack, and all families that complete the challenge activities will enjoy a free ride on the Akron Zoo train.

*Western Reserve Public Media production crew (left to right) Mel VanMeter, Amaris Woodland and Matt Zronek taped the keynote speech and Q&A session of the Feb. 15 Women’s Leadership Workshop, which will air on Fusion in April.*

**Station provides support for Stark County Women’s Impact Initiative**

Western Reserve PBS is the media sponsor of the 2012 Stark County Women’s Impact Initiative. The Women’s Impact Initiative was started in 2009 to bring educational, enrichment and networking opportunities to professionally minded women in Stark County. Its focus is to create a vibrant vehicle to connect professional women with business opportunities in the community.

This year, the Women’s Impact Initiative has presented two workshops: Negotiating Women in January and Women’s Leadership Workshop in February. The group is also introducing the Athena Leadership award in Stark County. Finalists have already been named, including Western Reserve Public Media President and CEO Trina Cutter, and the recipient of the first-ever Stark County award will be announced at a dinner on March 21.

Western Reserve Public Media taped the Feb. 15 Women’s Leadership Workshop keynote address by author Jan Phillips and the question-and-answer session with Phillips and Carol Frohlinger, who was the keynote speaker at the Negotiating Women event in January. The program will air on Fusion in April.
Station partners with Canton Museum of Art

Western Reserve PBS will serve as the media sponsor of the 2012 Canton National Art Show, taking place April 27-29. The Canton National Art Show is a juried, indoor show of the highest quality fine art and fine craft. The show will feature 80 artists, with an emphasis on quality, professionalism and variety.

Grover makes guest appearance at Family Wellness Event

Western Reserve PBS was a media sponsor of the Shaw Jewish Community Center’s Family Wellness Expo, held on Sunday, Jan. 22 at the Shaw JCC in Akron. Free family-friendly entertainment and information on healthy lifestyles were the focus of this event. Western Reserve PBS hosted Walkaround Grover from Sesame Street in its booth.

Family Reading Festival another success

Western Reserve PBS was both participant and media sponsor of the 5th Annual Family Reading Festival, held at the Akron-Summit County Public Library on Feb. 4. We hosted WordGirl for meet-and-greet sessions throughout the day. The free event provided a book to every child attending as well as live entertainment from Jim Gill and storyteller Robin Echols Cooper. Over 1,700 people attended and 1,200 free books were distributed. The event was sponsored by Akron-Summit County Public Library, Western Reserve PBS, PNC Grow Up Great, Giant Eagle, This City Reads, Akron Children’s Hospital and Hattie’s Cafe & Gifts.
Outreach & Special Events (cont’d.)

Upcoming family events

The 25th Annual Summit Mall and Western Reserve PBS Family Expo will take place on Saturday, April 14, from 10 AM to 5 PM. This Child and Family Awareness Month event creates a family-friendly day with community resources, educational materials, fun activities and entertainment for everyone. This year marks the 25th anniversary of the event. Western Reserve PBS will welcome Walkaround Cookie Monster and SteveSongs of PBS Kids. Sponsors of this event include Summit County Children Services, Summit Mall, Western Reserve PBS, Akron Area YMCA, CASA/GAL Program of Summit County and County of Summit ADM Board.

We’ll return for the 6th Annual Plant the Seed to Read — Book Festival at Fellows Riverside Gardens in Youngstown’s Mill Creek MetroParks on Saturday, April 28. Western Reserve PBS will have Curious George on hand to celebrate the “Read on the Wild Side!” theme. The goal of this event is to promote literacy in the Mahoning Valley by providing community and educational resources, hosting story times throughout the day and ensuring that every child goes home with a free book. Event founders and partners are Altrusa Club of Youngstown, Mill Creek MetroParks, Public Library of Youngstown and Mahoning County and Western Reserve PBS.

At Western Reserve PBS, membership has its advantages!

Just by being a member of Western Reserve PBS at the $60 level or above, you can visit 84 local restaurants plus over 8,000 nationwide!

- 24-hour MemberCard hotline: 888-727-4411 for the latest changes
- Web site: www.membercard.com/westernreservepbs
- MemberCard customer service: 800-423-7645

IT/Engineering

Western Reserve Public Media complying with WARN Act

Western Reserve Public Media is gearing up to install equipment to be in compliance with the Warning, Alert, and Response Network Act (the WARN Act). PBS is providing the funding and the equipment, and the service is expected to be operational early this spring.

What’s the WARN Act? In 2006 Congress passed the Warning, Alert, and Response Network Act in order to make emergency communications more effective after Hurricane Katrina exposed the weaknesses of the current system. One key component of the act was to require the FCC to create a standard that would enable licensed cellular (Commercial Mobile Service or CMS) providers to transmit emergency alerts to their users, which resulted in the establishment of the Federal Emergency Management Agency (FEMA) Integrated Public Alert and Warning System (IPAWS).

Although the main distribution method of the messages to affected locations will be over the Internet, PBS stations, by virtue of their community-based mission and wide distribution throughout the country, provide an ideal platform to supply a backup strategy for transmitting these messages should the primary link to FEMA become unavailable. Therefore, in 2008, the FCC passed a rule requiring PBS stations to “provide a hardened diverse path for the delivery of CMAC messages from FEMA to Cellular Carriers.”

In May 2010, PBS received a $26.8 million grant from the National Telecommunications and Information Administration (NTIA) to provide PBS member stations with the equipment necessary to receive, encode and transmit these messages over the PBS satellite feed. Stations that are CPB-qualified with a valid full-power digital television license who receive their programming from the AMC 21 PBS Satellite KU transponder 22 are required to pass CMAC messages to CMS providers.

In June 2011, NTIA awarded PBS a further $28.2 million in order to provide stations with the hardening equipment they will need to comply with the WARN requirements. PBS is offering money for power backup systems to PBS stations that do not have the equipment. Western Reserve Public Media has applied for money to upgrade our systems on both WNEO and WEAO. Although we have generators at all of our sites, we do not have a UPS system at our Salem site. We have submitted an application for money for a UPS system at the Salem transmitter site and for extra fuel tanks for our generators at all three sites to provide at least 72 hours of fuel reserve. We await the outcomes on these applications.
Cutter, Lisa Martinez and Jessie Springer attend Stark County Women’s Impact Initiative events

President and CEO Trina Cutter, Vice President of Marketing and Development Lisa Martinez and Communications and Development Specialist Jessie Springer attended two Stark County Women’s Impact Initiative events, both held at Kent State University Stark’s conference center.

On Jan. 18, the three attended the Negotiating Women luncheon. Carol Frohlinger, co-founder of Negotiating Women, Inc., was the keynote speaker. A lawyer and consultant, Frohlinger is passionate about helping women to negotiate authentically and in a way that is consistent with the culture they work in.

On Feb. 15, Cutter, Martinez and Springer attended the daylong Women’s Leadership Workshop. The day began with keynote speaker Jan Phillips, author of “The Art of Original Thinking – The Making of a Thought Leader,” followed by two breakout sessions: Networking/Power – Power is NOT a Dirty Word!, facilitated by Phillips and Cathy Hackney, Ph.D., and Language/Negotiation with Carol Frohlinger.

Western Reserve PBS is serving as the media sponsor of this year’s Women’s Impact Initiative.

Cutter, Martinez attend Knight Foundation breakfast

President and CEO Trina Cutter and Vice President of Marketing and Development Lisa Martinez attended a breakfast with Alberto Ibargüen, president and CEO of the John S. and James L. Knight Foundation. The event was held Dec. 8, 2011, at the GAR / Knight Foundation offices in Akron. Ibargüen discussed The Age of Transparency: How It Affects Information Flow and the Way We Work.

Western Reserve Public Media President and CEO Trina Cutter (second from left) is among nine women nominated for a Greater Stark County Athena Leadership Award. Here she is pictured with two other nominees, Renee Powell (left) and Janet Creighton (right). Norma Rist (second from right) of Akron is a former national Athena chairperson.

Trina Cutter named finalist for ATHENA Award

President and CEO Trina Cutter was chosen as a finalist for the first-ever Greater Stark County ATHENA Leadership Award, sponsored by the Stark County Women’s Impact Initiative. Nominated by Western Reserve Public Media’s Vice President of Marketing and Development, Lisa Martinez, Cutter was one of nine women selected. The recipient of the award will be announced at the March 21 Athena Leadership Award Dinner, being held at Kent State University Stark’s conference center.

The Athena Leadership Award celebrates exemplary leadership and is reflective of a quote from Plato: “What is honored in a country will be cultivated there.” Over 6,000 recipients worldwide have been honored with the Athena Leadership Award since the program’s inception in 1982. Presented to leaders across professional sectors, the Athena Leadership Award’s rich history, international scope and focus on mentorship distinguishes it as one of the most prestigious leadership awards one can receive.

Cutter serves as panelist on civility forum

On Dec. 1, President and CEO Trina Cutter was one of two panelists for the Social Media in Politics session at the Civility in Politics Forum, hosted by Leadership Stark County and the Regula Center for Public Service and Civic Engagement at the University of Mount Union. Cutter talked about uses of social media in campaigning for office and communicating with constituents. The event was held at the North Canton Medical Foundation.

Cutter, Martinez attend Canton Chamber dinner

On Feb. 8, President and CEO Trina Cutter and Vice President of Marketing and Development Lisa Martinez attended the Canton Chamber of Commerce’s 98th Annual Dinner: A Night With the Timken Company. Timken Chairman Tim Timken joined President and Chief Executive Officer Jim Griffith to share the company’s story of reinvention, with a new business model and fresh capabilities to capitalize on emerging markets and growing industries around the world.
Staff News, Training & Conferences (cont’d.)

Martinez attends seminar on online fund-raising
Vice President of Marketing and Development Lisa Martinez attended the Association of Fund-raising Professionals North Central Ohio Chapter presentation Harnessing the Power of Online Fund-raising, which was held on Feb. 16 at the Shaw Jewish Community Center in Akron. The presentation offered creative ways to enhance online fundraising efforts and provided local examples of successful online fund-raising.

Martinez attends Women of Power Luncheon
Vice President of Marketing and Development Lisa Martinez attended the Akron Urban League’s Women of Power Luncheon, held on Nov. 15. Barb Greene, owner of CommonGood Consulting and a consultant to Western Reserve Public Media, was recognized by the Akron Urban League as a Woman of Power for her contributions to the Akron Urban League and community.

Jeff Good presents at SOITA conference
Jeff Good, director of education, presented at the annual SOITA technology conference held in Dayton in early December. His hands-on session for teachers and administrators focused on “pocket video” production and editing.

Springer serving on Summit for Kids committee
Communications and Development Specialist Jessie Springer is serving on the planning committee of the third annual Summit for Kids, planned for Aug. 18, 2012, at the John S. Knight Center in Akron. Plans for the day include fun activities, free back-to-school items and other giveaways, special guests and much more, all made possible by generous local organizations. Admission is free, and the list of attractions is still growing.

Western Reserve Educational Services participates in eTech conference
Western Reserve Public Media was well represented at the annual eTech Ohio Technology Conference held in Columbus in February. Western Reserve Educational Services hosted an informational booth at the conference, and Director of Education Jeff Good managed the Instructional Technology Integration Partnership of Ohio (ITIP Ohio) informational booth as well.

Western Reserve Educational Services, in cooperation with ITIP Ohio, also supported an event at the conference titled Go Mobile at COSI Columbus. Over 50 educators participated. The event included a presentation by students on the use of smartphones and QR codes in the classroom. Participants received QR code resources and dinner as part of the registration and were allowed after-hour access to three of COSI’s interactive displays.

21st Century Learning consultants Lealynd Tuskan and Dave Philibin conducted professional development sessions at ITIP Ohio’s Google area on Google Sites and Integrating Google Docs in the Classroom. Tuskan also conducted a session on ITIP Ohio’s Model Lesson classroom using iPads and an app called SnapSeed for an interactive teaching lesson on identifying tree leaves.

ITIP Ohio collaboration continues with May conference
Western Reserve Educational Services, in its role as collaborative partner with ITIP Ohio, will help present the second annual Ohio Goes Google Conference in Columbus on May 10. The event will take place at the Columbus Convention Center and will focus on the application of the Google suite of tools available free to local school districts. Over 700 educators attended last year’s event.

The Instructional Technology Integration Partnership of Ohio (ITIP Ohio) is a nonprofit organization created for the purpose of further promoting the use of instructional technologies in Ohio’s classrooms. It works closely with a variety of statewide educational agencies along with eTech Ohio to offer a wide variety of professional development opportunities. These activities are available via online classes, face-to-face trainings, webinars, videoconferences, regional meetings, mini-conferences and the website itipohio.org. Western Reserve Educational Services is one of the five founding partners.

Laura Jarvis makes the news!
Our very own Laura Jarvis, administration specialist, was on WKYC News on Jan. 31, when a reporter interviewed her about the proposal to bury pets in the cemetery that is beside her house. Her dogs — Lucy and Jocko — also made a cameo appearance and the dark black blur running across the screen was her other dog, Desi. To celebrate Laura’s stardom, the staff ate doughnuts.

Jeff Good’s son signs with Walsh University
Daniel Good, son of Director of Education Jeff Good, has received a full scholarship to play football for Walsh University in North Canton. Good plays tight end. He starts school in the fall and plans to major in human resource management.
Behind the scenes of Micro Business for Teens

Western Reserve Public Media shot Micro Business for Teens: Starting a Micro Business on Feb. 9 at Wright-Curtis Theatre on the Kent State University campus. Over 100 students, parents and educators from Northeast Ohio joined us in the studio for the taping.

Western Reserve Public Media