New production educates about mitochondrial disease

A new Western Reserve Public Media production that offers in-depth information about mitochondrial disease will premiere on Wednesday, Sept. 10, at 8 pm.

A Closer Look: Mitochondrial Disease is presented with support from Akron Children's Hospital and Northeast Ohio Medical University (NEOMED). It addresses a debilitating and often fatal condition through personal stories plus interviews and discussion with Akron Children's Hospital health care professionals.

Mitochondrial disease is actually a group of diseases that result from failure of the body’s mitochondria, which are the cell’s power producers. When mitochondria fail, cell injury and even cell death can occur, which can lead to failure of whole body systems.

A Closer Look: Mitochondrial Disease offers background information and shares the stories of two families whose daughters had the disease: the Lyman family from Northeast Ohio and the Strawser family from Southwest Ohio.

“Working with the Lyman and Strawser families was an emotional roller coaster for all of us who worked on this production,” said Toni Kayumi, Western Reserve Public Media chief development and communications officer. “In the face of great loss, the families opened their homes and hearts to us. It shows how strongly they believe in the importance of educating the public about mitochondrial disease.”

The goal of the production is to increase awareness and understanding of mitochondrial disease, both for the health care profession and the general public.
Programming & Local Productions (cont’d.)

Steve Graziano to manage programming function

Please welcome Steve Graziano, managing partner of P3 Public Media based in Lincoln, Neb., who is now creating the program schedules for both Western Reserve PBS (WNEO 45.1/WEAO 49.1) and Fusion (WNEO 45.2/WEAO 49.2). Graziano replaces Don Freeman, who retired in July after 26 years with our organization.

Graziano’s experience in broadcast media includes 20 years at Nebraska’s NET, where he led the Promotion, Research, Traffic and Television Programming departments. As chief operating officer for Louisiana Public Broadcasting, he managed the day-to-day activities for Louisiana’s only statewide media entity. He founded P3 Public Media, which serves a small group of public television stations, in 2011. He has also served on several national boards and committees.

“We’re grateful to have found someone with the many years of programming experience and the love of public television that Steve brings to our station,” said Toni Kayumi, chief development and communications officer.

New multimedia project discusses specific careers

The State of Ohio legislature has provided funding for Western Reserve Public Media to create a new educational multimedia project about careers in the automobile manufacturing and entertainment industries.

The career modules will feature an introductory video about each career, plus videos covering the areas of world languages, fine arts and financial literacy. The videos and a teacher guide will be available online this fall. Specific careers in each industry that are covered include the following:

Automobile Manufacturing
- World languages – factory worker
- Fine arts – tire manufacturer
- Financial literacy – equipment sales representative

Entertainment
- World languages – museum curator
- Fine arts – animator
- Financial literacy – art auctioneer

The two modules address these college and career readiness anchor standards for reading: Common Core State Standards for English Language Arts and College and Career Readiness Anchor Standards for Writing. They also address the Financial Literacy standards in Entrepreneurship Pathways from the Ohio Department of Education.

The accompanying teacher guide presents vocabulary words specific to each career and writing exercises that use important concepts related to each area of study.

Besides information about the careers, one goal of the teacher guide is for each student to create a portfolio that could be used for admittance into college or for entering the job market.

This project was funded by the State of Ohio through Broadcast Education Media in conjunction with the Ohio Department of Education.

Excellent new programs coming your way

This is a golden age of public television, with an extraordinary number of excellent programs coming soon to Western Reserve Public Media. Did you know that this year we’ll have 20 more hours of Masterpiece dramas than we did last year? Or that the latest Ken Burns documentary is just around the corner? And that’s just the beginning.

Our fall season starts off with The Roosevelts: An Intimate History. Ken Burns tells the stories of Theodore, Franklin and Eleanor Roosevelt in a seven-part series that will air Sunday-Saturday, Sept. 14-20, at 9 PM. Learn about the lives and times of these three American icons who influenced 20th century American history more than perhaps any other family. Not to be outdone, Ken’s brother Ric shows us that the Pilgrims were not quite the people we were led to believe. Look for that story on American Experience this November.

On Oct. 10, the arts take center stage with a new Broadway musical, The Nance Starring Nathan Lane, which is a hilarious tribute to the golden age of burlesque. Just one week later, on Oct. 17, we celebrate an American original as the San Francisco Opera presents George Gershwin’s Porgy and Bess.

We all know who first walked on the moon, but how much do we know about him? Later this year on Nova, see an intimate portrait of Neil Armstrong through revealing interviews with his family and friends.

And, yes, we’ve saved the best for last. Masterpiece has more original drama this year than ever before, including new seasons of Miss Marple and Inspector Lewis. New dramas include the return of Bill Nighy in Worricker, with co-stars Helena Bonham Carter, Ralph Fiennes, Christopher Walken and Winona Ryder. Of course, our crown jewel is well worth waiting for. Season 5 of Downton Abbey returns in January as new cast members bring new intrigue.

It truly is a golden age of television, and with continued support from the communities we serve, we’ll keep offering the very finest of dramas, documentaries, performances and children’s programs.
Educational Services

Ohio Ready to Learn to offer workshops
Western Reserve Public Media has received funding to present Ohio Ready to Learn workshops for the coming year. These workshops offer free training sessions and materials for home child-care providers. Pam Oviatt, who serves as the project coordinator, presented 26 workshops this past year.

Teacher Showcase Project in production
Our Department of Educational Services is working on a Teacher Showcase Project in cooperation with the Ohio Department of Education. Twenty school district teams, each consisting of two teachers, a technology coordinator and a curriculum director, will attend professional development training in August. They then will create videos highlighting the teams’ use of technology in their classroom to teach the common core subjects of math, science and/or social studies. The project wraps up in June 2015.

Educational Services offers Google training
Many districts are jumping on the Google bandwagon with training support from Western Reserve Public Media’s department of educational services during late summer and early fall.

Boardman High School conducted a tech conference featuring Jeff Good and Barb Moore as session speakers. Harrison Hills City Schools in Cadiz has implemented a 1-1 learning initiative in its high school for the new year and Jeff Good will be training teachers on the benefits of Google in their classroom. Old Trail School’s third grade teachers will learn about Google with training from Western Reserve Public Media, while Western Reserve Local Schools teachers will learn about Google at the start of school in September.

Upcoming conference presentations
Barb Moore, 21st century learning consultant, will be a presenter at the annual conference of the Stark/Portage Area Computer Consortium (SPARCC) Technology Conference, to be held in August. She will give two presentations related to problem-based learning. Jeff Good, director of education, will participate in the conference at the Western Reserve Public Media and ITIP Ohio booths.

Outreach & Special Events

Under the Streetlamp meets station members
Back in May, viewers could pledge support to Western Reserve PBS and receive tickets and meet-and-greet passes to the male vocal group Under the Streetlamp’s concert. Shown here at the concert on June 24 at Cleveland’s Ohio Theatre is member Lisa Holl (second from right) with the performers and other meet-and-greet guests.

Singer Jessica Lynn meets with fans
In June, Western Reserve PBS aired a pledge program featuring up-and-coming country singer Jessica Lynn. Viewers could pledge for tickets to Lynn’s July 2 concert at Hard Rock Rocksino at Northfield Park.

Jessica Lynn (second from left) met with VIP ticket holders and station members David Zock (left) and Linda Cetrone (center), along with Chief Development and Communications Officer Toni Kayumi and Toni’s husband, Mike McCullers.
New development strategy reduces pledge days

In recent years, Western Reserve Public Media has had to increase the amount of pledge programming that has aired in an effort to balance the station’s budget during particularly tough economic times. Understandably, this has upset many of our members who dislike the preemptions to the regular program schedule.

For this fiscal year, which began on July 1, we have devised a new strategy for on-air fundraising. Our goal is to reduce the pledge drives to just four major campaigns, held in August, November/December, March and June. We will attempt to meet our financial goals by pursuing more ticket offers tied to pledge programs, a strategy that traditionally has worked well. In addition, we will search for new pledge programs that may perform better.

A third strategy is to air 30-second spots between programs that feature our staff members encouraging viewers to support the station.

We hope that this new philosophy will enable us to reach our fundraising goals with the least amount of disruption to our program schedule.

Kovachs are honored

Leave a Legacy Summit/Portage/Medina held its 11th annual Voices of Giving Honors Awards on June 19 at Portage Country Club. Among the honorees were James and Maureen Kovach, who were nominated by Western Reserve Public Media. The Kovachs are major donors to our organization’s annual membership campaigns and provide additional funding by underwriting our Masterpiece Theatre programming each year. In addition, they have recognized Western Reserve Public Media in their estate planning and are therefore also members of our Legacy Society.

The Leave a Legacy event pays tribute to individuals in Summit, Portage and Medina counties who, out of selflessness, generosity and foresight, have chosen to leave a bequest or planned gift to their favorite charitable organization. “We are extremely grateful to Jim and Maureen for their continued generosity as underwriters of Masterpiece, and for being members of our Producers Circle and Legacy Society,” said Toni Kayumi, chief development and communications officer.

Grant received from Roush Memorial Fund

Western Reserve Public Media recently received a Fiscal Year 2015 grant for $15,000 from Roush Memorial Fund of Akron Community Foundation. “This generous funding will be used to support cultural arts and performance programs such as American Masters, Masterpiece, Live From Lincoln Center, Great Performances, and Austin City Limits,” said Toni Kayumi, chief development and communications officer. “We are grateful for the support.”

Many, many thanks to Home Savings & Loan Charitable Foundation for providing program support to us to help ensure the continued delivery of shows such as Masterpiece Theatre and Sesame Street! Accepting a check from Jennifer Muren (left), Home Savings & Loan area sales manager, is Toni Kayumi, chief development and communications officer.
New board positions announced

On Tuesday, May 27, Dr. Bryan DePoy, Youngstown State University dean of the College of Creative Arts and Communication, was elected chairman of our board of directors. He replaces David Hunter, a partner at Brouse McDowell business law firm. Hunter will continue serving as a general board member.

“I am personally honored and excited to move into this new phase of service for Western Reserve Public Media,” Dr. DePoy said. “The station is an integral and relevant point of arts and culture, education and community engagement to over 5 million people in the state of Ohio, and it is something of which the entire region should be proud. I am excited to support and emblemize the vision of President and CEO Trina Cutter and her staff during my term as chairperson.”

Dr. DePoy was chosen to lead YSU’s College of Creative Arts and Communication in 2009. He holds music degrees from Florida State University, Indiana University and the University of New Mexico. Dr. DePoy is active in the arts and culture advocacy community and has a diverse background in music performance, teaching and music pedagogy. Prior to his appointment at YSU, he served on the music faculties and as a higher education administrator at Delta State University and Southeastern Louisiana University.

“Bryan has an impressive and extensive cultural arts background that makes him perfectly suited to be the chairman of the board of a public television station, so we are most fortunate that he is willing to serve Western Reserve PBS,” said Trina Cutter, president and CEO of Western Reserve Public Media. “I look forward to his thoughtful and creative leadership.”

Also serving in leadership positions on the board are Eileen Korey, vice-chair, and Mark Auburn, secretary. Korey is associate vice president/chief communications officer at The University of Akron. Auburn, who has served as board chair in the past, is a community volunteer and former dean of the College of Fine and Applied Arts at The University of Akron.

Iris Harvey is honored

Congratulations to board member Iris Harvey, who was named a 2014 Crain’s Cleveland Business Woman of Note. The annual tradition honors outstanding female business leaders who bring passion, dedication and strength to our region’s professional landscape.

Harvey is vice president for university relations and chief marketing and communications officer at Kent State University. She has been at KSU since 2008 and said that her biggest responsibility there is advancing the university’s visibility.

She was one of 15 honorees at the 2014 Women of Note Luncheon, which Western Reserve Public Media President and CEO Trina Cutter attended as a guest of WKSU. Cutter was a 2007 Women of Note recipient.

IT/Engineering

Lightning strike affects Master Control

On May 12, during a severe lightning storm, Western Reserve Public Media’s Master Control in Kent took several lightning strikes, inducing surge damage to multiple pieces of equipment. On-air operation was restored within a few hours, but engineers are continuing to find damage to equipment and repairs are ongoing.

WEAO transmitter off air for six days

On July 11, at 3 AM, WEAO’s transmitter in Copley experienced a transmission line failure above the 800-ft. level on the tower. Within eight hours, a crew was mobilized and on the tower to diagnose and find the problem. Even though spare pieces of line were in stock, full repairs and cleaning of the line all the way to the bottom of the tower took a week. WEAO was placed back on the air just before 9 PM on July 17.
Trina Cutter attends Knight Foundation event
On Aug. 13, President and CEO Trina Cutter attended a Knight Foundation “drinks and discussion” event to meet Josh McManus, the organization’s new Akron-based program director.

Nick Freeman joins staff
Nick Freeman has been hired full time as traffic coordinator. He previously worked for the station in a freelance capacity. Freeman will attend Myers ProTrack training in Northampton, Mass., in late August. Myers ProTrack is the database system that Western Reserve Public Media uses.

Terry Schlosser joins staff
Join us in welcoming Terry Schlosser, who is our new account executive. He is a former advertising sales manager at Ogden Publishing / Salem News, where he worked from 2007 to 2013. Schlosser lives in Poland and is a graduate of Youngstown State University with a degree in business administration, having majored in advertising and public relations.

“Terry’s knowledge of and connections in the Youngstown market make him a great addition to our underwriting team,” said Toni Kayumi, chief development and communications officer.

Tony Dennis attends conference
Operations Manager Anthony Dennis attended a Telecommunications Industry Association conference in Dallas on June 3-5. The conference was about new technologies and trends in telecommunications, satellite and wireless industries that directly impact us as a broadcaster and competitor for the airwaves.

Dennis said he gained perspective from the wireless industries’ point of view on the upcoming FCC spectrum auction. The auction will take our current RF channels in the 600-700 MHz range and auction that bandwidth off to the wireless industry.

Jeff Good attends conference
Jeff Good, director of education, attended a conference hosted by the International Society for Technology in Education (ISTE). The event, held in Atlanta in late June, is the largest educational technology conference in the country, with attendees from the United States and around the world.

Good attends national conference
Representing President and CEO Trina Cutter, Director of Education Jeff Good attended the NETA Summer Board Meeting, held July 15-17 in Savannah, Ga. NETA is the National Educational Telecommunications Association, a professional association that serves public television licensees and educational entities.

Good receives certification
Jeff Good, director of education, received Microsoft Innovative Educator certification in June. He earlier received training certification in December 2011. The two-day training, attended by more than 25 educators, focused on the Microsoft suite of applications, including Office 365.

Employees participate in webinar
President and CEO Trina Cutter, along with maintenance engineers Rick Patterson and Horace Chong, participated in a webinar sponsored by the Association of Public Television Stations (APTS). The topic was “Spectrum, Public Safety and Education: An APTS Update.”

Phil Hoffman hosts going-away party
Local documentarian and former University of Akron professor Phil Hoffman, who also frequently helped on air with our pledge drives, has accepted a new position at KMOS. He is now general manager and director of broadcasting at the PBS affiliate, which is owned and operated by the University of Central Missouri.

Hoffman held a going-away party at the Nightlife Theater in Akron on June 30. Representing Western Reserve Public Media at the event were Duilio Mariola and Barbara Wallen from our Production Department.

Employees attend sanctuary open house
On June 22, Western Reserve Public Media employees Laura Jarvis and Maria Mastromatteo attended an open house at Happy Trails Farm Animal Sanctuary on behalf of President and Chief Executive Officer Trina Cutter.

Marybeth Gibbons receives webinar training
Membership Coordinator Marybeth Gibbons participated in four webinars in July and August related to donor cultivation and retention.
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Sources: 1 2010 A.C. Nielsen audience data; 2 2011-2012 Media Audit, Cleveland-Akron