Western Reserve Public Media President’s Report

Winter 2014

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.

1 Programming & Local Productions
2 Educational Services
3 Outreach & Special Events
4 Marketing & Development
5 IT/Engineering
6 Board of Directors
7 Staff News, Training & Conferences
8 Western Reserve Public Media
1750 Campus Center Drive
P.O. Box 5191
Kent, OH 44240-5191
1-800-554-4549
WesternReservePBS.org

Viewership of children’s programs increases dramatically

The Western Reserve PBS children’s programming schedule changed on Oct. 7 when PBS introduced the new series Peg + Cat. At that time, programmer Don Freeman made some significant changes that he hoped would improve viewership due to the new schedule.

Since that date, the 6 AM to 6:30 PM Monday-Friday schedule has improved by 47.9 percent. In the 25 half hours during that time period, our viewership has increased in 18 of them (72 percent of those half-hour periods).

Major growth of 100 percent or more has been seen with these programs:

8 AM Curious George (up 123 percent)
8:30 AM The Cat in the Hat Knows a Lot About That! (up 222 percent)
1 PM Daniel Tiger’s Neighborhood (up 107 percent)
2:30 PM Sid the Science Kid (up 158 percent)
3:30 PM Curious George (up 383 percent)
4 PM The Cat in the Hat Knows a Lot About That! (up 521 percent)
Prime-time viewership increases on several evenings

Since the beginning of the fall season in September, the Western Reserve PBS prime-time audience has grown 10 percent compared to a similar period in 2013. Our most-viewed night is Sunday, with a 102.4 percent increase in gross rating points. Tuesday nights saw the second-largest increase (51.6 percent), while our locally acquired British dramas on Thursday nights did very well with a 20.8 percent increase in viewers. The other nights all showed a decline from 2013’s broadcast season, with Saturday experiencing the biggest audience drop at 45.4 percent.

Looking at the top 25 most-watched programs during prime time, every Masterpiece Classic “Downton Abbey” episode from season 3 and 4 is in it. Also ranking high are episodes of Father Brown, Death in Paradise, New Tricks and Doc Martin on Thursday nights; the Carol Burnett Mark Twain Prize special; the Secrets of the Tower of London special; an episode from African Americans: Many Rivers to Cross; the American Experience “1964” show and a Call the Midwife episode.

New multimedia educational projects are in production

Western Reserve Public Media has received a grant from Ohio legislators through eTech Ohio to produce two multimedia projects that offer information about careers in the fashion and entertainment industries. The modules will be released for the 2014-15 academic year.

Each features an overview of the topic (a five-minute video) and three component videos covering the areas of world languages, fine arts and financial literacy.

The fashion module focuses on careers as a runway model, fashion designer and sales representative. We are fortunate to be able to work with the School of Fashion at Kent State University (http://www.fashionschool.kent.edu). We also will work with a model from Northeast Ohio who has become known nationally. Our goal is to assist students in making good preparatory decisions and life choices.

Three major museums are working with us on the entertainment careers module, which focuses on positions as museum curator, animator and art auctioneer. The museums are the Cleveland Art Museum, Akron Art Museum and Canton Museum of Art. For the segment on careers in animation, Ed Lazor, who owns his own animation company, will serve as a resource. Gray’s Auctioneers, based in Cleveland, and a school offering auctioneer training will be the expert sources for the art auctioneer section.

The two new projects address statewide college and career readiness standards for reading, plus financial literacy standards in entrepreneurship.

Mitochondrial disease is topic of new local production

Western Reserve PBS and Akron Children’s Hospital are producing an informational production about mitochondrial diseases. Primarily affecting children, mitochondrial diseases result from failures of the body’s mitochondria, which are cell’s power producers. When mitochondria fail, cell injury and even cell death follow. In some cases, the process is repeated throughout the body and can cause whole systems to fail.

The production, A Closer Look at Mitochondrial Disease, intimately connects viewers with two families who have dealt with the often devastating disease. In addition, the production features Bruce H. Cohen, M.D., director of pediatric neurology at Akron Children’s Hospital, whose mitochondrial disease research is internationally respected.

The goal of this production, which is tentatively set to air in May, is to serve as an educational tool for understanding the disease. Stand-alone video segments within the hour-long production will be used at Northeast Ohio Medical University (NEOMED) for classroom instruction.
Educational Services

**Professional development opportunities abound for area educators**

More than 30 sessions for educators’ professional development were offered during Winter 2013. Sessions offered instruction in integration of technology such as interactive white boards, iPads and Google applications.

Two new online professional development opportunities, “Project-Based Learning in the Classroom” and “The Connected Educator” were developed and delivered by part-time 21st century learning consultant Barb Moore. A blended learning opportunity, which combines face-to-face training with an online component, was offered as a Smart board interactive white board class.

This spring, educators can take advantage of more than 40 offerings, including three online courses. A new online course, How Do I Teach Online?, will focus on what makes a good online course using Quality Matters rubrics and framework. The summer schedule of professional development will be developed and sent off to districts the end of April.

**Educational Services participates in state conference**

Western Reserve Public Media was well represented at the annual Ohio Educational Technology Conference (formerly the eTech Ohio conference), held in Columbus in late January. The organization had an informational booth for the conference and ITIP Ohio’s informational booth space was attended to by Jeff Good, director of education. Good and 21st century learning consultant Barb Moore conducted learning sessions at the conference. Moore’s session was titled “The Connected Educator,” while Good’s session focused on using Google forms to enhance blended learning opportunities.

**Department of Educational Services receives grant**

Western Reserve Public Media Educational Services received funding from the Martha Holden Jennings Foundations to provide services to area educators with the project titled “Connected Educators Join the Digital Learning Revolution.” The project is planned as a six-month professional education program providing monthly support for one building lead administrator and/or one lead teacher who will be referred to as an innovation ambassador.

The program’s purpose is to help these ambassadors organize their digital lives and connect with resources for communicating, collaborating, creating and critically thinking, with a vision of changing their schools’ culture of teaching and learning. We would expect these innovation ambassadors to communicate and collaborate with other building educators to strengthen their digital organization and connection skills as well.

**Streetsboro City Schools staff receives technology training**

Dave Philibin, 21st century learning consultant, worked with Streetsboro City Schools in its “Using Data and Technology to Drive Instruction” project. In January, more than 30 teachers attended introductory training on using an iPad, which the district furnished to each participant. Philibin conducted two separate training sessions that covered basic operation of the iPad.

Another face-to-face session will occur at the end of the school year, with Philibin using the learning management system Schoology to continue to engage participants throughout the year. Schoology allows participants to post questions, take tests and receive monthly assignments throughout the year in a self-paced approach. The culmination training event in June will allow all participants an opportunity to share what they have learned about the iPads.

**Ohio Ready to Learn program continues**

The Ohio Ready to Learn program, focusing on training and development of family child-care providers, has been funded for the coming year and many workshops have been delivered over the fall and winter. Thirty-three workshops will be delivered throughout the year. Pam Oviatt serves as the project coordinator.
Outreach & Special Events

A Downton Abbey Evening is a grand success!

More than 200 people attended our Valentine’s benefit dinner dance, A Downton Abbey Evening, which was held on Friday, Feb. 14, at Sheraton Suites Akron-Cuyahoga Falls. The event featured a five-course Edwardian feast, a live dance performance courtesy of Martell School of Dance, dancing to live music and a silent auction.

Many people enhanced their dinner reservations with optional wine pairings and overnight accommodations at the Sheraton. In addition, many of the attendees sported creative fashions ranging from Victorian to the 1920s eras.

The final figures for the total profit from the fund-raiser were not available as of press time; however, we already know that A Downton Abbey Evening surpassed its budgeted goal. Most important, our guests seemed to have a fabulous time, and many encouraged us to hold the event again next year!

Fans enjoy sneak preview of new season of “Downton Abbey”

On Thursday, Dec. 12, Stambaugh Auditorium and Western Reserve PBS co-sponsored a free sneak preview of the first hour of the much-anticipated Masterpiece Classic, “Downton Abbey, Season 4.” More than 1,000 participants enjoyed watching the preview in the company of fellow fans, and several dressed in period costume for the event!

Attendees shared with us that they very much enjoy watching the program in the company of like-minded fans. They’ll be happy to know that a new fifth season of “Downton Abbey” is currently in production in the United Kingdom.

Curious George swings in for local children’s event

To the delight of area children, on Feb. 8, Western Reserve PBS brought everyone’s favorite monkey to the 7th Annual Family Reading Festival in Akron, sponsored by Akron-Summit County Public Library. Curious George enjoyed passing out hugs and posing for pictures. The Family Reading Festival offers children hands-on activities, free books and live performances.
**Dr. Dunn accepts new appointment**

Dr. Randy Dunn, president of Youngstown State University, will resign his appointment effective in August. Dr. Dunn is returning to his hometown, Carbondale, Ill., to lead Southern Illinois University.

Dr. Dunn was named YSU’s eighth president on July 15, 2013. Prior to coming to YSU, he served as president of Murray State University for nearly seven years. We wish him well in his new position.

**Volunteers help during membership drive**

Western Reserve Public Media is grateful to volunteers from Voices of Canton for helping out with our November pledge drive.

**Chef Roger Thomas helps to promote Valentine’s Day event**

Roger Thomas, executive chef at Sheraton Suites, Akron-Cuyahoga Falls, was a guest co-host on pledge breaks for *Downton Abbey Revisited*. Thomas spoke about the menu that he had prepared for the station’s upcoming event, A Downton Abbey Evening.

**IT/Engineering**

**Update for greater Cleveland-area viewers who have DirecTV**

For nearly two years, our DirecTV viewers in the Akron-Cleveland area have experienced reception issues. This was due to DirecTV’s relocation of its receiving facility in downtown Cleveland.

In late January 2014, we were finally able to implement a solution with DirecTV to address the problem. That solution, however, requires viewers to have high-definition equipment and to receive DirecTV’s high-definition channels. For those who are a DirecTV standard-definition-only subscriber, or whose receivers are only standard definition, those receivers no longer receive Western Reserve PBS (WEAO channel 49). This applies to DirecTV’s greater Cleveland-area subscribers only. DirecTV subscribers in the Youngstown area are not affected.

Viewers who have only standard-definition service through DirecTV can receive Western Reserve PBS in high definition if they upgrade their equipment. Upgrade options and costs vary widely depending on the equipment and channel package.

Western Reserve PBS is still being broadcast over the air for free, and many viewers may be able to receive either WEAO or WNEO with an antenna connected to their digital TV set. For those who have a digital television, it is possible that a low-cost indoor antenna may enable them to receive our broadcast in high definition, plus our Fusion, MHz Worldview and V-me Spanish-language channels as well.

We do regret the inconvenience that this may have caused, but it was the best solution for the greatest number of viewers. Our customer service and engineering staff are working with viewers who call or write on a case-by-case basis to try and find ways for them to receive Western Reserve PBS.

**An update from our friends, Jim and Maureen Kovach**

In the Fall 2013 President’s Report, we told of the efforts of longtime supporters Jim and Maureen Kovach and our Engineering Department to resolve reception issues at Concordia at Sumner, a continuing-care retirement community in Copley where the Kovaches live.

The couple reports, “In our channel lineup on our SeniorNet satellite TV service sourced from DirecTV, we continue to have your main channel analog signal, but now we have digital high-def 49.1, 49.2, 49.3 and 49.4 sourced directly from our own broadcast antenna. Our IT guy, Joe Rinehart, has managed to have the program schedule for 49.1 and 49.2 included by SeniorNet on our Channel Guide channel. He is also investigating the feasibility of including the program schedule for 49.3 on our Channel Guide. All to the delight of the residents at Concordia at Sumner.”

This certainly is good news for the station as we continue our efforts to assure that DirecTV viewers can access not only Western Reserve PBS, but our standard-definition channels as well! Many thanks to the Kovaches for keeping us updated.

**Board of Directors News**

**Revol transmitters removed**

Revol, a regional wireless carrier, went out of business in January. Because of this, the company had to remove its transmitters from our Kent tower. The company’s demise represents a loss of tower rental income for Western Reserve Public Media.
Trina Cutter attends statewide educational media meeting

President and CEO Trina Cutter attended the January Broadcast Educational Media Commission meeting in Columbus held at the Fawcett Center, which is where WOSU Public Media is housed. General Manager Tom Rieland delivered a presentation about WOSU Public Media and Karen Olstad delivered a presentation about public radio in Ohio.

Cutter is member of high school alumni choir

President and CEO Trina Cutter is a proud graduate — and distinguished alumna — of Canton Lincoln High School. She says that although the doors of LHS were closed almost 40 years ago, the alumni group is still going strong, doing various social activities and fund-raisers. This June the alumni choir is performing on the former high school stage to raise funds for a scholarship fund. Cutter, along with fellow graduates from other classes, began rehearsals in January.

Cutter attends small-business program

Braving a snowstorm and unsalted Stark County roads on Monday, Jan. 27, President and CEO Trina Cutter attended a Canton Small Business Development Center informational program about the Goldman Sachs 10,000 Small Businesses Program. The program is designed to help CEOs develop the skills needed to grow their companies.

Cutter attends Leadership Akron

On Feb. 4, President and CEO Trina Cutter attended Leadership Akron's LeaderSource LIVE: The State of Our Arts. Mustard Seed Market and Café’s chief operating officer, Jon Fiume, served as the moderator of a panel consisting of Youth Excellence Performing Arts Workshop Founder and Artistic Director Leslie Parker Barnes; Weathervane Playhouse Executive Director John Hedges; Akron Art Museum Executive Director and CEO Mark Masuoka; and Akron Civic Theatre Executive Director Howard Parr.

GAR Foundation President Christine Amer Mayer also spoke about the recent findings of a study conducted by the Knight Foundation having to do with how the arts in Summit County are perceived as an important service worthy of funding.

Cutter participates in task force webinar

Our national lobbying organization, Association of Public Television Stations, has a special task force called the Future of Media Task Force. On Feb. 10, President and CEO Trina Cutter participated in a webinar offered by this task force titled “An Overview on the Future of Media,” which examined the media and broadcast ecosystem to identify developments, trends and opportunities — from new broadcast standards to TV Everywhere technology — that will help station managements make their most effective spectrum and business decisions.

Toni Kayumi serving on Plant the Seed to Read Steering Committee

Chief Development and Communications Officer Toni Kayumi is serving on the Plant the Seed to Read Steering Committee, which organizes a free children’s book festival with storytellers, activities and more. The community event will occur on April 12 at Fellows Riverside Gardens in Youngstown.

Western Reserve PBS will provide a meet-and-greet with Daniel Tiger from Daniel Tiger’s Neighborhood and Princess Presto from Super Why!, plus President and CEO Trina Cutter will be a guest reader at the event.

Kayumi is member of Leave a Legacy

Chief Development and Communications Officer Toni Kayumi is a member of Leave a Legacy Summit/Portage/Medina, a nonprofit organization whose mission is to motivate people without wills to create one, and to inspire individuals to leave something in their wills to charitable organizations that have had a positive impact on their lives.

Kayumi and Roetzel & Andress attorney Steven Cox are planning our public television station’s Second Annual Western Reserve PBS Write a Will Day for Wednesday, May 7, from 9 AM to 5 PM at our administrative offices in Kent. Cox will prepare simple wills as a free community service.

Cutter is emcee of Athena International event

For the second year in a row, President and CEO Trina Cutter will be the mistress of ceremonies for the 3rd Annual Greater Stark County Athena International Leadership Awards. The event will take place on March 20 at the University Center of Kent State Stark.

Former employee Tom Oswald dies

Former employee Thomas D. Oswald, of Strasburg, died on Sunday, Jan. 12, at age 74. He worked at the station post-retirement as a technology trainer. A graduate of Wittenberg University, Oswald received his master’s degree from Kent State University. He taught at Canton City Schools for 35 years. He leaves his wife, Karen, in addition to four children and nine grandchildren.

Cutter is member of high school alumni choir

President and CEO Trina Cutter is a proud graduate — and distinguished alumna — of Canton Lincoln High School. She says that although the doors of LHS were closed almost 40 years ago, the alumni group is still going strong, doing various social activities and fund-raisers. This June the alumni choir is performing on the former high school stage to raise funds for a scholarship fund. Cutter, along with fellow graduates from other classes, began rehearsals in January.

Former employee Tom Oswald dies

Former employee Thomas D. Oswald, of Strasburg, died on Sunday, Jan. 12, at age 74. He worked at the station post-retirement as a technology trainer. A graduate of Wittenberg University, Oswald received his master’s degree from Kent State University. He taught at Canton City Schools for 35 years. He leaves his wife, Karen, in addition to four children and nine grandchildren.

A new grandson for Duilio and Barb!

Production/Local Programming Manager Duilio Mariola and his wife, Barb Wallen, welcomed a new grandson, Andrew (Drew) McClelland on Wednesday, Jan. 15. Wallen works at the station as a consultant in the Production Department.

Duilio and Barb are pictured here with baby Drew and their daughter, Faith McClelland. Faith’s husband is Andrew McClelland. At birth, baby Drew weighed 6 pounds, 11 ounces and was 19½ inches long. Congratulations to all!
HAVE A CAR YOU NO LONGER NEED?

PUT IT TO GOOD USE!

SUPPORT WESTERN RESERVE PUBLIC MEDIA AND DONATE THAT UNWANTED VEHICLE

Fast, Free Towing  Tax Deduction  Easy Process

We Accept Cars, Trucks, Vans, SUVs, Boats, Motorcycles, ATVs, RVs, Trailers, Helicopters & Airplanes.

Western Reserve Public Media is Ohio’s largest PBS station. When you make a donation, you’re supporting high-quality educational and inspiring programming.

SUPPORT YOUR PUBLIC BROADCAST STATION!
visit WesternReservePublicMedia.org for more info.

OR CALL TOLL-FREE 855-PBS-CAR-5
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