

Western Reserve Public Media President's Report

Fall 2013



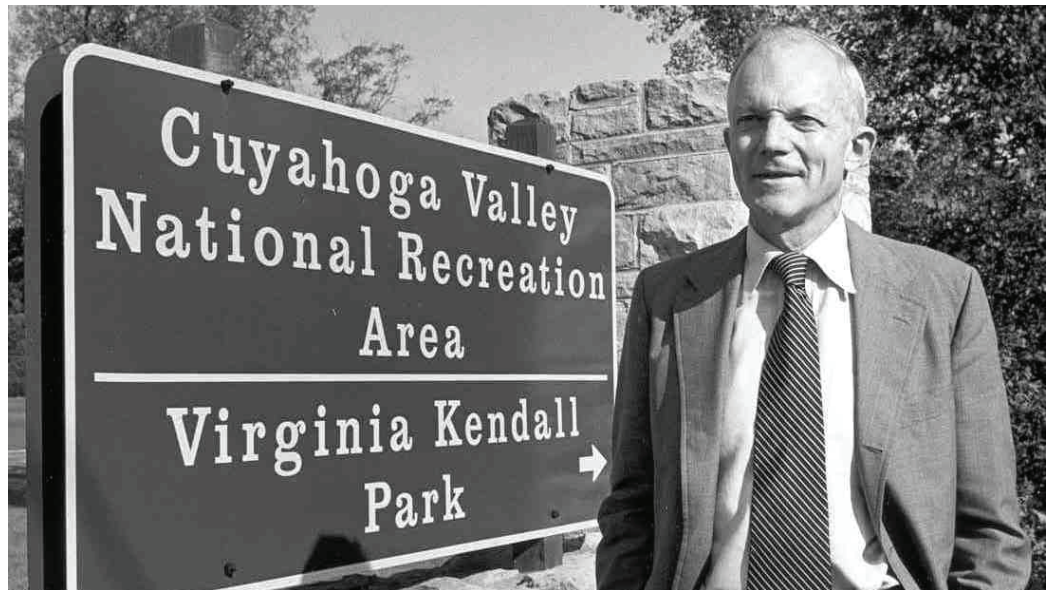
**WESTERN
RESERVE**
PUBLIC MEDIA

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.

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**Western Reserve
Public Media**

1750 Campus Center Drive
P.O. Box 5191
Kent, OH 44240-5191
1-800-554-4549
WesternReservePBS.org



Photos courtesy of the John Seiberling Collection at University of Akron Archives and the Seiberling Family.

A Tree Grows in Washington: The John F. Seiberling Story to premiere on Western Reserve PBS

On Tuesday, Sept. 3, at 8 PM, Western Reserve PBS will present the exclusive broadcast premiere of **A Tree Grows in Washington: The John F. Seiberling Story**. The work of award-winning producer Paul Jacoway, this production follows the career and life of Akron-born Congressman John Seiberling, who was first elected in 1970 and was reelected seven more times.

We hear from his siblings and children, as well as Congressman Ralph Regula and Congresswoman Betty Sutton. The program was co-written and is narrated by Michael Douglas, editorial page editor of the Akron Beacon Journal.

The Seiberling family was an important employer in the Akron-Canton area, as they built the Goodyear Tire and Rubber Company. Seiberling's mother was an important figure in the founding of Alcoholics Anonymous and his family's one-time home was Stan Hywet, now a national museum.

While in Congress, Seiberling served on the House Judiciary Committee that held the impeachment hearings against President Nixon. He also had a keen interest in preserving our nation's natural resources. He played a key role in the enactment of the 1980 Alaska National Interest Lands Conservation Act and was instrumental in the creation of the Cuyahoga Valley National Park. Born Sept. 8, 1918, he died in 2008.

Producer Jacoway is best known locally for his film **Final Edition: Journalism According to Jack and Jim Knight**, which premiered on Western Reserve PBS in 2009 and won a regional Emmy Award.

A Tree Grows in Washington will repeat on Wednesday, Sept. 4, at 2 AM; Saturday, Sept. 7, at 11 PM; and Sunday, Sept. 8, at 7 PM. It will air on Fusion (WNEO 45.2/WEAO 49.2) on Monday, Sept. 9, at 8 PM and Saturday, Sept. 28, at 10 PM.

Programming & Local Productions (cont'd.)



Don Freeman offers interesting viewership data

On July 30, the Youngstown Vindicator ran an Associated Press article titled "TV network stands alone as competitors go low-brow: Rebirth of PBS." The Vindy's entertainment reporter, Guy D'Astolfo, asked our station for some information at the local level to accompany the article, a link to which can be found at <http://westernreservepublicmedia.org/inthenews.htm>. Western Reserve PBS Programmer Don Freeman provided the following interesting information for the reporter.

Western Reserve PBS's average half-hour household viewership has been steadily increasing since 2008. From 2008 to 2009, it rose 2 percent. Comparing our weekly cumulative numbers from February 2009 to February 2013, we have increased viewership of 3.8 percent.

More recently, we are seeing a good growth in viewers. Comparing our broadcast year 2012 to broadcast year 2013 (September to May each year), our households viewing grew nearly 9 percent. Sunday (with **Masterpiece**) and Thursday (with our locally acquired British dramas) showed the largest increases of over 44 percent for each night. Just looking at a single month (February) between 2012 and 2013, our number of viewers has increased approximately 11 percent to over 370,000. Just as an aside, our weekday children's programming schedule continues to be relevant to families. From 2012 to 2013, that audience grew 28 percent.

Certainly, PBS programming has helped increase our viewing numbers. But let's not forget the programs that Northeast Ohio viewers find the most relevant on Western Reserve PBS. They are British dramas, British documentaries and comedies, and productions from local independent producers. Our Thursday lineup has included **Doc Martin**, **Death in Paradise** and **Scott & Bailey**, all of which have far outperformed PBS national ratings numbers. Those weekly drama series and British documentaries exclusive to our stations routinely dominate in the Western Reserve PBS top-20 programs list. As for local productions, we have had a long-standing partnership with Northeast Ohio independent producers that brings us unique perspectives on life and people in Northeast Ohio. Our viewers appreciate the relevance of all these shows that are either exclusive or unique to Western Reserve PBS.



New children's show coming this fall

Beginning this October, PBS is providing a new children's program, **Peg + Cat**. The inclusion of this new series, and the discontinuation of weekday feeds for **WordWorld**, **The Electric Company**, **Cyberchase** and **Fetch! With Ruff Ruffman** means there will be changes to our daytime schedule. Before those are implemented, programmer Don Freeman looked at how this past year's schedule has performed.

Our target audience for these programs is children age 2 to 5. In that age group, our station's viewership between 6 AM and 6:30 PM weekdays increased 28 percent. The most significant gains were shows airing between 8 AM and noon and between 4:30 PM and 6:30 PM. Based on this information, a new schedule that includes the new series **Peg + Cat** will premiere on Monday, Oct. 7.

Educational Services



New educational project tells story of visionary Akron program for urban youth

Western Reserve Public Media will be the presenting station for a new educational documentary called "Finding the Gold Within." Produced by Karina Epperlein, it tells the story of Alchemy, Inc., a program established in Akron that assists urban adolescents with developing a sense of purpose in life. Dr. Kwame Scruggs is the founder and executive director of the program. He and his students were recently awarded the 2012 National Arts and Humanities Youth Program Award, presented to them by first lady Michelle Obama.

Epperlein, an award-winning documentarist, heard about the project and decided to create the 90-minute documentary. It features six students who are now in college but have been in the Alchemy program since sixth grade.

As part of the "Finding the Gold Within" project, Western Reserve Public Media is creating a multimedia education package with the working title of "Myths in the Classroom." The teacher guide has three parts: the myths used by Kwame Scruggs, Native American myths and Greek and Norse myths.

The myths are keyed to language arts content and have a guidance component that allows students to discuss the themes of the myths and to determine if there are personal life implications. There are also resource pages to help students understand the content of the myths.

Professional development opportunities for educators

More than 265 professional development opportunities for area educators were developed and delivered from July 1, 2012, through June 30, 2013. The sessions offer information about the integration of technology in the classroom and focus on the use of interactive whiteboards, iPad and iPod Touch, Google applications and much more. A new professional development opportunity, "Organizing Your Professional Learning Network Using Technology," was developed during this fiscal year. More than 1,950 educators received 6,106 contact hours during fiscal year 2013.

Educational Services (cont'd.)



Every Citizen Online project offered computer instruction

Our Department of Educational Services continued to collaborate with Connect Ohio in offering Every Citizen Online training to the general public. From entry-level computer instruction to Internet basics, Every Citizen Online offered a series of classes to meet the needs of the computer novice. In fiscal year 2013, 25 sessions were offered to 125 attendees. The program ended on July 2013, with almost 300 students attending more than 60 classes during the entire program duration.



Teachers benefit from summer technology training

Several summer sessions were offered to area educators including Smart Board BootCamp, Camp Google, iPad Driving Experience and Project-Based Learning in Your Classroom: Tech Toolkit. Ten educators attended the summer session Smart Board BootCamp in August, with many receiving graduate credit from Kent State University.

Diverse schedule of workshops offered this fall

The fall schedule of professional development has been released for the coming school year. Area educators can take advantage of 33 offerings on topics such as iPad and Smart Board, plus new classes that focus on the new Common Core Standards, the new Ohio Teacher Evaluation System (OTES) and the Google suite of free applications. An up-to-date listing of all our offerings is available at www.westernreservepublicmedia.myworkshops.com.

Ready To Learn update

Our Ready To Learn program wrapped up this year by delivering 33 workshops to family child-care providers in our service area. In addition, 30 workshops will be delivered this year.

Quality Matters evaluates online coursework

Our Educational Services staff facilitated online classes focusing on the Quality Matters Grade 6-12 rubric during June and July. Four online classes were offered free of charge to area educators interested in the QM rubric, which measures quality in online coursework.

More than 30 educators attended the online classes, which were sponsored by a grant from eTech Ohio. Facilitators included staff members Jeff Good, Barb Moore and Dave Philibin, plus Betsy Hood, who is director of eLearning at Eastwood Local Schools in Pemberville, Ohio.

Ohio Teacher Showcase Project

Western Reserve Public Media and ITIP Ohio partnered with the Ohio Department of Education to showcase the innovative practices that Ohio teachers are implementing in the classroom. The Ohio Teacher Showcase Project focuses on the gathering of video documentation of effective teaching practices that include the application of Common Core Standards and the use of technology delivered through project-based learning activities.

In December, Western Reserve Public Media, along with other members of ITIP Ohio, delivered a three-day training course to school districts throughout the state. In February, we supported districts involved with the project through professional development that focused on video editing with the iPad, Smart Board and the use of technology to develop a professional learning network. The project wrapped up in May with a virtual project check-in utilizing Google Hangouts. Fifteen teams of educators from 15 different school districts – 58 educators in all – participated.



Streetsboro teachers learn to integrate iPads into special education curriculum.

Educators at Streetsboro City Schools receive iPad training

Our Department of Educational Services assisted Streetsboro City Schools' educators in integrating iPad devices in their classrooms. After running a few small pilot projects, Streetsboro committed to using iPads in the area of special education. Some of the classrooms have a tablet device available for each student, while in others, students work with the iPads in small groups.

Specialists often are individualizing instruction using iPads with their students. "Using the iPad with my speech-language students has been a boost in motivation," says Deanna Main, speech language pathologist. "It also serves as a great self-monitoring system when the students practice sequencing stories to see if they are using a variety of transition words."

While the target audience has been the special education classroom, Streetsboro expects iPads and/or other tablets to move into the traditional classroom setting. Dave Philibin, 21st Century Learning consultant, conducted monthly iPad professional development sessions from December to May.

Outreach & Special Events



Steven Cox



Sarah Baker

First Write a Will Day is a success

Western Reserve Public Media, Roetzel & Andress, LPA, and Leave a Legacy Summit-Portage-Medina partnered to sponsor our first Write a Will Day on May 21 at our administrative offices in Kent.

"We are extremely grateful to attorneys Steven Cox and Sarah Baker for volunteering their time and expertise to prepare 17 simple wills as a free community service," said Chief Business Development Officer Toni Kayumi. "Research shows that approximately 55 percent of American adults do not have an estate plan in place, even though there are many reasons why doing so is important. Because of that ongoing need, Western Reserve PBS hopes to host another Write a Will Day in 2014."



Station participates in Fourth Annual Summit for Kids

Western Reserve Public Media had a booth at the Fourth Annual Summit for Kids, which was held Aug. 17 at the John S. Knight Center in Akron. Five costumed characters from **Super Why** greeted children throughout the day. The annual family expo offers fun and educational activities, plus free back-to-school items.

Sid the Science Kid greets visitors at WKDD Kidz Day

On July 20, Western Reserve PBS sponsored a visit by Sid the Science Kid at radio station WKDD's Kidz Day event at Boettler Park in Green. Sid met with children throughout the day.



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!

Join us for this special VIP event
Fall Preview Party
Tuesday, Sept. 3 • 6-8 PM
1750 Campus Center Dr. in Kent

WESTERN RESERVE
A service of Western Reserve Public Media

Station VIPs to enjoy Fall Preview Party

On Tuesday, Sept. 3, from 6-8 PM, we will hold a Fall Preview Party — a new event — at the station. High-level donors, underwriters and other special guests are invited to an exclusive sneak preview of the new fall programs that are coming to Western Reserve PBS. The evening will include short clips from some of the programs, discussion with programmer Don Freeman and refreshments. Freeman, who lives in Colorado, will participate via teleconferencing to share news about the upcoming programs. It promises to be a very enjoyable evening!

Marketing & Development



Our staff members congratulate Sandra Kramer for being named Western Reserve Public Media's Jewel of Our Community at the 10th Annual Voices of Giving Honor Awards in June. Pictured, left to right, are staff members Anthony Dennis, Barbara Wallen and Toni Kayumi; honoree Sandra Kramer of Canton; President and CEO Trina Cutter; and staff member Duilio Mariola.

Leave a Legacy member Sandra Kramer is honored

Leave a Legacy Summit-Portage-Medina held its 10th Annual Voices of Giving Honor Awards on Thursday, June 20, at the Portage Country Club. Leave a Legacy encourages people from all walks of life to make a bequest or planned gift to their favorite nonprofit organization. Sandra Kramer was honored as Western Reserve Public Media's Jewel of Our Community for her commitment to our station. Sandra is a member of Western Reserve PBS's Legacy Society and has chosen to honor our station with a generous gift in her will.

"Sandra is an avid viewer of our British dramas and comedies, cooking and travel shows and more," said Chief Business Development Officer Toni Kayumi. "She is always telling people about the programs that we air and encouraging them to tune in and share her passion for PBS."

Sandra also volunteers at the station. She wants to make sure that Western Reserve PBS can continue to broadcast quality programs and enrich the lives of people in our community with our education outreach services. "Sandra is leaving Western Reserve PBS a legacy gift to make a difference in the future."



Engineer Anthony Dennis (left) discusses Western Reserve PBS reception issues with station member Jim Kovach.

We're number one with residents of Concordia at Sumner!

Longtime members Jim and Maureen Kovach are residents of Concordia at Sumner, a continuing-care retirement community with independent living, assisted living and skilled care facilities that is located in Copley. Last winter, they informed us of reception problems they were having with Western Reserve PBS, so our engineers worked with the CAS staff to resolve the problem.

We received a nice email from Mr. and Mrs. Kovach that expressed their gratitude for our part in helping to resolve the technical issues, and Jim Kovach shared some welcome news: "In an April, 2013 survey of independent-living residents at Concordia at Sumner retirement community (formerly known as Sumner on Ridgewood) in Copley, Ohio, WEAO-TV Western Reserve Public Media was voted the most frequently watched of the 85 channels available to residents through their SeniorTV satellite TV service (an affiliate of DirecTV)," Kovach said.

"WEAO-TV engineers have also assisted management at Concordia at Sumner to include off-the-air antenna reception of WEAO-TV's four sub-channels in their channel lineup to the delight of the many residents who are fans of **Masterpiece** and **Great Performances** programs, as well as the concert and Metropolitan Opera offerings on Fusion sub-channel 2, and **International Mysteries** on WorldView sub-channel 3," he added.

Thanks to Mr. and Mrs. Kovach for letting us know, and for their concern in helping to assure that CAS residents can view their favorite channel!



Pictured are (l to r) Jennifer Muren, Home Savings North Central Area manager, and Toni Kayumi, Western Reserve Public Media chief business development officer.

Home Savings Charitable Foundation presents gift

The Home Savings Charitable Foundation donated \$6,300 to Western Reserve Public Media to provide program support to help ensure the continued delivery of PBS shows such as **Masterpiece** and **Sesame Street**.

Marketing & Development (cont'd.)



Chief Business Development Officer Toni Kayumi thanks Kent State University Associate Vice President of University Communications and Marketing Rebecca Murphy for Kent State's signing on as the first underwriter of V-me, our Spanish-language channel.

Kent State University underwrites V-me channel

Western Reserve Public Media welcomes Kent State University as the first underwriter of its V-me channel (WNEO 45.4 / WEAO 49.4). V-me, from the Spanish word veme, meaning "watch me," is the fastest-growing Hispanic TV network in history. Presenting smart, engaging and empowering entertainment for America's Latino families, the service presents original productions, exclusive acquisitions and specially adapted public TV hits.

We turn old vehicles into great television!



Western Reserve Public Media introduced a new vehicle donation program in July. This is a great way for community members to support our quality programming and get a charitable deduction on their taxes.

Vehicles acceptable for donation include cars, trucks, recreational vehicles, motorcycles and boats.

The station is working with the national organization CARS out of California for this program. CARS handles all the arrangements for the donation, which makes it easy for our station to participate.

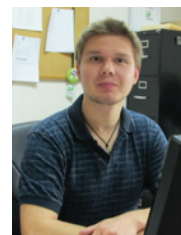
Donating is simple and can be accomplished by calling 855-727-2275 or filling out a form on our website, <http://WesternReservePBS.org>.

Staff News, Training & Conferences



Trina Cutter attends North Canton Chamber event

On June 27, President and CEO Trina Cutter attended the Quarterly Conversation luncheon sponsored by the North Canton Chamber and AultCare. Keynote speaker was Tim Dunne, vice president at the Federal Reserve Bank in Cleveland. Dr. Dunne leads the Research Department's Regional Issues Group and spoke about the regional and national economic outlook.



Brandon Woyma is new membership coordinator

Please join us in welcoming Brandon Woyma, who joined Western Reserve Public Media in August as membership coordinator. Woyma is responsible for handling the customer service concerns of both our new and existing members.

He joins us from the YMCA of Greater Cleveland, where he worked in membership and development capacities. A resident of Cleveland, Woyma is a student at Cleveland State University, where he is working on dual bachelor's degrees in nonprofit management and sociology, plus a master of arts degree in nonprofit administration and leadership.

Board of Directors



Welcome, Randy J. Dunn

Western Reserve Public Media welcomes Randy J. Dunn to its board of directors. Dr. Dunn became the eighth president of Youngstown State University in July. He previously was president of Murray State University in Kentucky.

Dr. Dunn earned a bachelor's degree in teacher education and a master's degree in educational administration and foundations from Illinois State University. His Ed.D. degree in educational administration is from the University of Illinois at Urbana-Champaign.

Staff News, Training & Conferences (cont'd.)



Lisa Martinez to retire after 27 years here

After 27 years of employment at Western Reserve Public Media, Lisa Martinez, vice president of marketing and development, will retire effective Aug. 31, 2013.

Martinez's entire career to date has been with the organization. In 1986, fresh out of graduate school at Kent State University, she was hired as public information assistant and was promoted several times before being named vice president in 2004.

"I'd be hard pressed to name another person who is funnier, more intelligent and more articulate — and who has a greater passion for PBS — than Lisa," said Trina Cutter, president and CEO of Western Reserve Public Media. "In the past seven years alone, she has increased individual membership giving by 18 percent. This is no easy feat when your business model depends on donations." Cutter added that Martinez secured more than \$500,000 in funding for local productions and kept corporate underwriting and foundation support steady during the recent recession. She also oversaw the 2008 rebranding of the organization from PBS 45 & 49 to Western Reserve Public Media. "Lisa may be retiring from the station, but her legacy will live on," Cutter said.

Martinez, a native of Canton, says she feels honored to have been a part of the organization and to have learned so much from her work and her colleagues. "I am a true believer in the mission of public media and will always have a special place in my head and heart for Western Reserve Public Media." The Kent resident plans to pursue personal interests, further her education and explore second-career opportunities.



Don Freeman attends Technology Leadership Summit

Don Freeman, programmer, traveled to Sacramento, Calif., for the Technology Leadership Summit — West, which was held Aug. 7-8. Topics for presentation and discussion included innovations in acquisition and distribution; managing content and technology; optimizing file-based content workflows; multiplatform content distribution; and the future of broadcast television. Nearly 100 participants attended the conference, including executives from Warner Brothers, Comcast, Fox Networks, ABC/Disney and ESPN. There were also a half-dozen PBS stations in attendance, along with technologists from leading equipment manufacturers.

Participants learned that these experts feel the future of broadcast TV is bright and that the burgeoning new technologies that provide viewers with multiple choices are not yet showing much impact on that future. Still, there are challenges. The way we do our technical business requires new management approaches and reconfigured work flows.



Jeff Good is elected ITIP Ohio president

Jeff Good, director of education, was elected president of ITIP Ohio (Instructional Technology Integration Partnership of Ohio) during the annual meeting in August. ITIP Ohio is a 501(c)3 corporation with the mission to endorse and support the use of educational technology in Ohio's schools. Western Reserve Public Media and four other state educational technology agencies are founding members of the organization, which was established in May 2010.

Good attends technology conference in Texas

Director of Education Jeff Good, along with the other founding members of ITIP Ohio (Instructional Technology Integration Partnership of Ohio), attended the ISTE Technology conference in San Antonio, Texas. The event is the largest educational technology conference in the country, with attendees from the United States and around the world. ITIP Ohio hosted an after-hours event for Ohio attendees on the famous Riverwalk. More than 100 Ohioans attended.



Western Reserve PBS Legacy Society

Leave a Legacy ... and preserve the heritage of Western Reserve PBS

Planned gifts provide resources that create special opportunities and preserve our future.

Invest in the future of Western Reserve PBS and your community by making a planned gift to the station:

- Bequest
- Gift of Life Insurance
- Retirement and 401K Plans
- Stocks and Bonds
- Gift of Real Property

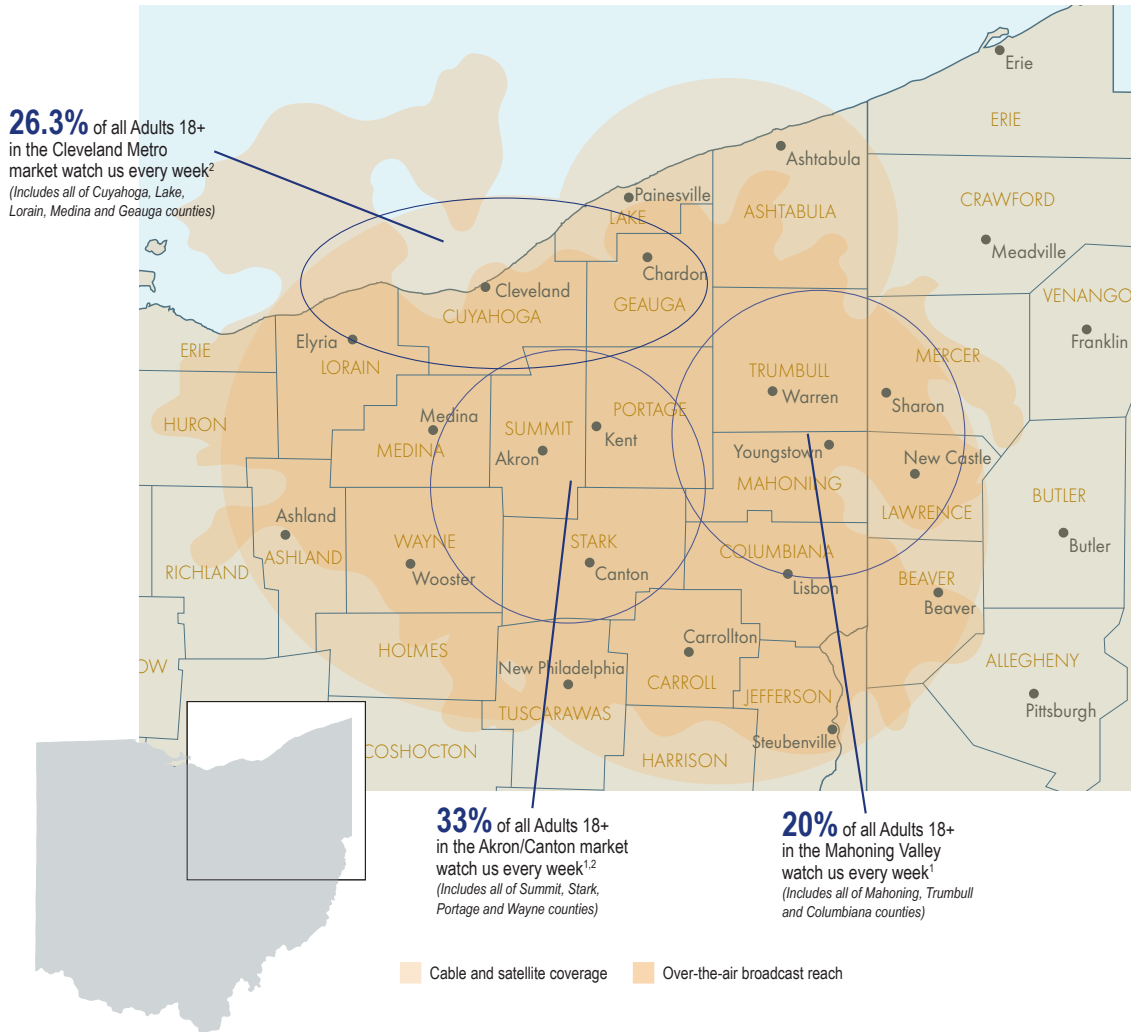
For more information or to join the Legacy Society, contact Toni Kayumi at 1-800-554-4549 or visit www.WesternReservePBS.org/LegacySociety.



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**WESTERN
 RESERVE**
 PUBLIC MEDIA

Western Reserve Public Media View Area



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: ¹2010 A.C. Nielsen audience data; ²2011-2012 Media Audit, Cleveland-Akron