



2023-2024
COMMUNITY IMPACT REPORT



PBS

**WESTERN
RESERVE**

It is the mission and purpose of PBS Western Reserve to see that the powerful medium of television is used to teach, illuminate and inspire. We do this through the presentation of consistently outstanding programs and lifelong educational services that are responsive to the varied interests and needs of Northeast Ohioans and Western Pennsylvanians. The organization continually strives to bring to our viewers cultural and artistic enlightenment and enjoyment; exposure to local, state and national public affairs of importance; and the opportunity for lifelong learning through formal instruction and general educational programming.

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A Message From THE PRESIDENT AND CEO

Dear Friends and Supporters,

As the president and CEO of PBS Western Reserve, it is my honor to present to you our fiscal year 2024 Impact Report. Since stepping into this role in March 2024, I have been deeply inspired by the incredible dedication and passion of our team, partners, donors and viewers.

This year has been a period of positive growth and change for PBS Western Reserve. Our commitment to delivering high-quality, informative, educational and enriching content has never been stronger. We have expanded our programming to include new locally produced shows such as *The World According to Polka* and *City Centric*, which highlight the unique stories and talents of our community. Additionally, we are producing more stories about our Northeast Ohio and Western Pennsylvania community for digital platforms, making our content accessible to a broader audience.

I am thrilled that our efforts have been recognized with two Emmy awards from the Central Great Lakes Chapter of the National Academy of Television Arts and Sciences (find more details on page 10)! These accolades are a testament to the hard work and creativity of our team and partners, and they underscore our dedication to excellence in local storytelling.

Our Educational Services team brought programming and resources to children, families and educators across the region — through our monthly Tuesday's for Toddlers events, two Be My Neighbor Days, multimedia resources to support students' writing skills and much more. The team will be growing, and we are excited to have an even greater impact on children and families in Northeast Ohio.

The PBS Western Reserve team has been traveling across the region — meeting viewers at community events such as a Mahoning Valley Scrappers Game, the Kent Heritage Fest, Canal Fulton's Canal Fest and many more. Our team is working to build relationships with viewers, gather feedback from the community and introduce our programming and services to new people across the region. Broadening our audience helps the station remain strong and helps us meet our mission to serve as many people as possible in our community.

The past year represents a significant milestone for the organization as we celebrated our 50th anniversary. We marked the occasion with a station open house in Kent, and we produced a documentary that chronicles our history, *PBS Western Reserve: A Study in Persistence*. It has been an honor to serve our community over the course of five decades, and I am certain that the organization will continue to grow, innovate and expand our impact in the years to come.

PBS Western Reserve will be embarking on a strategic planning process in the coming year. We are eager to involve the community in this process, as your insights and feedback are invaluable to shaping our future direction. The plan will identify opportunities for growth and innovation so that we can better serve everyone in our region with educational programming and resources, local stories and content, and national programming.

Our success would not be possible without the unwavering support of our donors, underwriters, community partners, volunteers and viewers. Your generosity and commitment enable us to continue our mission of enriching lives through public media services that are accessible — for free — to all 4.9 million people in our region. Together, we are shaping a brighter future for all.

Warm regards,



Natalie Pillsbury
President and CEO
PBS Western Reserve



BOARD MEMBERS

Theron Brown

Stephen Colecchi
VICE CHAIR

Romona J. Davis
CHAIR

David Dix

Wayne R. Hill

Joyce L. Mistovich
SECRETARY

David Lee
Morgan Jr.

Nicole Mullet

Rebecca Murphy

Bruce E. Sherman
TREASURER

Stephanie Werren

A Message From BOARD CHAIRPERSON

Dear PBS Western Reserve community,

On behalf of the Board of Directors and the entire region that benefits from our service, I thank you for believing in and investing in our station. As a longtime resident and PBS member, I am committed to PBS Western Reserve. The organization is vital in our community as it provides programs and services to educate, inform and enlighten. In addition, we continually strive to bring our viewers cultural and artistic enjoyment; exposure to local, state and national public affairs of importance; and the opportunity for lifelong learning.

I have had the honor of serving as the board chairperson, which has been an amazing experience. During this time, I witnessed excitement and growth. Along with shepherding a bright new era for the station, we established an endowment fund; transitioned from a university consortium to a community license organization; and appointed two exceptional CEOs. We know the only thing constant is change. PBS Western Reserve has shown and continues to exhibit the values that are core to its mission.

In 2023, the station bid farewell to former president and CEO Trina Cutter, who retired after 20 years of service. Trina skillfully led the organization through many exciting and challenging times, including the digital conversion and the Great Recession.

The station and board were proud to appoint David Rotterman as the new president and CEO in July 2023. So much excitement was in the air as we welcomed our new visionary leader whose goals and demeanor gave us hope for a bright future. Sadly, just a short time after he joined the organization, David died suddenly. It truly was a solemn time at the station.

The board announced a new executive search and in March 2024, we were thrilled to announce Natalie Pillsbury as our next president and CEO. Natalie has a wealth of industry expertise and is actively involved in the local community. She has robust plans for PBS Western Reserve and its coverage area.

Lastly, on June 30, I said goodbye to my role as board chairperson and welcomed Stephen Colecchi as our next board chair. Steve has been a board member since 2019 and served as the board vice chair for the past four years. He is CEO of Hattie Larlham and formerly was president and CEO of University Hospitals Portage Medical Center. Steve's strong skills in leadership, management and law are invaluable to PBS Western Reserve's governance.

Congratulations to both Natalie and Steve!

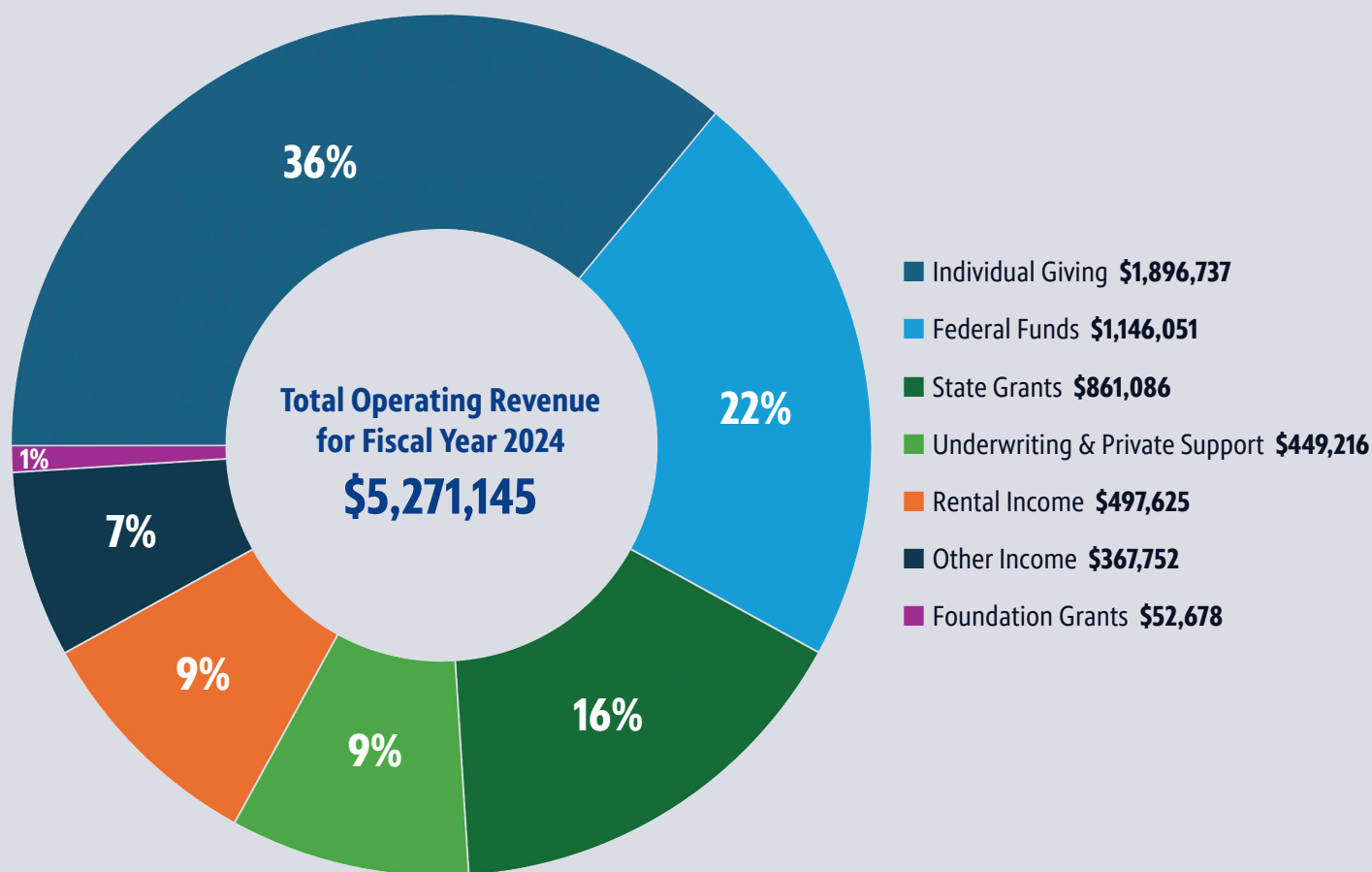
On behalf of the outstanding and truly dedicated board, and together with your support, we will have an even stronger tomorrow. Thank you for being on this journey with PBS Western Reserve. Thank you for believing in the power of public media as a path forward to an even brighter future for our entire region.

Romona J. Davis
Board Chair
PBS Western
Reserve



PBS Western Reserve

REVENUE SOURCES

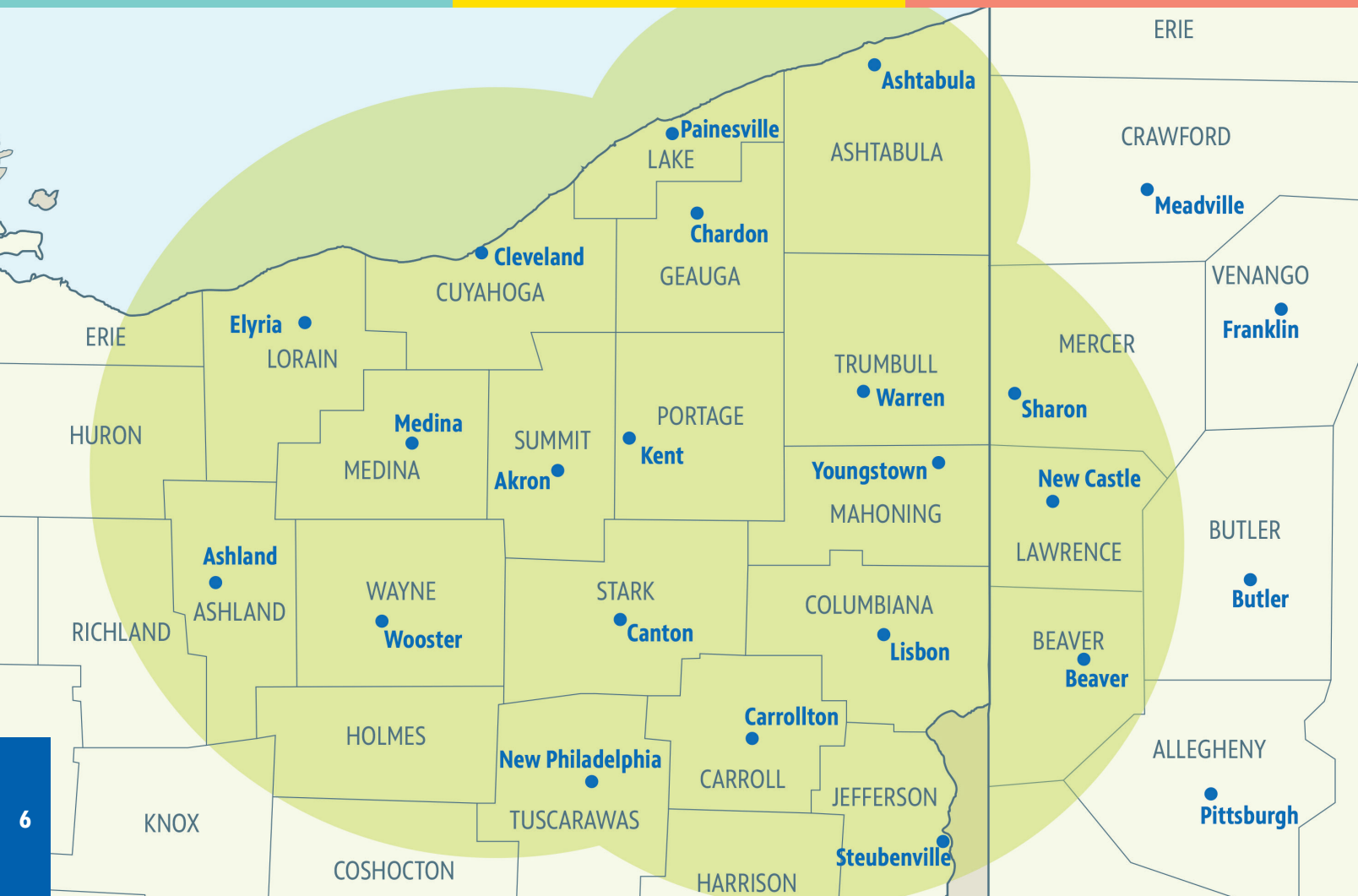


Over the past year, our organization has remained steadfast in its mission to harness the power of television to educate, illuminate and inspire the people of Northeast Ohio and Western Pennsylvania. Thanks to the generous support from our community, we have been able to present consistently outstanding programs and lifelong educational services that resonate with the varied interests and needs of our viewers.

Our commitment to cultural and artistic enlightenment has brought a diverse array of content into homes, fostering a deeper appreciation for the arts and humanities. We have also provided critical insights into local, state and national public affairs, empowering our viewers to stay informed and

engaged with issues that matter. Additionally, our dedication to lifelong learning has been reflected in both formal instruction and general educational programming, offering opportunities for personal growth and knowledge expansion.

This collective effort has been made possible through the invaluable contributions of individuals, businesses, government entities and foundations. Their support enables us to continue delivering high-quality content that not only entertains but also enriches the lives of our viewers. We are grateful for this partnership and excited to continue our journey, bringing even more enlightening and inspiring programming to our community in the coming year.



PBS Western Reserve **AUDIENCE REACH**

At PBS Western Reserve, we are dedicated to meeting our viewers wherever they are and offering content in the ways they prefer to consume it. We recognize the evolving landscape of media consumption, where audiences are increasingly shifting from traditional linear viewing to digital and on-demand platforms. Our commitment to accessibility ensures that our high-quality programming is available across a variety of channels, including traditional television, digital platforms, social media and more.

Operating under the nonprofit corporation Northeastern

Educational Television of Ohio Inc. (NETO), PBS Western Reserve comprises two separately licensed public television stations — WNEO and WEAO — and an Educational Services division. Since its establishment in 1971, WNEO, licensed to the city of Alliance, has served the Youngstown designated television market. WEAO, which began broadcasting in 1975, is licensed to the city of Akron and serves the Cleveland-Akron-Canton designated television market. Our programming is simulcast across both stations, ensuring a consistent and unified viewer experience.

With a signal that potentially reaches 3.3 million adults and more than 1.81 million households, we strive to provide content that educates, illuminates and inspires. Our active presence on social media platforms, including YouTube, Facebook, Instagram, LinkedIn and X, allows us to engage with our audience in real time, broadening our reach and fostering a vibrant online community.

We are proud of our legacy and our ability to adapt to changing viewer habits, and we remain committed to delivering content that resonates with the diverse interests and needs of our Northeast Ohio and Western Pennsylvania audience and beyond.



PBS Western Reserve **CONTENT**



PBS Western Reserve (WNEO 45.1 / WEOA 49.1) airs 26,280 hours a year of commercial-free television on three broadcast services. It is our primary high definition broadcast service, offering a wide range of programs on subjects including science and nature; drama, art and music; how-tos, travel and adventure; history and biography; and news and public affairs. Additionally, the station airs 43 hours of children's programming each week. We enjoy an excellent relationship with regional independent producers and serve as the premier television outlet for their work.

Our organization also has two standard definition channels: Fusion (WNEO 45.2 / WEOA 49.2) and FNX (WNEO 45.3 / WEOA 49.3). Fusion offers a combination of arts and culture, public affairs, regional productions and BBC Worldwide programming. FNX features Native content from tribes across the United States and also includes programming that directly connects with a vast minority and immigrant population.



As a PBS member station, PBS Western Reserve is proud to air beloved national programs and a robust PBS KIDS catalog, but at the heart of our mission is a dedication to local storytelling. This fiscal year, PBS Western Reserve brought six new LuminUS: Stories About Us® productions to our audience alongside new seasons of our long-running series *Around Akron with Blue Green*, *Studio C Sessions* and *Forum 360*. Collectively, these programs showcase the rich culture, history and talent of the Northeast Ohio and Western Pennsylvania region.



Ringling, Akron and the 'Blue Heaven' Circuit

Written and produced by local independent producer and veteran journalist Fred Endres, this documentary tells the story of Akron's role in the relaunch of Ringling Bros. and Barnum & Bailey circus following a deadly fire in 1944.

City Centric

This six-episode weekly series is the flagship series for the LuminUS collection. Each episode explores a city in our region through interviews with six changemakers who exemplify their city's values, culture and future.



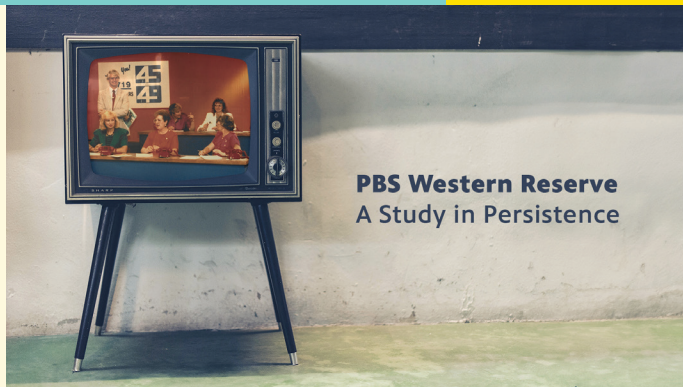
The World According to Polka

Exploring the lively history and culture surrounding polka, this fun, award-winning series led by The Chardon Polka Band debuted to huge popularity among viewers, who called it a "well-done, entertaining, music-filled show" and "the best thing I have seen on PBS in a long time."

Marauder Men: In Their Own Words

This three-episode series showcases a restored B-26 Marauder, located at MAPS Air Museum in Canton, and includes footage from taped oral histories compiled by WWII B-26 pilots in the 1990s. The series' first episode, "Forgotten Bomber of World War Two," is PBS Western Reserve's most-streamed video on YouTube with over 178,000 views.





PBS Western Reserve: A Study in Persistence

This documentary traces the groundbreaking history of public television through the lens of PBS Western Reserve. Through insightful interviews, archival photos and cinematic reenactments, this production details how public television has persevered for over 50 years.

A Higher Law: The Oberlin-Wellington Rescue of 1858

Chronicling a key event in the history of abolitionism, this documentary examines the legacy and impact of the rescue of John Price, a Black man who fled enslavement, and the 37 Ohio men who came to his defense.



Around Akron with Blue Green

Akron producer Blue Green's monthly series has been shining a spotlight on all the good things Akron has to offer since 2016. Highlights from the past year include interviews with dozens of small business owners, Akron Mayor Shammass Malik and the CEO of Swensons on the Akron staple's 90th anniversary.

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Studio C Sessions

A partnership with The Summit FM, this series of live music performances capturing artists from Northeast Ohio and beyond is in its ninth year on PBS Western Reserve.



Forum 360

This public affairs series, hosted by community members, provides a local viewpoint on global topics through thoughtful conversations with community leaders, experts and professionals.

PBS Western Reserve AWARDS & RECOGNITION



PBS Western Reserve received five regional Emmy® nominations and won two at the 55th annual Great Lakes Emmy Awards gala. For the independent production *The Master Craftsman*, filmmaker and director Phillip Sieb and director of photography Philip Leiter won in the Lifestyle category. Jacob Kouwe received the award in the category Talent: Performer, Host, Narrator for *The World According to Polka*.

At the 56th Public Media Awards, the National Educational Telecommunications Association (NETA) recognized PBS Western Reserve by awarding *The World According to Polka* in the category Content — Performing Arts — Division 2. *The World According to Polka* was also accepted for national distribution by NETA, which will make the local series' fun-loving musical exploration of polka available nationally to 294 of the association's member stations.



DIGITAL MEDIA



As the media landscape continues to evolve, PBS Western Reserve is devoted to meeting viewers where they are and ensuring our region has access to quality programming that teaches, illuminates and inspires. In the past year, the organization added 1,900 new PBS Western Reserve Passport accounts; welcomed 2,000 new YouTube subscribers; published 26 blogs; and released a *City Centric* companion podcast series. We also relaunched *Local Focus*, a short-form web series that provides local coverage of the people, places, culture and events that shape our region.

The expansion of the PBS Western Reserve digital media brand is an organization-wide priority that aims to meet the needs of our viewers by providing dynamic media that is accessible beyond the realm of linear television.

PBS Western Reserve introduced three paid internships in fiscal year 2024 — two in the Production Department and one in Educational Services. They offered valuable professional experience and skills training.



“During my internship at PBS Western Reserve, I was able to learn about the operations of a TV station as it relates to production, which I did not have the opportunity to learn about in school. The production team made me feel so comfortable and being able to continue working after my internship has been an incredible opportunity to build my experience and connections.”

Cassidy DeVol, Assistant Producer



COMMUNITY ADVISORY COUNCIL (CAC)

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Following PBS Western Reserve's transition from a university consortium to a community licensee, which took effect on July 1, 2024, we were required to assemble a Community Advisory Council. Using an open application process, we selected council members from across our vast geography to represent their communities and provide insight into the needs and interests of our viewers.

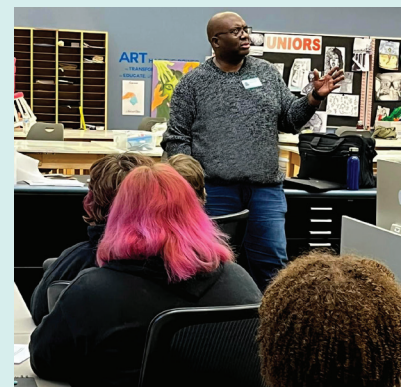


"Since our first meeting in January, the council has already provided us with invaluable feedback. As the council liaison, I can confidently say that we have an excellent group of volunteers who are providing us with a foundational connection to the communities we serve. I would like to extend my gratitude to all the council members for embracing the PBS Western Reserve mission and for their dedication to the success of our programs."

Sincerely,
Ryan Donchess
Director of Content

"I am so excited to be a part of the Community Advisory Council, where we are afforded the opportunity to contribute input and ideas to promote the exceptional educational and entertainment possibilities of PBS Western Reserve."

Dr. Andrea Fanti,
CAC Chair



PBS Western Reserve EDUCATIONAL SERVICES

Since 1973, PBS Western Reserve's Department of Educational Services has been part of the statewide network of educational technology agencies providing training to educators throughout the state.

PROFESSIONAL DEVELOPMENT

Ten professional development courses offered by Christine Danhoff, a technology integration specialist contracted by PBS Western Reserve, were designed to foster continuous learning and innovation in teaching practices. The courses for K-12 educators focused on instructional strategies and technology integration in the classroom and included an AI webinar series.



OHIO Learns 360

Ohio Learns 360, a statewide initiative in collaboration with the Ohio Department of Education and Workforce and other Ohio PBS stations, offered resources to support educators and families of children in grades K-5 during non-school hours. Developed in response to learning disruptions caused by the COVID-19 pandemic, the two-year initiative provided Camp in a Box STEM kits, family webinars and virtual field trips.



107
FACILITATORS
TRAINED

OVER
700
STEM KITS
DISTRIBUTED



This program has been welcomed, supported and enjoyed by our patrons both young and “young at heart.”

Cathy Dunaway
Wayne County Public Library

Success After Six Kindergarten has been having a blast the last two weeks with the Super Heroes Camp in a Box.

Jill Dennis
Success After Six, United Way
Youngstown

Camp in a Box has been such a wonderful program and has brought a lot of joy to our kiddos (and our instructors)!

Lyndsey Heffern
Youth Program Director, Shaw
JCC of Akron

Everyday Writing with Coach Write



This educational series promotes good writing and is designed for children in grades K-3. Throughout the lessons, students join “Team Write” as their coach emphasizes the importance of writing while demonstrating how fun it can be.

In this six-part collection, each lesson introduces students to the basics of a different writing concept using the concept of a basketball team. Each four- to five-minute video is accompanied by a handout for students to complete after viewing the video.

This series is beneficial in the classroom for use as an introduction to writing or as a supplemental resource to an already established curriculum. The lessons are stand-alone and can be instructed in any order.

In addition, there are four videos for caregivers to support young writers at home. Resources are available in the Education section of the PBS Western Reserve website.



In the fall, PBS Western Reserve brought Everyday Writing with Coach Write to the Public Library of Youngstown and Mahoning County for four outreach events focusing on writing activities for children in grades K-3.



Be my Neighbor Day!



Be My Neighbor Day, held in Akron in May and Youngstown in September, is inspired by *Daniel Tiger's Neighborhood*, a beloved PBS KIDS series. The focus of these events, aimed at children ages 0-5 and their families, is to promote family engagement in communities while supporting diversity, equity and inclusion. Be My Neighbor Day is organized in partnership with Fred Rogers Productions and PNC Bank.

During Be My Neighbor Days, community agencies that serve young children and families join us to raise awareness about local resources. Children have the opportunity to meet Daniel Tiger and receive a bag containing a book about community helpers and PBS KIDS literacy resources. PBS Western Reserve hosts a "Thank Our Essential Neighbors" coloring station where children can color thank-you pages for essential workers.





Tuesday's for Toddlers!

Tuesday's for Toddlers is a monthly program held in partnership with the Eastwood Mall in Niles and is designed for children and their caregivers. Each 45-minute session connects a PBS KIDS show to a themed topic, featuring engaging presentations by PBS Western Reserve. Topics cover literacy, computational thinking and science, complemented by hands-on activities or games to reinforce learning. These sessions encourage healthy social interaction among the toddlers and include read-alouds and movement songs provided by the Warren-Trumbull County Public Library. Participants receive theme-related books and take-home activities to support continued learning at home. Attendance typically averages 45 children along with their caregivers.



One attendee told PBS Western Reserve, "Both my kids had a great time and the fact that they give out books is fantastic because reading is so important!"



50th Anniversary and Open House

To celebrate our organization's 50 years of public service, we opened our doors for a day of free interactive events and held a private reception for community leaders and PBS Western Reserve supporters. Attendees went behind the scenes of our station, got a chance to meet The Cat in the Hat, watched a woodworking demonstration by *The Master Craftsman's* Richard Grell and more.



PBS Western Reserve IN YOUR NEIGHBORHOOD

At PBS Western Reserve, we believe you can't truly serve a community if you don't have boots on the ground. That's why we planned, participated in, supported or hosted more than 40 events in fiscal year 2024. These events demonstrate our commitment to bringing meaningful and immersive experiences to our members. By offering a diverse range of activities — from historical documentaries and cultural celebrations to hands-on art experiences — we strive to engage our community in lifelong learning and discovery.

Coffee on Us!

PBS Western Reserve set up shop at five locally-owned coffee shops across our viewing area for a series of Community Coffee Chats, where we heard from the public about their communities' needs and how we can better meet them — over a free cup of joe, of course.



Area Festivals and Events

Our presence at area festivals and events like Dreamnight at the Akron Zoo, Community Night at Trumbull Career and Technical Center, Canal Fulton's Canal Days Festival and more offer excitement, joy and resources to the public in the form of handouts, free gifts and opportunities to meet PBS KIDS characters.



Screening Events

Our screening events are more than just pressing play; they are a way to celebrate and investigate our history, foster enriching conversations and build community together over unique experiences. These range from hosting a Black History Month program screening in Akron to touring a B-26 Marauder at MAPS Air Museum in Canton.

PBS WESTERN RESERVE ADVENTURE CLUB



LET THE ADVENTURES BEGIN!

Adventures began in February 2024 for area families who enrolled in this new club that features exclusive offers from local museums and exciting perks including an on-air birthday greeting. Adventure Club allows families with children ages 2-8 to engage in fun activities together.



Exclusive Member Benefits

- **Welcome packet:** Engaging activities such as stickers, coloring materials, books and more
- **Birthday greeting:** An on-air birthday greeting during each child's birthday month on PBS Western Reserve (WNEO / WEAO)
- **Adventure Club card:** Free entry or a special gift or offer for each child (up to four per family), alongside a paid adult entry, when visiting partner locations
- **Adventure Club e-newsletter:** Contains updates on upcoming family events, activities and educational content
- **Access to PBS Western Reserve Passport:** A valuable streaming service offering thousands of hours of quality on-demand programming
- **Monthly member magazine:** Offers features and schedules for programming on PBS Western Reserve channels plus bonus content

Adventure Club Partners



MEMBERSHIP TEAM

Marybeth Gibbons

Mandy Silker

PBS Western Reserve MEMBERSHIP

PBS Western Reserve brings a world of outstanding programming and content into viewers' homes every day. Without member support, our mission to provide lifelong educational services and connect our community through local storytelling would not be possible. More than 13,000 households in our region are valued members of PBS Western Reserve, and we are profoundly grateful to them.

PBS Western Reserve Passport

PBS Western Reserve Passport is a member benefit that rewards those who donate \$60 or more annually with extended access to an on-demand library of quality public television programming.

Stream thousands of hours of your favorite PBS programs on your computer, TV or streaming device. For more information, contact our Membership Department at 1-800-554-4549 or membership@PBSWesternReserve.org.



MEMBERS SHARE THEIR PROGRAM PREFERENCES

The Spring 2024 Members' Program Preference Poll highlights our community's strong engagement with diverse programming. Drama and mystery genres lead in popularity, with high viewer demand for more content like *All Creatures Great and Small* and *Call the Midwife*. Science and nature programs such as *Nova* and *Nature* also enjoy broad appreciation, along with valued documentaries and historical series including *Independent Lens* and *American Masters*. News and public affairs programs, including *PBS News Hour*, remain essential to our viewers. While niche genres like arts and crafts and self-enrichment have smaller but dedicated audiences, overall interest spans a wide range of programming, reflecting our community's rich and varied tastes.

PBS Western Reserve continues to fulfill our mission to educate, illuminate and inspire by offering a variety of experiential events that bring our community together in meaningful ways.



These events demonstrate our commitment to bringing meaningful and immersive experiences to our members. By offering a diverse range of activities — from historical documentaries and cultural celebrations to hands-on art experiences — we strive to engage our community in lifelong learning and discovery. As we continue to serve the Northeast Ohio and Western Pennsylvania region, we remain dedicated to providing programs and events that enrich lives and foster a deeper understanding of the world around us.

In February 2024, we hosted the engaging virtual event Wine Tasting with Rick Steves, featuring a curated selection of French varietals. The tasting was led by a wine sommelier, while participants also gained unique travel insights from the beloved television host. This event was a celebration of culture and exploration, offering our viewers an enriching and entertaining experience.

Ticket Offers and Viewer Engagement

During fiscal year 2024, PBS Western Reserve provided exclusive ticket offers to our viewers as part of our pledge drives, aimed at raising support for our public media organization. These offers included tickets to see Joe Bonamassa on Feb. 21, 2024, at the Covelli Center in Youngstown, with an optional sound check experience, and tickets for Celtic Woman on March 28, 2024, at the KeyBank State Theatre in Cleveland, featuring an exclusive meet-and-greet opportunity. These events not only enhanced viewer engagement but also significantly contributed to our fundraising efforts, allowing us to continue delivering high-quality programming and educational services to the Northeast Ohio and Western Pennsylvania community.

In June we expanded our viewer engagement by partnering with the Cuyahoga Valley Scenic Railroad. As part of this collaboration, viewers who tuned in to *Great Scenic Railway Journeys: 30th Anniversary Edition* had the opportunity to pledge their support for PBS Western Reserve and receive tickets to ride the historic railroad. This unique offer allowed our supporters to experience the natural beauty of the Cuyahoga Valley while also supporting public media, further strengthening our connection to the local community.



An Evening with Nolly

PBS Western Reserve members are vital contributors to the sustained presence of accessible public media in their neighborhoods. On March 9th, we said “thank you” with a member-exclusive early screening of *Nolly on Masterpiece* at The Kent Stage. The event was an opportunity to celebrate our members and strengthen their connection to the PBS Western Reserve community and mission.

PBS Western Reserve **PHILANTHROPY**

Producers Circle

Every year, hundreds of our members step up and make a Producers Circle-level donation. Fiscal year 2024 was no exception and we are setting our sights even higher for increased participation in the coming year. Members of the Producers Circle make significant contributions that profoundly impact the services we can offer to the community. We are excited to share that we have relaunched the Producers Circle with new levels and benefits, which can be found at PBSWesternReserve.org/producerscircle.

Planned Giving

Many of our supporters choose to create a legacy with PBS Western Reserve by making a planned gift — a commitment to give in the future, often as part of their financial and estate planning. To make estate planning easier, PBS Western Reserve has partnered with the organization Giving Docs to offer our members and audience a free resource to create their estate plans. The resource offers a full suite of estate planning tools that are legally binding in all 50 states. To check out the free resource, visit www.givingdocs.com/pbswr.

If you have already recognized PBS Western Reserve in your estate plans, please let us know! Once notified, we will welcome you into our Friends for the Future Society.

A Message from the Director of Strategic Giving

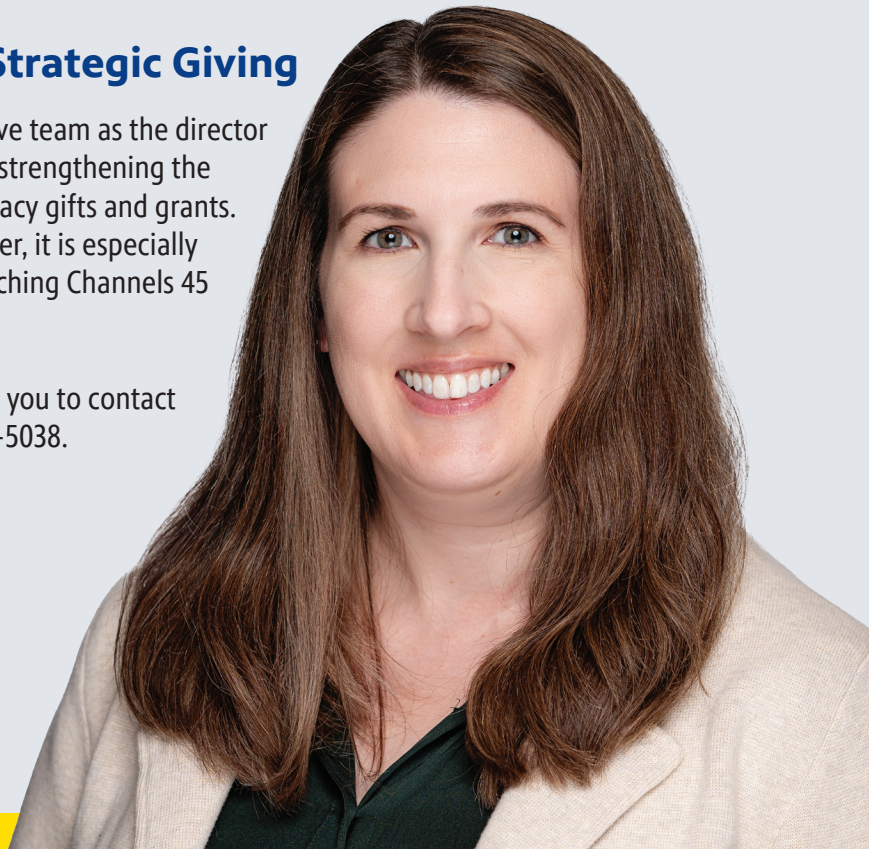
I am incredibly honored to join the PBS Western Reserve team as the director of strategic giving. This newly created role is all about strengthening the organization through increased individual support, legacy gifts and grants. Having fundraised in public media for most of my career, it is especially exciting to join PBS Western Reserve, as I grew up watching Channels 45 and 49!

I welcome your thoughts and feedback and encourage you to contact me at lkuntzman@PBSWesternReserve.org or 330-474-5038.

Warmly,

Lindsay Kuntzman

Director of Strategic Giving



PBS Western Reserve SHARED-VALUE PARTNERSHIPS



Chandra Bertolini
Corporate Support
Manager

PBS Western Reserve receives generous support from these corporations and organizations that recognize the importance of our community-based mission and services. We value our relationship with them and are thankful for their support.

The list of partners that support PBS Western Reserve continues to grow, thanks to relationships formed with our Development team. Please consider joining this influential group.

The Chagrin Falls Merchant Association is happy to help play a role in providing quality programming to the communities of Northeast Ohio through our collaboration with PBS Western Reserve. Your underwriting dollars help support their mission, and we encourage you to consider supporting PBS Western Reserve.



Molly Gebler
Managing Partner, Inn of Chagrin, and President,
Chagrin Falls Merchant Association

Massillon Museum's partnerships with PBS Western Reserve reflect the spirit of regional collaboration. Accessible underwriting for nonprofits allow the Museum visibility across PBS Western Reserve outlets, while PBS-branded events at MassMu bring engaging onsite programs to our local community. PBS Western Reserve is a trusted source for diverse programming and Massillon Museum is proud to be among its partners.



Alexandra Nicholis Coon
Executive Director, Massillon Museum

- | | |
|------------------------------------|--|
| Akron Art Museum | Live Nation |
| Akron Symphony | MAPS Air Museum |
| Akron Zoo | Massillon Museum |
| Algonquin Mill Fall Festival | McKinley Birthplace Memorial Museum |
| BAM | Medina County Convention and Visitors Bureau |
| Barnes Sewing | Portage Lakes Career Center |
| Beyond Our Boundaries | Premier Bank |
| Canton Ballet | Robins Theatre |
| Canton Symphony | Stark Mental Health and Addiction Recovery |
| Canton Museum of Art | Stark Parks |
| Chagrin Falls Merchant Association | Tingle Family Restoration Foundation |
| Copeland Oaks | Tis the Season |
| Cuyahoga Valley Scenic Railroad | United Way of Greater Stark County |
| Destination Hudson | Warren Civic Music Association |
| Eshelman Legal Group | Wayside Furniture |
| Gentlebrook | Western Reserve Folk Arts Association |
| Girl Scouts of North East Ohio | |
| Kent State University | |
| Tuscarawas Performing Arts | |

"Wayside has been a fan and supporter of public TV and radio for many decades. We love their interesting, diverse and hard-to-find-elsewhere topics and stories. We like to reach the people that enjoy these stories and the platform they are served on. Supporting PBS Western Reserve's localized mission matches our local, keep-it-small, community mission. Their team being easy to work with is the icing on top!

John Ferrato
President, Wayside Furniture

WAYS TO WATCH:

PBS Western Reserve (WNEO 45.1 / WEO 49.1)

Fusion (WNEO 45.2 / WEO 49.2)

FNX — First Nations Experience (WNEO 45.3 / WEO 49.3)

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PBSWesternReserve.org
facebook.com/PBSWesternReserve
x.com/PBS_WR
instagram.com/pbswesternreserve
linkedin.com/company/pbswesternreserve



PBS Western Reserve is the business name of Northeastern Educational Television of Ohio Inc. (NETO), a 501(c)(3) nonprofit corporation.. WNEO (Youngstown) and WEO (Akron) are affiliates of the Public Broadcasting Service (PBS) and the National Education Telecommunications Association (NETA).



“Supporting PBS Western Reserve means more than just funding television programs — it’s about investing in the education, culture and inspiration of Northeast Ohio and Western Pennsylvania. Our programming connects viewers of all ages to lifelong learning opportunities, local stories and the arts, making a lasting impact on our community.”

Kimberly Holm
Chief Marketing Officer

SCAN THE QR CODE TO SUPPORT
PBS WESTERN RESERVE

