

NATAS



NEWSLETTER

The Lower Great Lakes Chapter

Serving Bloomington, Ft. Wayne, Indianapolis, Muncie, Indiana; Akron, Canton, Cleveland, Lima, Mansfield, Toledo, Youngstown, Ohio; Erie, Pennsylvania

Autumn 2006

President's Message



Greeting & Salutations
Fellow NATAS Members,

Well our new fiscal year started off with a huge success. The 37th Annual Emmy® Awards came off without a hitch. For

those of you who were in attendance, I am sure you will agree with me in saying "it truly was a night to remember." Our hosts Kelly O'Donnell and Martin Savidge were great. I am incredibly proud of the board of governors and committee chairs and committee members who all devoted countless hours and talents to the success of this year's Emmy® Awards. You all really outdid yourselves.

For those of you who were unable to attend, our production team is working on preparing a cutdown version of the program which will be airing on Time Warner Cable. We are checking with other systems throughout the chapter to see if they would be willing to air the program. Later we will make provisions to have the program streaming on our web site at NTACleveland.com. Who knows, maybe we can even do a mobisode.

My thanks goes out to you, the members of NATAS. Because of your continued support of the chapter with your membership and Emmy® entries, we are able to offer fine



programs like this year's Emmy® Awards gala, along with other events and services for you, our esteemed members. My thanks also go to the General Managers at all the stations and facilities throughout the chapter. I appreciate your ongoing support and welcome your input and suggestions. This year we were able to make history with the presentation of the Humanitarian Award. It was wonderful to see so many Cleveland GM's in the house along with our key station personnel from across the chapter.

Speaking of General Managers, I hope you didn't miss the General Managers luncheon on October 16th at the City Club. Much work went into coordinating schedules and finding a great venue. It has been over a decade since the decision makers of the Cleveland market have been assembled. This was a great event, and now Jack Moffitt's Activities Committee is working on another program for January that will feature the managers of area Cable Systems and other advanced media outlets. Stay Tuned.

We have a lot of great things planned for this year, but it's not possible without people who are willing to volunteer their time and energies toward advancing the mission of our organization. We need more people outside of the board of governors to participate on committees and working as liaisons at their stations. If you are interested in the board of governors, committees, or just volunteering for a specific event, contact me at President@ntacleveland.com.

As we go to press, there's more good news. Our National Trustee Bob Hammer reports from New York that the Board of Trustees approved "***Lower Great Lakes Chapter***" as our new name. First Vice President Gary Manke and his Outreach Committee worked extremely hard to come up with a name that includes all areas in our region. My thanks also to Bob Hammer who succeeded in convincing the Trustees to approve our new name.

All of you should be extremely proud of your work and your commitment to excellence. You have all strived to raise the bar — and it shows. Good luck on the November book!



A Great Big Howdy from your Editor



Bud Ford
Newsletter Editor

As Count Basie used to shout with great aplomb: “One more time!” And this time we’re finally getting around to what has stretched out to be the early fall edition of your chapter e-Newsletter. President Terry Peterson would like to see these newsletters come out more frequently ... every month if possible ... and I’m all in favor of that. But I still need a few more good reporters to feed me enough good stories to make up a publication worth reading. Our chapter – and by extension this e-Newsletter – is suffering from the social phenomenon so brilliantly described by Robert Putnam in his thought-provoking book, *Bowling Alone*. So come on, get in our “league” and help us make every newsletter a strike, not a spare!

With the Emmy® Awards party just behind us, we’ll have lots of pictures from that great event at LaCentre, but there’s a whole lot more going on in our chapter. You can read about those happenings in our feature stories and in the Regional Roundup. Thanks for giving us a fast read, and let us know what you’d like to see in upcoming issues. Call me at 216-767-0331 or e-mail cford0762@wideopenwest.com.

Cleveland Regional Emmy® Show is a Socko Success

The 37th Annual Cleveland Regional Emmy® Awards Show and Silver Circle® Celebration was touted to be the best ever in modern times and lived up to its advance billing by taking the entire event up a notch or two. Moved to the elegant LaCentre Event Center in



Westlake for the first time, the glamorous soirée occupied the entire complex for the evening.

The Awards Ceremony was the centerpiece, but there was a whole constellation of fascinating and fun activities orbiting around finding out who the winners would be — ranging from the Reception to the After-



glow. As always at Emmy® Awards Shows, the fashion show was innovative and spectacular. “Black Tie” took on new and creative directions, and the variations on strapless gowns were beautiful and amazing to behold.



The LaCentre ballroom was a spectacular setting for both dinner and the show itself. President Terry Peterson kicked things off as guests arrived in the ballroom for dinner by introducing Emmy® Awards Chair, Joe Koskovics, followed by acknowledgment of the NATAS Interns. Governor Sandy Scott, who stepped up earlier this year to coordinate the chapter Scholarship program, introduced this year’s scholarship winners: Andrew Borts, Boardman High School graduate; Stephanie Claytor, Twinsburg High School graduate; and Jonathan McClure, Park Tudor High School graduate.





The Eric Gould Trio with Eric leading the way on keyboards, Glenn Holmes playing stand-up bass, and Bob Ransom kickin' the beat on drums, provided some mellow music during the dinner hour, and then helped punctuate the awards program with play-on music while the winners were wending their way to the stage to accept their Emmys®.

The trio helped keep the tempo up, and the production crew kept the show moving at a fast pace that kept the audience in their seats throughout sixty categories.



Giving the 37th Cleveland Regional Emmy® Awards Show an added touch of importance and relevance were this year's co-hosts — NBC News White House Correspondent Kelly O'Donnell and NBC News Correspondent Martin Savidge. With Regional Emmy® categories emphasizing TV news gathering and presentation, it was very appropriate to have as masters of ceremonies — two of our region's most successful graduates to network fame and fortune who learned their reportorial skills here in Cleveland. It was homecoming weekend for Kelly and Martin as they reminisced, on stage and off, with and about the friends they knew and worked with during their years as local broadcasters. As co-hosts, they kept the show moving at a great clip and had a lot of fun engaging in ad libs with presenters, winners, and everybody who joined them on stage. And like all good program hosts, they put the emphasis on the recipients of

honors and Emmy® Awards. Their magnetism and stage presence was a total triumph.

Mike Ahern, who capped a 45-year broadcasting career with 37 years as a reporter and anchor at WISH-TV in Indianapolis, was inducted into the Silver Circle® with an impressive introduction by Kevin



Finch. Ahern, the longest-running news anchor in Indianapolis,



kept his acceptance short and funny.

Kelly O'Donnell and Martin Savidge reminisced about their days at WJW-TV working with



30-year veteran of the Cleveland sports scene Casey Coleman, and were followed by Tony Rizzo and John Telich, WJW's tag-team Sports Anchors who cued into a video highlighting Casey's career. Then they brought on Casey who gave a very moving acceptance of his Silver Circle® honor.



For the first time in the Lower Great Lakes Chapter's Emmy® Awards Show history, the board of governors created a new award to honor multiple stations within the same market who worked cooperatively on a humanitarian project. For the unprecedented simulcast by Cleveland stations WKYC, WEWS, WJW, WNEO/WEAO, WBNX, WVIZ, WOIO/WUAB, WVPX and Time-Warner (Adelphia) Cable to help the victims



of the Indian Ocean Tsunami and Hurricane Katrina, they were presented with the special Humanitarian Award. Inscriptions on plaques for each station listed all stations who collaborated, followed by "Responding with exemplary efforts to improve the human condition in a spirit of unparalleled cooperation that serves the public in time of great need."



Accepting for the stations were Brooke Sectorsky, GM of WKYC, and Jerry Wareham, President of WVIZ/Ideastream. Mary Gygli, Associate Director of the Cleveland Chapter of the American Red Cross, expressed their gratitude for not only the large monetary contribution that was made, but also for the information, education and publicity resulting from the program.

Extensive long-range planning went into the entire event, from selection of the venue by a committee headed by Jack Moffitt, Activities Chair, through judging of the almost 500 entries coordinated by Emmy® Awards co-chairs Joe Koskovics and Amanda Sackett, to planning the staging and production of the actual Emmy® Awards ceremony by co-chairs Steve Kurrent and Gary Manke. But those are only the big ticket items that obviously stand out to the casual observer.



Many other smaller details had to be arranged to make sure the Emmy® Awards were terrific in every aspect and came together to become the greatest chapter awards show in modern memory. Our administrators, Jackie Symons and Marcie Price, with their staff including Sheri and Dan Symons were responsible for coordinating with LaCentre for menu, chair and table decorations, registration and ticket sales, advertising in the printed program and on the plasma screens, the printing of the invitations

and printed program, coordinating the efforts of the still photographers who documented the evening in candid and posed pictures, working with AVID to obtain the door prize for the Afterglow, and a host of other things on a long list of components that comprised the undertaking.



Also making major contributions both in the planning and execution of the Awards Show were Dianna Kall who, as a member of the Awards Committee, did the discovery process to find and hire still photographer Janet Macoska; helped with the layout and content of the printed program including advertising; contributed mightily to publicity efforts leading up to the event; and was the left-stage manager supervising the Interns and Escorts during the run of the show.

Another Awards Committee member who was indispensable in many ways was Lorrie Taylor who contacted and scheduled all of the




celebrity awards presenters: Angie Lau, Ron Regan, Bob Black, Autumn Ziembra, Lynna Lai, Karl Rundgren, Martha Weaver,



Ray Cortopassi, Bill Sheil, Tom Merriman, Carl Monday, Rick Jackson, Tony Rizzo, John Telich, Kevin Finch, Diane Larson, Lee Conklin, Danita Harris, Angee Shaker, Chrys Peterson, Scott Swan, Duane Pohlman, Elaine Falk, Scott Sander, Angela Buchman, Sarah Eisler, Tricia Perry, Pat Brady, and Amanda Sackett.



Lorrie was also instrumental in getting Fox8's Skyfox chopper for that show-stopping, first ever fly-over delivery of an awards envelope in the history of Emmy® Show presentations. 

Jack Moffitt and Steve Goldurs contributed their experience to the Emmy® Show Committee in a variety of ways. Dennis Thatcher served on the Gold & Silver Circle® Committee and was the right-stage talent manager working along with Joe Koskovics under the supervision of Gary Manke, stage manager for the entire show production.



Gary Manke and Sandy Scott were responsible for coordinating transportation for co-hosts Kelly O'Donnell and Martin Savidge. Sandy, as Chair of the Gold & Silver Circle® Committee, also designed the display of Gold and Silver honorees that graced the lobby reception area.



Karen Zolka, who served as a NATAS Intern this year, coordinated the Escorts who brought the winners on stage in a timely manner and also made sure that the right number of Emmy® statues came out for each award presentation. Our student Escorts this year were Kelly Beard, a recent Tri-C graduate; Ohio University students Elizabeth Delon; Christina London; Monique Ozanne; Sean Balewski; and Ryan Luby, student from the University of Missouri.

Other NATAS interns who contributed to this year's Emmy® Show were Joe Takacs, a student at Kent State University, who designed the invitations and the printed program book; and Lisa Moore, a student at Ohio University who designed the graphics seen on the big screen during the awards ceremony and the graphics and advertising presented on the plasma screens before and after the show.



Bob Hammer arranged to procure the gift books, *Stay Tuned*, that were available to everybody who attended this year's Emmy®



Show. And those are only some who come to mind of our officers, Governors, administrators, interns and members who provided dedicated leadership and plain hard work to create the superb 37th Emmy® Awards Show. Please accept my apology if I've left anybody out or didn't give an individual credit for all that they did to help this great team effort. The

Show Producers have more to say about the team effort:

Stay Tuned: Lessons from Behind the Scenes by Steve Kurrent

"Ladies and Gentlemen, the 37th Emmy® Awards will begin in five minutes." With those words, my heart began to race.

For the past few months, Gary Manke and I have spent countless hours working on the 37th Emmy® Awards show. As co-producers of the show, our responsibilities included the order of the awards, staging, graphics, lighting and the overall look of the program. Our other partner in crime, Lorrie Taylor, scheduled the presenters. During the event, Gary coordinated events backstage and I directed the production.



The decision was made by the board of governors to produce the show in-house. Our objective was to make the show entertaining, fun and, above all, fast. Lorrie, Gary and I spent the past few months working towards those goals.

"Stay Tuned" became the theme and we decided to include many visual elements, including a PowerPoint display, into the production. To give each nominee their own 15 minutes of fame, the PowerPoint included a still frame to summarize each entry.

The selection of NBC's Kelly O'Donnell and Martin Savidge as hosts became a double-edged sword. They have a strong connection with our chapter and both work at the network level. But as network correspondents, they can be called away at any mo-



ment. Back-up plans were in place, but we all breathed a little easier when their planes arrived in Cleveland.

A new element added this year was pre-taping some category presenters. Lorrie scheduled the talent, and I supplied each station with a script. To be honest, I thought the four stations would record the talent in studio with minimum effort. But I was totally blown away by the extra effort each station put into these tapings. From tuxedos and evening gowns, to special graphics and special effects, these four stations went above and beyond to make their segments special. And rest assured, they never knew the winner when recording their segments.

There are so many people to thank who contributed to this special evening. But I want to especially thank my teammates, Lorrie and Gary, for their hard work and dedication to making this year's show one of the best ever. It was a privilege to work with you both and to be a part of history.

So what did this experience mean to me and what did I learn? I can answer that with three words: Silver Circle® presentation. Mike Ahern and Casey Coleman have been part of this chapter for many years. Many of us have never had the honor to meet Mike or Casey, but because of their profile pieces and acceptance speeches, we all know them better.

The words and actions of these giants of broadcasting taught me two very important lessons: First, love your job and secondly, don't love your job more than life. It's obvious both men have a passion for their careers and they truly enjoy what they do. Yet, their philosophy is no matter what happens at work — from the frustrations of missing a story to the thrill of a big scoop — life is what matters. Those around us, those who care for us and those we care about, are what really matters.

So if your work was honored with an Emmy®, or if a competitor won in your category, remember Casey and Mike's lesson: Life is what matters; live and enjoy.

Heart-felt Appreciation

by Gary Manke, First Vice President and Emmy® Awards Show Producer

Sometimes everything falls into place...

...Saturday, September 9, 2006 was one of those times. For many attendees, the night was a culmination of a goal – to accept an Emmy®. But it was also a night to honor the hard work, creativity and effort of ALL individuals, partnerships and "teams" whose work stood out enough to be nominated for our profession's highest award. And on September 9th, 2006, all were winners.



Planning for the 38th Annual Emmy® Awards will begin soon, just as the planning of this year's awards show began approximately one year ago. It is many months



of spirited effort by many people that makes these awards programs happen, and I extend my deepest appreciation to each and everyone who worked on this event. It is always risky to recite the names of all involved because it's possible to leave someone out unintentionally. But each person or group deserves such a mention, so I must try.

One year ago, NewsChannel 5 director Steve Kurrent and I were handed the reigns for this year's Emmy® Awards program. We had just wrapped production on the 36th Annual Emmy® Awards gala, which we had joined late in the game. Bob Hammer and Steve Goldurs, who had produced many previous years' awards programs, made themselves available at all times to help and answer any questions or offer advice.

Steve and I took our experience from last year and built on it. Three things had to be discussed immediately: a date, location and host. Over the next 11 months, meetings were held, locations scouted and potential hosts contacted. Jack Moffitt, along with J & M Business Solutions (the NATAS administrative office) arranged meetings at possible Emmy® program venues, while Dianna Kall arranged for the outstanding June nominations party at Tequila Ranch in Cleveland's "Warehouse District."

And while all this was going on, the Emmy® Awards Committee, headed by the amazing Joe Koskovics, was performing perhaps the hardest task of all – making sure our region's programs were appropriately judged while coordinating entries for judging from other regional chapters. I cannot stress enough what a time-consuming and important responsibility this is!

Alternate Trustee Charles E. "Bud" Ford created and kept up-to-date e-newsletters and e-mails promoting these events and other happenings within our chapter.

Sandy Scott and her Gold & Silver Circle® Committee oversaw the Silver Circle® awards once again. This year, in a moving ceremony, the awards went to Indianapolis' Mike Ahern and Cleveland's Casey Coleman. *Congratulations, gentlemen!*

Lorrie Taylor contacted on-air talent throughout our region and arranged the presenters for Emmy® night. Simultaneously, four regional stations beyond the Cleveland area were asked if their anchors could record four categories each for play-



back during the Emmy® Awards. All four said "yes" and their contribution played a huge role in the evening. Thanks to all of them. *(And for the record... while the anchors did read the names of the award recipients on tape, they were not really aware of who the recipient was, since they were asked to read all the names. The award recipient was edited on later.)*

And speaking of tape roll-ins, thanks also to Fox 8, NewsChannel 5 and WISH-TV for their extraordinary and essential contributions to the show.

This year's NATAS interns, Lisa Moore, Karen Zolka and Joe Takacs provided everything from PowerPoint... to arranging for escorts... to program graphic design.

Second Vice President Dennis Thatcher carefully organized and kept tabs on the nominations and envelopes backstage while making sure the presenters were prepared. Amanda Sackett was there to help out backstage too, and to run in the "single" nominees from Fox 8's SkyFox helicopter.

Thanks to Dianna Kall who worked with the escorts and kept things running smoothly as the presenters and Emmy® recipients left the stage.

Thanks also to our accountant, Jim Ashworth, of Ashworth, Knuff & Company, CPA's who tallied all the judges' scoring and guarded the results until Emmy® night.

And a special thanks to Chapter President Terry Peterson for his commitment to NATAS and guidance throughout.

The efforts of each of the people mentioned far exceed what is written on this page. In fact, these words don't begin to do them justice. All are on the board of governors and all serve in many different capacities on different committees. They do this enthusiastically and voluntarily. Other current Governors include John Ban, Sarah Eisler, Phil Hoffman, Dennis Knowles, Duane Pohlman, Amanda Sackett, Bob Hammer and Jim Stunek. If you should see any of these people, please remember to thank them for their service.

In addition, I would like to thank Jackie, Marcie, Sheri, Patty, Becky, Natalie, Danny, Bob and Ron at the NATAS office. We appreciate all you do.

Thanks also to Therese, Christine, Glenn and the entire LaCentre staff. And to Colortone, the production crew, Callen and Tim of OCB, and the photographers, Janet and Neil.

One more thing...

On Friday afternoon and again Saturday morning, Sandy Scott and I met at Hopkins Airport to greet co-hosts Martin Savidge and Kelly O'Donnell. Believe me, it was a sense of relief when their planes touched down. You see, a number of weeks back Sandy had contacted Kelly and Martin to see if they would be willing to return to Cleveland to host the awards. Both were thrilled with the idea and NBC approved it. But, as anyone in the news business understands, there was always a possibility that if breaking news had occurred that would have required Kelly to follow President Bush or Martin to return to New Orleans or the Middle East, the outcome may have been different. Still, while



contingency plans were discussed, we believed all along they would make it. In the end, Kelly and Martin provided us a special "homecoming"... and a special night.

I would like to extend my deep appreciation to the NATAS Cleveland Region Board of Governors, co-producer Steve Kurrent, and to all who put their time and hard work into the 37th Annual Emmy® Awards Show. And congratulations to all the nominees and those who walked away with statues. Sometimes everything falls into place. And, this year, I am grateful to have had a front row seat.

Ball State Keeps Coming Up a Winner!

In this year's regional Emmy® Awards, Ball State University received seven nominations. That brought the total number of Emmy® nominations earned by BSU to an awesome 50 since the school started entering the regionals in 2000. The university's commitment to developing their telecommunications department into a national model for programs in news, film and entertainment has been the driving force behind this accomplishment, according to Nancy Carlson, Department Chair.

Those 50 nominations have produced 18 regional Emmys® over the past six years—with 14 of them in professional categories. This year, Bill Bryant and Jason Higgs, two professionals who work in the Teleplex (PBS/WIPB-TV) operation, won an Emmy® in the Commercial Category for their production of a 30-second spot entitled "Superfan." Bryant divides his time as a Producer/Director/Editor in several areas including WIPB, Sportsnet, the Athletic Department, the College of Business and public affairs. He has also served on the faculty at the University.

Higgs is an Art Director who does broadcast graphic design for the station plus print and graphic design for interactive media. Currently, he's also an adjunct professor at BSU. Julian Dalrymple is a recent graduate of BSU, but while he was a student last year, he produced the Emmy® Award-winning Public Service Announcement entitled "Think Smoking is Sexy?" That, too, was in a professional category.

"Our students being nominated each year in the same categories as professionals ... demonstrates the high caliber of our telecommunications program," concluded Ms. Carlson.



A large and enthusiastic group of faculty, staff and students from the telecommunications department, Teleplex (PBS/WIPB-TV & NPR/WBST) and other university departments attended the Awards ceremony at LaCentre in Westlake. OH.



The winner in the Public Service Announcement category in this year's Emmy® Awards Show, Julian Dalrymple, is a recent graduate of Ball State University, and he's already hard at work with two other BSU grads wrapping up a six-part documentary about the Ohio River Valley entitled "*Madison: An Overview of the Ohio River Valley.*"

Julian is joined by Matt Hill, who has a new BSU diploma in telecom production. Hill was responsible for directing segments on the founding of Madison, abolitionism, and the Civil War. The third partner in the production is Travis Harvey, art director of the project. He is the architect of the reenactment scenes used to make the documentary more interesting and engaging for the audience. The dramatic scenes also helped cover topics for which there were no available photos, sketches, or old newspaper clippings. Travis was also responsible for all graphics, co-produced each segment and is the author of the DVD.



Julian is seen here behind the camera interviewing Ken Knouff on government involvement in Madison, Indiana. The documentaries recount the history of Madison from its founding to the present day. Episodes include Madison's early industry, flourishing architecture, abolitionism and how the Civil War impacted the city, and modern Madi-





son. An epilogue details how Madison was named a National Historic Landmark by the Department of Interior.



Former ABC News correspondent and “*Good Morning America*” anchor, Steve Bell, appears as Host of the documentary series.



Bell was Julian’s ethics professor at BSU, and although he was not familiar with Dalrymple’s work, he knew Julian had a good reputation at Ball State telecommunications, so he agreed to get involved in the project. The crew filmed

Bell for an entire week throughout the Madison area, doing introductions and conclusions to each segment. The co-producers wrote draft scripts, and Steve Bell reworked them to put his own touch into the spoken words he used on camera. Bell also offered helpful production suggestions for the project that were picked up by the fledgling crew. Julian told us “It was without a doubt an exciting experience that we learned a lot from. I mean, here he is — a veteran TV journalist — who agreed to work with us on our project and give us pointers along the way.”

The young producers hope to air the documentary on PBS stations in Muncie, Indianapolis, Evansville, Louisville and Cincinnati, and they plan to distribute the series on DVD to 4th, 8th, and 11th grade students who live in the Valley to help teach them the significance of their re-



gional history and how it connects to the larger history of America. The trio have also created an introductory DVD for students and teachers explaining the significance of historic preservation while they discover more about Madison and the Ohio River Valley's treasured past.

Ball State University Teleplex has two fun-loving guys who took home the Regional Emmy® for best Commercial. Bill Bryant and Jason Higgs combined talents to produce “*Superfan*” ...a 30-second spot promoting the sale of BSU football tickets.

Bill created the basic concept of just repeating the word “tickets” over and over in various comedic ways. He’s the shooter/editor, and Jason (who is a broadcast graphic designer who also works in print and interactive media) came up with the cast of characters who appear on camera to buy tickets. (Actually, he is the cast of characters. He has a suitcase full of props, wardrobe and make-up that he brought to the shoot after the team sketched out how the spot was going to work.)



They commandeered a ticket booth at the stadium where Bill set up his DVC camera as the ticket seller’s eye view on one side of the window and Jason played all the characters on the other. They rigged black duvetyne around their little set, and went to work. Using their version of a Woody Allenesque approach, Bill and Jason had fun just shooting a bunch of misfit characters doing different schtick.

It took about four hours to shoot all the characters. Bill didn’t know what wild-looking, over-the-top character Jason would come up with next, so the surprise element kept them both laughing throughout the shoot.

It took the better part of three days to conform the spot after Bill did the first rough cut. Being a great team, they quickly agreed on which characters would work best in the spot, and proceeded to eliminate the others.



Both Bryant and Higgs work for BSU’s Teleplex Division which consists of PBS station WIPB and the Muncie, Indiana NPR radio station. Over the years they have done the standard, predictable commercial formats with pick-up footage of the sports teams and the usual hard sell. This time they decided to do something a little



more crazy and off-the-wall resulting in a Silver Addy award followed by their first Emmy® nomination and the Emmy® Award.

They don't always work as a team – Bill does a variety of work at the station including long form sports programming, projects for the College of Business, and spots for the station underwriters. Except for a little over a year at Channel 4 in Indianapolis, Bill has spent most of his professional career since 1986 at Ball State. Jason worked briefly for a marketing firm in Indianapolis before coming to Ball State three years ago.

Both Bill and Jason are active in community affairs in Muncie. Bryant has been videographer and editor for the United Way of Delaware County campaign videos for seven years. His video in the Community Service category “2005 United Way of Delaware County” was nominated for an Emmy®. Higgs works with his grandfather building homes for Habitat for Humanity in Richmond, Indiana.

Ball State students not only demonstrate their creative excellence with Emmy® Awards, but they are also award-winning film makers. For the second consecutive year, BSU students have won a gold medal in the Academy of Motion Picture Arts and Sciences’ annual Student Academy Awards competition.

“Perspective,” a short film by telecommunications majors Travis Hatfield and Samuel Day, who served as codirectors, earned the gold medal and a cash prize of \$5,000 in the alternative category. Andy Burt, a 2005 graduate from theatre and dance, wrote the story, and Julie Mills, a telecommunications major, served as coproducer. “I think one of the things we realized even before we made the film was that it takes more than one person to make a film, and we picked people who cared the most about this project,” Hatfield said. “I think every member of the crew, no matter how big or small their part, can say this is ‘my movie’ because each person put a great deal of effort into it.” Day, who is now a senior at Ball State, says he hopes to duplicate his success next year.

“This is another major win, and our success over the past two years is causing people in the film industry and in



academe to recognize that Ball State is a destination point in the Midwest for students interested in cinema,” said Rodger Smith, associate director of Ball State’s Center for Media Design (CMD), who served as the film’s executive producer.

A Night to Remember

There were many complimentary e-mails and letters from the members who attended the Emmy® Awards Show. Tony Knopps wrote from WTVG in Indianapolis that he thought LaCentre was a spectacular location. Christopher Axelrod told us in a letter that the facility, hosts, graphics, staging, music, food, and production were awesome and the best ever according to many he spoke with throughout the evening. “A truly memorable night and one of which we can all be proud. Kudos to all of you who played a role in last night’s event,” was how Dianna Kall summed up her thoughts. President Terry Peterson kept the “Afterglow” burning brightly with his congratulations to all who were involved in the event, “You folks outdid yourselves!” Vice President Dennis Thatcher reported he heard so much positive feedback at the Afterglow, and those comments reaffirmed his own feelings that the Emmy® Show was “... a fabulous Awards production ...a memorable night from start to finish. Our NATAS chapter is alive and well!”



The Early Television Museum: A Slice of Living History by Joe Koskovic

Every so often, we discover a true gem. And this small museum can best be described as a real treasure for those who can appreciate the art and ingenuity of the early television pioneers. Yet in this museum you will not find the typical artifacts of programming and performance. What you will discover is the art of the “television” itself. For tucked away in a small corner of central Ohio is the Early Television Museum.

When approaching this facility, you wouldn't think that the steel-framed warehouse-looking building would contain much, if any, of the substantial treasures that it does. But just like the medium it so proudly displays, its true value lives deeper inside. And it's difficult to separate writing this article from my personal experience.

A few months back, both my wife, Denise, and I had discovered this place while on our way to another activity in Columbus, Ohio. From the moment you enter, you are taken into a time when Television was more than just viewing a program, it was *THE* cutting edge technology. Starting with a display of electronic televisions from pre-World War II Britain, I had a chance to see designs that pre-dated the features that manufacturers would come to use some 25 years later.

It is also in the Early Television Museum where you can appreciate how television was more than a box with tubes. In the early days, television sets often resembled large radios with 2" to 4" displays. And more often than not, they would be purchased as much for their design as for their technology. The contoured, stained wood cases were considered with the same importance as the lines and contours of the other furniture that would surround it. Here, style was



as important as function; in some cases more so.

As we proceeded through to the “Mechanical” room, we had the opportunity to meet the curator of the museum, Steve McVoy. This gentleman had just taken a moment to stop in and pick up an item from his office when we had the chance to meet. With energy and enthusiasm, he was a reflection of the collection he oversees. He



provided us a perspective on early mechanical television, including a demonstration of several *working* mechanical sets from the 1930's. His enthusiasm and devotion to this history was as impressive as his knowledge of the collection. And although we would have enjoyed the chance to talk with him for much longer, we knew it was best to let him move on to his other tasks. After all, there was much more to explore. But he gave us the courtesy of a very detailed tour, which we greatly appreciated.

To describe these icons in depth would require more space than this newsletter allows, but it can be said that in each of the five rooms we explored, you could feel some of what it was like to experience television in the early years when the viewers felt they were not just observers to a technical revolution, but participants in it. A brief list of these gems include a 1944 Bell & Howell Projection Television, a 1945 GE Color Studio Camera Monitor, a Seeburg/Emerson 1946 Television jukebox, and a color projection TV from 1955...each restored to working order.

Another hidden gem is not only amazing in the sense of the technology, but also amazing that it provides a direct connection to early television and the region. Mercier Televisions were produced by Murry Mercier of Columbus, Ohio. His sets were the first in Columbus and had contributed to the region's early interest in television. His mechanical set received the first broadcast from WGY in Schenectady, New York and another design received W3XK in Silver Springs, Maryland.



Joe Koskovics iconoscope camera

Then there was another artifact. I could not help but examine a 1939 RCA iconoscope television camera. The camera was about the size of a conventional studio camera, but in reality it was only the pickup



head. It “docked” to a cable that went to the electronics that made up the balance of the system. That system occupied two trailers from what I understand.

As you walk through the remaining collection you will see many parallels between these technological marvels and today’s cutting edge products. Since that visit, I now chuckle when people talk about how today’s iPod and Creative Zen players have these really cool videos on a 2-inch display. I can honestly say I’ve seen the original streaming media players, and they are far more exciting.

For anyone who can appreciate the art of design and engineering, this museum is a worthwhile expedition and can take a well-deserved couple of hours to examine all the items on display. It is open Saturdays from 10 to 6, Sundays from noon to 5, and during the week by appointment. It is a registered 501(c)(3) non-profit organization that depends on donations. There is no admission charge for individuals and non-profit groups, though the museum suggests a donation of \$5 for adults and \$2 for children over 6.

You can find the Early Television Museum located at 5396 Franklin Street, Hilliard, Ohio 43026, with a web address of www.earlytelevision.org.

In many ways, this museum is a treasure well worth exploring. For in its past, you may see the future.

Baseball Documentary Hits a Home Run!

Bob Becker and Luanne Bole-Becker, the husband and wife team who started the production company “BB Sound & Light” twelve years ago, specialize in producing television documentaries as well as marketing and educational video programs.

Their latest effort premiered last month in prime time on ShowTime Ohio cable network.

A documentary chronicling the history of the Cleveland Indians Hall of Fame with the emphasis on recent in-





ductees this past summer and the soon-to-be constructed Heritage Park Hall of Fame at Jacobs Field in Cleveland, the program unfolds under the title: *“The Indians Hall of Fame: 2006 Inductees.”*

The Tribe originally created a Hall of Fame to honor top players in 1951 when the American League celebrated its 50th Anniversary. Original inductees included such player/managers as Tris Speaker and Napoleon Lajoie who represented the earliest era in baseball. Every few years the team inducted a few more players with Early Wynn being the last honoree in 1972. When Nick Milleti bought the team, the Hall of Fame was shut down and remained dormant until this year when Indian’s management decided to create Heritage Park Hall of Fame at Jacobs Field and to honor more great Indians players from the past. Just this



week, Bob Feller bulldozed the old Davey Tree area at Jacobs Field so that construction can start this fall and be ready for next season. The new upper level will be for Indians players inducted into both Cooperstown and the Indians Hall of Fame. The lower level will feature Indians Hall of Famers.

On Saturday, July 29th seven former premier players were inducted in an impressive ceremony at The Jake. Three inductees received the honor posthumously – Addie Joss one of the great pitchers of the 1902-1910 era who had already been elected to Cooperstown; Ray “Chappie” Chapman, who is noted for being the only player ever killed in a game when he was hit by Yankee pitcher Carl Mayes; and Al Lopez who is in Cooperstown as both a catcher and as Manager of the Indians and White Sox.



For the SportsTime Ohio documentary, the Beckers interviewed living players Al Rosen, who was an MVP third baseman from 1947 into the early 1960s when he retired and then went on to be GM of the Yankees; all-star homerun-hitting Rocky Colavito; the amazing hard-throwing Herb Score, who later became the voice of the Indians; and “Sudden” Sam McDowell, who mixed a great curveball and changeup with his fastball for a career 2,159 strikeouts. On-camera clips from these players are interspersed throughout the show.





The documentary includes a lot of good archival footage from MLB of the players in action, and memorable stills of the inductees are masterfully woven into the story line. Morris Eckhouse, internationally respected baseball historian does on-camera commentary, and we also see and hear from sports writer/

historian Russ Schneider, Mike Hegan son of the Indian's famed catcher Jim, who is currently on the Indians TV announcing team, Bob DiBiasio Vice President of Public Relations for the Indians organization and many more.

Although Bob shot most of the show, he brought in Ron Mounts from Fox 8 to cover the actual induction ceremony because the Beckers were out of town in July. Luanne produced the induction ceremony segment and wrote much of the copy, including the Heritage Park segment. Bob and Luanne shared responsibilities throughout the production process.

Last year about this time, BB Sound & Light produced an hour-long documentary, *"The Bob Feller Story,"* and before that, a half-hour Emmy®-nominated and Telly Award-winning special, *"The Pride of the Indians,"* about pitcher/coach Mel Harder. Their Emmy® Award-winning *"Home Team,"* about baseball in Cleveland from pre-Civil War through the mid-twentieth century was aired in conjunction with Ken Burns' epic, *"Baseball."*

Since its debut in 1994, the Beckers have produced an impressive variety of award-winning long-form PBS documentaries, including more than fifty program segments for WVIZ's *"Applause"* arts series, *"Day in the Life"* episodes for CBS network's *"Eye On People,"* an independent film about beauty shops and hairdressers entitled *"The Corner Shop,"* and a PBS/WVIZ award-winning documentary on urban sprawl, *"Expanding Cities."* In that short dozen years, BB Sound & Light has been honored with nine Emmy® nominations, two Emmy® Awards, three Tellys, a Silver Apple, and many accolades for their work. They have set a standard of excellence that is hard to beat.



Casey Coleman Fights for Life

Sportscaster Casey Coleman was honored with the Silver Circle® Award at last month's Emmy® Awards Show and Silver Circle® Celebration. He's been a prominent figure in the Cleveland broadcast arena since 1979, calling play-by-play for the Force Soccer, Cleveland State University Basketball, Cleveland Indians, and the Cleveland Browns pre-season games (1994-95), as well as calling five Budweiser Grand Prix races.

Coleman was Sports Director at WJW-TV for seventeen years, and following that he worked for WOIO-TV for a year. Before coming to

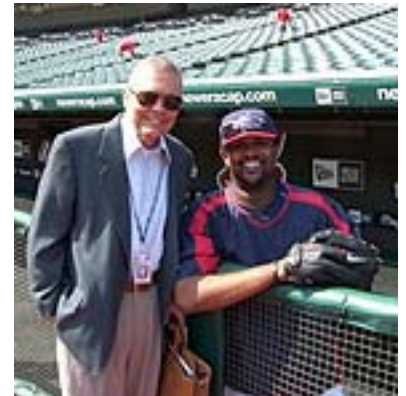


Cleveland, he was a sports reporter for WSAR-radio in Fall River, Massachusetts for two years and then covered sports for WCAU-radio in Philadelphia from 1978-79. He was sports director for WERE-radio from 1979-82 and then served in the same capacity at WMMS-radio in Cleveland for 11 years and was also heard on sister station WHK-radio.

For the past several years, Casey has been Sports Anchor on the "*Wills and Coleman in the Morning Show*" on Newsradio WTAM, and has been sideline reporter on the Cleveland Browns Football Network.

Eleven months ago he was diagnosed with pancreatic cancer. Casey has been fighting for his life ever since. In an interview with John Telich on WJW-TV he said, "You know a large percentage of people don't survive pancreatic cancer, but there is no reason to believe I can't be in that percentage .. I intend to kick its butt ...yeah!"

At first, when Coleman was approved for surgery and the operation was a success, and then when the early chemotherapy was working well, he had plenty of reason for hope.



Then came various infections and setbacks, and he had to take a leave of absence from WTAM. But Casey bounced back.

Sometime in June, Casey was given six months to live, but soon after on Saturday, June 24th he was ringing the bell to start a 5K run and 2-mile walk that raised some \$50,000 for research into pancreatic cancer. Coleman told those assembled that pancreatic cancer is the ninth most common cancer, but is more deadly





because it's the #4 killer.

In September, Casey returned from his leave of absence to the Sports Anchor desk at WTAM. Since then, there have been some pretty good days ... he looked and sounded terrific during his Silver Circle® induction speech at the Emmy® Awards.

And some not so very good days

... he wasn't up to attending the ceremony when Mayor Frank Jackson proclaimed September 26th as Casey Coleman Day in Cleveland.

Casey told John Telich, "The silver lining of the cancer has been the time I've been able to spend with my wife, Mary. We have heard from so many people in Northeast Ohio, and now (people) from the pancreatic cancer organization on the internet.

There are literally four or five thousand e-mails from people you don't even know ... or they say I met you 13 years ago ... or you've been in my car radio ... or living room ... we're pulling for you and praying for you. I am a recovering alcoholic, and you know the third step is turning your life over to God. I did that November 11, 1998. Ever since then, life has gotten much easier because I have let God do what He wants to do, and my job is to get out of the way. I feel badly for people in this situation that aren't spiritual - that don't have a higher power to lean on or talk to or go to."

While the cameras were rolling at WJW, he told Telich that his daughters Kaayla and Chelsea and his wife, Mary, have become the center of his life. Casey concluded, "What a life we've had! I mean, if it were all to end tomorrow ... it's just a beautiful, wonderful life!"





The City of Cleveland honored Silver Circle® member Casey Coleman with his own special day on Tuesday, September 26th. Mayor Frank Jackson issued a proclamation citing Coleman's many accomplishments in a public ceremony. Coleman, who is a recovering alcoholic, has been battling pancreatic cancer. Doctors are trying experimental treatments to save his life.



WEWS-TV has been on the web with newsnet5.com for years, but now folks on the go can get instant headlines, sports and weather from the web site with cell phones, Blackberrys or almost any mobile device with Internet access. They have a Mobile Page on their web site for more information.



NewsChannel5 is also the first television broadcaster in Northeast Ohio to offer podcast audio news versions for your iPod,

Regional Roundup

by Bud Ford

MP3 player or computer with daily MP3 feeds of their Noon News, with more to come. You can learn more about this service by e-mailing: nn5news@newsnet5.com.



The new cable channel SportsTime Ohio has negotiated use of studio space at WKYC-TV's broadcast facility on Lakeside Avenue. That will make it easier for Jim Donovan and Andy Baskin to do their sports anchor work on WKYC and then move over to host various STO shows they've been doing. SportsTime's President, Jim Liberatore, is trying to expand the cable network's local and regional programming to fill a schedule from noon to midnight.



Sportscasters Joe Castiglione, Casey Coleman, Les Levine and Michael Reghi were inducted into the Ohio Radio/Television Broadcasters Hall of Fame on October 8 in Akron.



Multiple Emmy® Award-winning Tim White, WKYC-TV's 6, 7 and 11 PM news anchor, re-



cently retired from the Air Force as a Brigadier General. He remains active in veterans' and children's issues. His broadcast career started in Clare, Michigan, and in the years since, Tim has worked as a reporter, writer, producer, anchor and host for television stations and networks across the country.



He is also an award-winning documentary film producer, and has worked on projects in Africa, South America, Europe and Asia. His on-air television credits include WJZ (Baltimore), WCVB (Boston), and WTTG (Washington, DC). He has also hosted programs for PBS, CBS, CNN, Turner Broadcasting, Knowledge TV, Paramount Studios, and Worldnet. Tim joined WKYC-TV3, Gannett's NBC affiliate in Cleveland, OH in 1999.

"Cleveland is a remarkable place to work in television," White said. "People here care deeply about their community ... Our goal is to give folks a clear picture of what is going on without getting lost in the negativity and cynicism that often marks local news. We look for stories that respect and reinforce our town and our neighbors."

Tim White won the regional Emmy® award for his anchor work at Channel 3, and has been in-

ducted into the Ohio Radio and Television Broadcasters Hall of Fame.



Youngstown's ABC affiliate WYTV is using their web site — WYTV.com — to get viewers to contact Time Warner, asking the cable company to move "MyNetworkTV" sister station from the digital tier



to the basic cable lineup. Armstrong and Comcast systems already put the new WYTV-produced channel on their basic cable offerings. WYTV features a local talk show "For The People", and a 10 PM edition of "33 News." Now, all three of the original Youngstown stations have dual network affiliations. WFMJ-TV has both NBC and the new CW network, and WKBN-TV carries CBS and Fox.



Cleveland's WUAB-TV premiered a new website – MY43.net – to promote their new affiliation with MyNetworkTV. It touts "Cleveland's Go-To-Place For Everything: MY Friends, MY Shows, right here."





Cleveland-Akron-Canton-Sandusky's new CW Television Network affiliate is WBNX-TV, and that station is sporting a new CW green website featuring their new network programs. WBNX also airs Fox Kids Network/4 Kids TV programs. On their "Trends" page, the station informs viewers that, after approvals by the FCC and Canadian Authorities, they have a construction permit to build a digital facility: WBNX-DT Channel 30. The digital and HD signal will be made available to cable and satellite providers in October of this year, but over-the-air transmission will not be up and running until April, 2007. They have a streaming video presentation by CEA explaining how HDTV works.



Rumors keep swirling that Robin Swoboda may be returning to Cleveland television. Robin had a nice run on WJW-TV evening news in the 80s and 90s.



WOIO-TV has a new weekend anchor, Danielle Serino, formerly consumer affairs reporter for WFLD-TV in Chicago.



Down Youngstown way, WKBN and Fox 17/62 played the Canfield Fair from August 30 through Labor Day. News Anchors Robb Schmidt, Whitney Ward, Sarah Eisler, Jim Cvetkovic, Dave Sess, Amber Nicotra, and Cristin Severance, along with weathercasters Paul Wetzel and Rich Morgan and Chief Meteorologist Don Guthrie greeted viewers and signed autographs. Fairgoers were invited to step up to a weather wall and report the weather while being taped. Each "would-be" weather reporter was given a free DVD of their forecast. Some even tried to imitate the style of 35-year veteran Don Guthrie.



The PBS station in Toledo, WGTE-TV, continues its community outreach discussions in connection with their prime time public affairs programs. This summer, the station presented "A Lion in the House," an inspiring series that follows five



children in their fight against cancer. After the broadcast, WGTE-TV hosted an evening discussion event at their studios that was free and open to the public. Area experts were invited to facilitate and answer questions about local needs and resources in the greater Toledo community.



Over in Indianapolis, WISH-TV and MyNDY pre-empted prime time network programs this summer to air ***Solutions: Safer Streets***. The special program explored a recent crime wave throughout central Indiana and attempted to find solutions to this growing problem.

Bringing expertise to the program were Mayor Bart Peterson, Sheriff Frank Anderson, Indianapolis Police Chief Michael Spears, and Indianapolis Public Schools Superintendent Dr. Eugene White. Neighborhood associations, clergy, local and area residents contributed ideas on how to make Indianapolis streets safer. During the program, reporters Debby Knox, Eric Halvorson, Scott Sander, Deanna Dewberry and the 24-Hour News 8 team broadcast live from local neighborhoods, tak-



ing questions from concerned residents.

According to WISH-TV President and General Manager Jeff White, “This is just a start of an ongoing effort to find solutions to crime impacting central Indiana residents. We intend to use the resources of WISH-TV, MyNDY, WISHTV.com and WIIH, our Univision station, in exploring and finding answers to this recent crime wave.”



“*Sunday Morning with Dee*,” a public affairs program broadcast every Sunday at 8 on WKBN-TV, features Dee Crawford as host who invites guests from throughout the Mahoning Valley region for discussions of important issues, events and affairs. Last month, she was joined by the Rev. David Sherrard, Executive Director of the Mahoning Valley Rescue Mission, and James Echement, Director of Development for that organization. In a timely exchange of ideas, they talked about the current crisis at the Mission that resulted in suspension of their food basket distribution for the first time in fourteen years. Other recent program topics have included services for the elderly, new housing developments, city festivals and block watches.





Dee Crawford joined WKBN/WYFX-TV as the Community Affairs Director in November 2005. She has an extensive career in community involvement and has held positions with the Mahoning County Department of Human Services, Youngstown United Way and Youngstown State University. Crawford has also served on numerous boards and committees throughout Mahoning County. She's a lifelong resident of Youngstown, and in her spare time, she loves to fish.



Dick Moore, former News Director at WKYC-TV, retired from broadcasting this summer. He is now an Associate Professor of Journalism at the University of South Carolina in Columbia. We hope he's had a chance to meet up with another NATAS member and former President/Trustee of this chapter - Rich O'Dell, General Manager of WLTX-TV, the Gannet station in Columbia.



WISH-TV's 24-Hour News 8 has once again been named



WISH Newsroom

Indiana's Outstanding News Operation and Outstanding Weather Operation by the Indiana Associated Press (IAPBA). Among the many honors achieved by WISH this year is the Edward R. Murrow Award, which the station previously received in 1998.



Antoinette Lonardo joined EDR Media this summer as production coordinator. Ms. Lonardo schedules production time at Beachwood Studios Production Center, the full-service video and audio production facility located in Beachwood, OH. Previously, she was a freelance production assistant and digital videographer at Beachwood Studios. Her career includes working on a wide variety of corporate and broadcast projects that included a DIY Network television series. She has also worked in a variety of capacities for video production companies in Denver, Colorado and Santa Monica, California. Antoinette is a graduate of Ohio University.



Antoinette is a graduate of Ohio University.





The 2006 Reading Rainbow Young Writers and Illustrators Contest in Toledo was sponsored this spring by WGTE-TV Public Broadcasting. Over 100 children from the WGTE-TV viewing area wrote and illustrated story books. The contest was open to children in kindergarten, first, second and third grades. Each grade level was judged separately by a panel of educators. A ceremony at the WGTE-TV studios honored all of the winners and entrants. Winners received a gift certificate from Barnes and Noble, and every child who submitted a story received a certificate of achievement.



Your editor has been spending a little extra time checking TV station web sites because more and more, we're finding that streaming video is becoming a big element in most sites. NATAS is now offering Emmy® Awards for programming that is produced specifically for websites, iPods and other advanced media. WJW-TV in Cleveland has a new beta website built around the theme MyFox.



www.myfoxcleveland.com

has streaming video of current weather with Dick Goddard, morning show personality Kenny Crum and others. Every click to bring up streaming video is preceded by the visual below and a voice over intoning: "My Fox Cleveland.com ... your new home for Cleveland's own." Audio on streaming video was plagued with break-ups. However, the Fox8Cleveland.com site is still up to the minute with advertising, current news, weather and sports and plenty of Fox News cable network programs and personalities featured both in stories and streaming video. I didn't see any local news anchors or station personalities in streaming video.

There's only one reason for the beta website, and that is to test the new look that will replace the old www.fox8cleveland.com in the near future. The design of the new site is an improvement and will promote local personalities and programs more effectively.



Former Cleveland Browns wide receiver Reggie Rucker has joined WEWS-TV as a sports commentator working with sports anchor Chris Miller on Monday night newscasts.





A staff restructuring occurred at PBS stations WEAO-TV/WNEO-TV in Kent, Ohio this summer. The changes poise the organization for the television industry's February 2009 deadline for conversion from analog technology to a digital television



format. "PBS 45 & 49 is undergoing a transformation from traditional television broadcasting to a new digital age," General Manager Trina Cutter said.

Don Freeman, who was director of programming and operations, has been named Chief Operating Officer, adding those administrative responsibilities to his current duties of creating local productions and the station's broadcast schedule. Freeman has worked for WEAO/WNEO since 1988, and has worked in the public broadcast industry for 40 years.

Bill O'Neil, assistant to the General Manager, is now Manager of Information Technology and Engineering Services. O'Neil joined PBS 45 & 49 in 2003, following a 31-year career at WAKR-TV23.

GM Cutter announced other changes including the creation of a new account executive position, and education specialist positions

being added to the information technology, engineering and programming departments. "Essentially we are 'seeding' all the departments at PBS 45 & 49 with education specialists," Cutter explained. "This will enable us to streamline the creation and distribution of programming content, educational services and on-line services in a multiple platform environment."



There was a lot going on in Indianapolis this summer! WTTV geared up for the launch of The CW. WXIN changed news graphics to the new Fox News look.



Both stations did Days at the Park promotions at Victory Field with the Triple A baseball team - the Indianapolis Indians. WXIN personalities took over Victory Field doing everything from taking tickets to throwing out the first pitch and singing *Take Me Out to the Ballgame*. WTTV had Mascot Night and provided Homer and Bart Simpson for the fans' enjoyment.

In August, WXIN and WTTV went out to the Indiana State Fair to meet and greet their fairgoing fans. WXIN's Fair Night culminated with an American Idol concert featuring the finalists from this season!



There have also been quite a few additions to WXIN's personnel. Keesha Richardson joined WXIN July 10th as News Producer/Week-end EP. Bridget Foster started July 14th as Executive Producer, Morning News. Jason Witherite joined as Production Assistant on July 17th. Andrew Marquis came on board July 18th as a Photographer. Andrea Carothers (who was an intern last fall) started as one of WXIN's Graphic Designers, and Kara McNeely came on staff as On-Air Promotion Manager on August 7th.

Now, with the leaves turning in October, WTTV has been busy launching The CW Network on their channel. Over on WXIN/Fox59, the news department is celebrating their second Emmy® Award in the past two years for their Morning News. Videographer Jamie Suiter won his seventh Emmy® in the 37th Cleveland Regional Emmy® Awards ceremony – this time for his compilation entered in the Crafts: Editorial category. Brian Wilkes, weather anchor, was on-camera talent for a PSA the stations created for America's Walk for Diabetes event that the stations promoted in September.



Mark Buckland, a Cleveland area native, won a Prime time Emmy® Award as "Best Director."



Brad Harvey, WEWS reporter and morning news anchor left the station in September to take over as co-anchor of the morning show and 5 PM News on WTOL-TV in Toledo. While at Newschannel 5, Harvey served as political reporter and was the station's Akron Bureau Chief. Brad is a multi-Emmy® Award winner, and has earned several awards from the Associated Press. He is reunited on the morning news program with weather forecaster Mike Stone, who also left WEWS.



WVIZ-TV's Director of Local Programming and Production, Mark Rosenberger, looked terrific at the Emmy® Awards Show after his recovery from a six-way bypass surgery earlier this year.



Where is she now? For those who remember WKYC-TV news anchor Dawn Stensland, she has continued her news anchoring chores in Philadelphia. Dawn is currently on maternity leave from Fox29 where she anchors the 10 PM News.





Hal Protter, the NATAS guru on all things technical, reports this week that TV stations around the country are transitioning their local news to HD. In our region, Indianapolis NBC affiliate WTHR will begin broadcasting its local news on WTHR-DT Channel 46 in HD (1080i) sometime in November, prior to the ratings sweeps.



Tavis Smiley who hosts a late night interview show on PBS, seen in Cleveland on WVIZ-TV, has a new book scheduled for publication on October 10 entitled *“What I Know for Sure,”* being published by Random House. This memoir tells about his life from the time he grew up in a trailer park in a small town in Indiana as a member of a religiously fundamentalist family of 10, and takes us through high school where he directed his energies to academic achievement, Indiana State University, Harvard Law School, and his move into radio and eventually TV. You’ll also learn about his clash with Bob Johnson at BET and later, his falling out with NPR before catching on at PBS and finally returning to



NPR. In the end, Tavis claims to be just a plain old kid from Indiana.



Joe Tait, who has been play-by-play sportscaster for the Cleveland Indians and Cavaliers basketball, had back surgery this summer.



Steve Goldurs, Emmy® Award-winning editor and former President of the Lower Great Lakes Chapter, may be doing a special project to digitize the entire archive of PM Magazine programs for possible future preservation in the Cleveland State University’s Special Collections. The CSU Library is already the repository for a half million photographs from the former Cleveland Press that are made available through it’s Cleveland Memory Project on the Web. You may recall that Joe Koskovic wrote a commentary in our last issue emphasizing the importance of archiving television programs.



FOND FAREWELLS – IN MEMORIAM



Silver Circle® honoree and 38-year veteran WKYC on-air personality Del Donahoo lost his wife, Martha, who passed away at age 85 on October 3. Martha was Del's girl for more than 58 years. They met at a football game at Drake University in Iowa - the state where they both hailed from. Del doesn't remember who won the game, but he did win the girl.

Martha became part of the Channel 3 family as she traveled with him to countless public appearances they made together as a team. She also got up every morning for 18 years to brew the coffee Del sipped with Tom Haley when they co-hosted *"Today in Cleveland."* Martha and Del were an inseparable couple who were active in Bay Presbyterian Church and in the Bay Village community where they lived. Del described Martha as the "perfect wife ... and perfect mother."



Mike Douglas, the genial host of "The Mike Douglas Show" that originated on KYW-TV (now WKYC) Channel 3 as a local afternoon talk-variety show, passed away on August 14th in Palm Beach Gardens, Florida, just one day short of his birthday. He was 81.

Mike was born Michael D. Dowd, Jr. on August 15, 1925 in Chicago. He began singing as a choirboy, and by his teens he parlayed his talent into a professional career as a crooner on a Lake Michigan dinner cruise ship. In 1944, he married Genevieve Purnell in Oklahoma City where he was working at a radio station. After serving in the United States Navy near the end of World War II and as a "staff singer" for WMAQ-TV in Chicago, he moved to Los Angeles.

He joined Kay Kyser's big band, and was featured vocalist on two record hits, "Ole Buttermilk Sky" and "The Old



Lamplighter.” Kyser gave him his "showbiz" name, because he thought Dowd sounded too Irish. Douglas appeared on “Kay Kyser’s Kollege of Musical Knowledge,” a televised musical quiz show.

In 1950, Douglas dubbed the singing voice of Prince Charming in Walt Disney’s *Cinderella*. He had a brief stint as host of a Chicago daytime radio show called “*Hi, Ladies*.” During the 50s he kept his career going while living in Burbank, California by working as house vocalist at a nightclub and by going on the road. In 1961, Group W offered him his own television talk show that debuted in December on a single station in Cleveland. Producer Wood Frazier, who knew Douglas in Chicago, hired him as host, but also came up with the innovative idea of having celebrities as guest hosts for each week. Within two years “*The Mike Douglas Show*” was seen on Group W stations in Boston, Baltimore, San Francisco and Pittsburgh. The show moved to Philadelphia in 1965, where Douglas recorded in 1966 his only Top 40 single as a solo artist, “*The Man In My Little Girl’s Life*.”

By 1967, *The Mike Douglas Show* was syndicated in 171 markets and was the most popular daytime television show in America with 6,000,000 viewers each day, mostly women at home. That was also the year that Mike’s show received the first National Emmy® Award for Individual Achievement in Day-time Television from the National Academy of Television Arts and Sciences. “*The Mike Douglas Show*” went on to win four more Emmys®.

Mike’s show moved to Los Angeles in 1978 and wound up its 21-year run in 1981. “*The Mike Douglas Entertainment Hour*” followed for just one year when it faded to black in 1982.

After retirement Douglas wrote his memoir in 1999 entitled, “*I’ll Be Right Back: Memories of TV’s Greatest Talk Show*.” An avid golfer, he suffered from dehydration while playing a few weeks before his death, and never recovered. He is survived by his wife of 62 years, Genevieve, and their daughters Michele Dowd, Christine Voinovich, and Kelly Anne Donahue, five grandchildren and ten great-grandchildren.



Sonny Bono, left, and Cher with Mike Douglas in 1979.



He was a pioneer in early Cleveland television, and he worked his entire 51-year career at one station – WEWS. He was Bill “Dad” Wiedenmann who passed away at age 81 on August 30.

In his over half century in the industry he performed brilliantly in many disciplines.





He joined Channel 5 two weeks after the station went on the air when it was the only station in Ohio. His first job was as a film processor, but he demonstrated so many creative and innovative talents, that it wasn't long before he was promoted to cameraman – a

job he held for almost ten years. His versatility and personality were used in yet another way by the station when he also served as a salesman for about eight years. But it was as a director who cut his own shows that he really made his mark with brilliant virtuosity.

Wiedenmann directed news and other shows for more than 45 years. For over 20 of those years, he directed 6 PM and 11 PM news broadcasts, expertly making Tom Field, Dorothy Fuldheim, Don Webster, Fred Griffith, John Hambrick, Tim Taylor, Ted Henry – and many more – look good night after night. Bill helmed *"The Morning Exchange," "Live on Five," "Academic Challenge," "The Giant Tiger Show with Gene Carroll," "Polka Varieties," "The Ohio Lottery Drawings,"* and *"Cash Explosion,"* just to mention a few of the hundreds and probably thousands of programs he put on the air.



Although Wiedenmann was most noted in Cleveland television as a director, nationally and internationally he was considered one of the top sports cameramen in the world. For over 30 years he worked for the Hughes and Sports Networks as a pre-

eminent shooter at golf tournaments throughout America and for NHK (the Japanese network) at their international tournaments. His reliability and great eye made him top choice to man the camera on the 18th



hole at such great golf events as the Masters and World Series of Golf.

Bill received the Silver Circle® Award in 1992 for his important contributions to the television industry. In 1998, WEWS dedicated their newsroom in his name with a plaque reading: “Bill ‘Dad’ Wiedenmann. An American television pioneer, among the first to bring added light and life to the airwaves in Northeastern Ohio.”

Born in Cleveland, Wiedenmann graduated from Concordia Lutheran High School in River Forest, Illinois, and attended The Case Institute of Technology before it was merged into Case Western Reserve University. Serving in the Army Air Corps during WWII, he was a pilot and navigator on B-17 bombers. He was married to the late Katherine “Betty” for 58 years. He is survived by two sons, Eric and Dr. Scott, a grandson and his sister, Margaret Sims.

TV: A Favorite Topic for Authors & Publishers

Longtime NATAS members remember getting their *TV Quarterly* in the mail every four months or so. Sort of like our newsletter, the emphasis was on the “or so.” But frequency and intervals aside, if you haven’t visited the National NATAS website lately, give it a shot and click on *TV Quarterly*. For the shortcut minded, you can add www.tvquarterly.net to your “favorites” and go directly to the cover of the current issue. There are some great stories about TV icons in this issue, but as always, *TV Quarterly* reviews some books about television.

In this issue, Norman Felsenthal reviews “***Between You and Me: A Memoir***” by Mike Wallace with Gary Paul Gates (Hyperion Books – with DVD). Wallace had written an earlier autobiography in 1984 that dealt with the earlier years of his 60-plus year career as a broadcast journalist. This new memoir focuses primarily on the luminaries he has interviewed during his years at CBS.

Paul Noble reviews “***Citizen Spy: Television, Espionage, and Cold War Culture***” by Michael Kackman (University of Minnesota Press). Kackman, a professor at the University of Texas, with input from the writers, producers and other participants in many of the popular network spy drama programs, brilliantly puts this genre into historical perspective.

Earl Pomerantz reviews “***Two Aspirins and a Comedy***” by Metta Spencer (Paradigm Publishers). This tome attempts to make the point that comedy (and drama) series on television can help solve the twelve most difficult sociological problems in the universe and bring about world peace. Pomerantz, a noted comedy writer, thinks the author fails to make a convincing argument.



For those who are interested in international television, Srinivus R. Melkote reviews *“Ghandi Meets Prime Time: Globalization and Nationalism in Indian Television”* by Shanti Kumar (University of Illinois Press). This book provides a unique perspective on television culture in post-colonial India.

But there’s a ton more books about television in current and relatively recent print. For example, CNN Correspondent Anderson Cooper’s *“Dispatches from the Edge”* (Harper-Collins) is on the current nonfiction best selling list with his description of a year in which he covered the tsunami in Sri Lanka, the war in Iraq and Hurricane Katrina.

Here’s a short list of just a few book titles about television that are currently available at your favorite bookstore:

Mastering Digital Television: The Complete Guide to the DTV Conversion by Jerry Whitaker (McGraw-Hill)

This Business of Television by Howard Blumenthal (Watson-Guptil Publications)

Al-Jazeera: The Inside Story of the Arab News Channel by Hugh Miles (Grove-Atlantic)

Kissing Bill O’Reilly, Roasting Miss Piggy: 100 Things to Love and Hate about TV by Ken Tucker (St. Martin’s Press) An award-winning pop culture critic for New York Magazine and weekly TV reviewer on NPR’s *“Fresh Air”* with Terry Gross, Ken Tucker writes that television is the medium where mass culture action really is, and he shares his zealous opinions about the best and worst of TV past and present.

Seinology: The Sociology of Seinfeld by Tim Delaney (Prometheus Books)

Everything I Know I Learned from TV Philosophy for the Unrepentant Couch Potato by Mark Rowlands (Random House)

Reading the Sopranos: Hit TV from HBO by David Lavery (I.B.Tauris & Company, Ltd)

They’ll Never Put That On the Air: The New Age of TV Comedy by Allan Neuwirth (Allworth Press) In this age of FCC crack-downs and changing broadcast standards, this book is timely, entertaining and informative.



Finding Lost: The Unofficial Guide by Nikki Stafford (ECW Press) Insightful commentary, analysis, and an in-depth exploration of the plot-lines and characters in seasons 1 and 2 of this Emmy® Award-winning series.

Action! Professional Acting for Film and Television by Robert Benedetti (Longman Publishing Group) An Emmy® Award-winning producer and leading acting teacher, Benedetti details a practical approach to the fundamentals of acting in front of the camera.

Cooking at Home with America's Test Kitchen by John Burgoyne and Daniel van Ackere (America's Test Kitchen) A companion book to the 26 episode 2006 PBS TV series "America's Test Kitchen" with all the recipes that are demonstrated on TV plus equipment tests and more.

Who's Who in Animated Cartoons - An International Guide to Film and Television's Award-Winning and Legendary Animators by Jeff Lenberg (Applause Theatre Book Publishers) Coinciding this year with the 100th anniversary of the first American animated cartoon, this is the first complete biographical reference book to chronicle the stories of almost 300 animator directors and animator producers from around the world.

Backstage at the Tonight Show by Don Sweeney (Taylor Trade Publishing)

Desperate Networks by Bill Carter (Doubleday) TV critic for the New York Times and best selling author of "The Late Shift," Carter outlines sweeping changes in the major networks and the billions of dollars that are at stake.

Avid Made Easy: Video Editing with Avid FreeDV and the Avid Express Family (Book with DVD) by Jaime Fowler (Sybex, Inc)

Elephant in the Living Room: Make Television Work for Your Kids by Frederick J. Zimmerman and Dimitri A. Christakis (Rodale Press, Inc.) Written by the co-directors of the University of Washington's Child Health Institute, Christakis is a pediatrician and Zimmerman is a child development expert. In this book they examine the effects of television on children, and their ground-breaking research reveals that television is not necessarily harmful to children if parents get them to use it as a tool and not a crutch.

And there are a couple of highly anticipated new books coming out as this goes to press - ***On Her Trail: My Mother, Nancy Dickerson, TV News' First Woman Star*** by John Dickerson (Simon & Schuster) and ***Working With HDV: Shoot, Edit and Deliver Your High Definition Video*** by Chuck Gloman and Mark J. Pescatore (Elsevier Science & Technology Books)

NATAS Intern Upbeat About her Internship

by Karen Zolka

Working as an intern for the Lower Great Lakes Chapter of the National Academy of Television Arts and Sciences was one of the most beneficial experiences of my life.

From day one, I was working on tasks that developed the organizational, communicative and technical skills that I need for my future in the field of television. Those skills include fielding phone calls, communicating effectively with industry professionals, writing press releases and stories for the newsletter, and corresponding on a regular basis with all media outlets in the Lower Great Lakes Chapter.

Another valuable experience was watching how NATAS, under the direction of its president, Terry D. Peterson, and the board of governors, put together the 37th annual Emmy® Awards Show which was held on September 9, 2006 in Westlake, Ohio. I attended board meetings, participated in the walk-through of the site, and coordinated the student escorts for the awards program. Most importantly, I met and worked with some of the top professionals in the television field and learned by their example.

My experience as an intern for the Lower Great Lakes Chapter of the National Academy of Television Arts and Sciences was a very positive one, and I will always appreciate having had this tremendous opportunity.

Nominations Party Was a Blast!

This year's Nominations Party, headed up by Dianna Kall, was an absolute blast. Held at Tequila Ranch in the Warehouse District of downtown Cleveland, the bash attracted a great crowd of Cleveland area members. Historically, nominations parties have been on a Thursday night, and although this was on Thursday, June 8, it was an affair with quite a different flair. Moved from last year's cool House





of Blues location to a hotter venue, Kall's committee put together a memorable evening of fun, relaxation and networking with prize giveaways, discounted drinks and some tasty and even smokin' appetizers. Sue Finley wrote the script. Lorrie Taylor arranged for a passel of celebrity presenters

who each read several categories of nominations. Some of our chapter's finest stepped up on stage to reveal this year's nominations, and besides Lorrie there were Harry Boomer, Katherine Boyd, Chris Tye, Angie Lau, Dennis Thatcher, Betsy Kling, and Tom Merriman to mention a few.



Terry Peterson was master of ceremonies.

Emmy® Awards Chair Joe Koskovics arranged for a demonstration of the new TriCaster video streaming equipment that was used by the chapter to stream all of the nomination announcements to a website where regional members could see the show without having to travel to Cleveland. In preparation for the event, Koskovics approached Sam Avellone of NPI Audio Visual Solutions in Cleveland who is the authorized Ohio reseller for TriCaster from Newtek. Joe asked NPI to provide



the TriCaster for streaming the program to our website in return for space to display the equipment and a chance to introduce our members who were in attendance to this remarkable new device that connects television equipment directly into broadband technology. The



webcast originated at the Tricaster and was viewed directly off the device. Although this is not the normal way to view a webcast, it did demonstrate the versatility of the device. A crowd of interested members gathered around the display.

The evening was capped off with some of the board members not just shooting the bull – but having fun riding Tequilla Ranch’s mechanical bull.

If you missed this event, you missed a great party enjoyed by all those who did come out to mix with their friends and associates in the television business. Be curious, be social, and be with us for all the fun and action at next year’s Nomination Party.



Time Warner More Prevalent in Area by Karen Zolka

Time Warner and Comcast joined forces to buy the bankrupt Adelphia, and intend to divide Adelphia’s customers and assets in ways that will bolster already established regional enclaves. This is the reason Clevelanders served by Adelphia or Comcast will have services switched to Time Warner.

The purchase price for Adelphia, the nation’s 5th largest cable provider? A cool 17.6 billion dollars in cash and stock.



The acquisition of Adelphia reaffirms Comcast and Time Warner's first and second place positions, respectively, in the world of cable television.

The takeover, which took effect August 1, is ultimately going to mean some big changes for customers: new e-mail addresses, the chance of losing or gaining obscure television stations and the creation of 2,000 jobs across the country, 200-250 of those in the Cleveland region.

But customers don't have to worry about switching their e-mail addresses just yet. The conversions could take up to two years to complete, and Time Warner will notify customers how and when to switch. Also, the price of your cable service should not change, for the time being.

Approximately one million customers will be served by Time Warner in an area stretching from Erie to Toledo to Youngstown, with the merger adding more than 500,000 new customers to Time Warner's regional market. In addition to cable and high-speed internet services, new customers will also have the option for digital phone services. Nationally, Time Warner will have a net gain of about 3.5 million subscribers, and Comcast will pick up 1.8 million from Adelphia's more than 5 million customers.

Time Warner has launched a new feature for digital cable customers in its South Carolina division called Quick Clips. Customers can access short-form video content, including content produced for the Internet, on their TVs. Quick Clips material is hosted on Time Warner's VOD platform. At the outset, the new feature will be available only with participating CNBC, CNN and The Weather Channel networks. Time Warner Cable plans to launch Quick Clips in additional markets later this year.

The Time Warner website quoted Dick Parson, Chairman and Chief Executive Officer of Time Warner Cable, as saying, "With Time Warner Cable delivering stellar growth, we are very pleased to continue to build value by significantly enhancing our scale, subscriber clusters, and operating efficiencies, all at an attractive price."

TV Whiz Kids Kaleidoscopic Productions

When we contacted Alexander Meija to get an interview with him about winning the Avid Express Pro software package at the Afterglow following the 37th Annual Emmy® Awards Show, he was busy on location taping at the Austin City Limits Music Festival. But we finally got together for a phone interview and Alex told me that when his name was pulled out of the bowl stuffed with hundreds of tickets, he was networking with a guy from WFYI in Indianapolis and didn't hear his name called. Some of his friends nearby caught his attention when they yelled through the crowd — "Hey, Alex, they called your name!"



What a great surprise for the young entrepreneur! Alex Meija, who is VP of TAV Productions in Indianapolis, told NATAS Newsletter that their small production company is currently PC based, using mostly Adobe editing and Premier Aftereffects for their productions, but they are considering moving into HD soon, and since Avid has support for DVC-Pro HD, they are considering switching to an Avid Editing System incorporating the Avid Express Pro that he won at the Afterglow party.

Meija started doing digital production at Perry-Meridian High School in Indianapolis where he met his future partner, Tony Prizevoits. Together they founded TAV Productions in 2003 when they entered Ball State as freshmen, and they've kept the company going the past four years while completing their college degrees.

Tony was nominated in this year's Emmy® Awards in the Crafts: Editor Non-News category for his composite entry "Muncie Dragstrip/Oliver Winery. Prizevoits was thrilled to be nominated, and felt that it was a great honor just to have his work recognized for excellence at the same level with the big television station editors. However, he was a little disappointed that he lost out to WKYC-TV's Dean Cummings who received the Emmy® Award for "Medical Miracles: The Strength of the Human Spirit."

They've won three Addy awards — a Gold for a commercial entitled "Your Life X2" and two Silvers for "Muncie Dragstrip and Oliver Winery." They decided to enter their work in the Regional Emmy® Awards after winning the Addys, and considered all the other craft categories before deciding that editing is their strongest talent and that their finished editorial work has the professional quality to compete with the very best.

When TAV Productions was launched in 2003, they taped weddings to get started, but after looking at the market, decided that business was pretty saturated in their market area.

They started branching out to shoot and edit programs of all kinds to help pay off their investment in equipment. Alex and Tony started turning a profit right away, but the partners decided to enter college and earn their degrees while keeping their production company going at the same time. Both will finish up their degrees at the end of this school year.



Currently, TAV Productions is creating short video segments for the Ball State University's Communications Department Web site that focuses on student immersion projects. Their award-winning videos were aired on "Connections Live" on PBS/WIPB-TV. The company has already shot and produced pieces in hi-def using rented equipment. They are a production company that not only writes and shoots, but also does full service post production, color correction, color grading, audio correction, audio mastering, custom music production and much more.

Tony is the President of TAV, and as the big thinker, is responsible for the direction the business takes. Alex is in charge of production. Both are proficient in shooting and editing, so they work as a team on all projects. Steve Lehmann is a local freelance composer who writes and records the music scores for their programs. Michael "Mikey" Fornicoia has edited some of their unscripted run-and-gun shooting to get it down into story form.

Looking into the future, Alex would like to produce magazine format shows for Discovery Channel because it's always a different challenge. He likes new and exciting projects that help keep his work fresh. Right now, they are looking at becoming a production house facility.

TAV Productions has a website where they showcase their work with streaming video and examples of print advertising. Check 'em out at: www.tavproductions.com.

DVD is Mandated for Emmy® Entries in 2007

David Ashbrock, Chair of the National Academy of Television Arts and Science Awards Committee issued a mandate this past July requiring ***ALL*** chapters to use **DVD** as the media for all entries in Emmy® Awards competitions from coast to coast starting in 2007. This sweeping change without a phase-in program will eliminate the outmoded VHS format that has been used for the past several years.

Joe Koskovics, Lower Great Lakes Chapter Awards Chair, has received phone calls from our membership informing him that many of our stations are not equipped to burn **DVDs**. He appealed to the National Awards Committee for a one year transition period during which both VHS and **DVD** would be accepted.

His appeal was rejected by Mr. Ashbrock who replied, "...every chapter will be expected to conform to this rule change immediately - and completely. No phase-in. This has been 'coming' for quite some time and should not catch anybody off-guard. Decent **DVD** recorders can be had for under \$200. I'd be shocked if stations within your region would find it difficult not to comply."



The “Call for Entry” for the Lower Great Lakes Chapter’s 2006 Emmy® Awards will officially state the requirement that all entries must be submitted on a **DVD**. No other media will be accepted. Moreover, all entries that we judge for our trading partner chapters will be on the **DVD** format, so all judging panels in 2006 will require **DVD** playback. We regret that this may be an inconvenience for some of our members. We hope you’ll talk about this at your stations, schools and production companies and help us get the message out to everybody who is contemplating entering the 2006 Emmy® Awards that all submissions must be on **DVD**.

Chapter Adopts a New Name

After an all-day session of the National Trustees in New York last Friday, Cleveland’s Trustee Bob Hammer e-mailed us with the big news: the trustees finally voted to approve the new chapter name we submitted earlier this year! Henceforth NATAS in this region of the country will be known as **“The Lower Great Lakes Chapter.”** Chapter President Terry Peterson announced the name change to the press on Monday, October 23.

Shortly after he was notified, Peterson made the following statement: “This name change is the result of a lot of hard work, countless discussions, extensive surveys and dynamic voting sessions. I offer my thanks to all the individuals who played a role in helping our name change become a reality, in particular our National Trustee Bob Hammer, 1st VP Gary Manke, and those who served on the outreach committee. Now that we have a name which reflects the geographic region of our chapter, we need to build a board that is committed to regional events and regional involvement while continuing our long-standing tradition of excellence.”

Putting the words “Great Lakes” into the new chapter name in any form was strongly opposed by our neighbor to the north, the Michigan Chapter, so it was quite a victory to convince the trustees that **“The Lower Great Lakes Chapter”** would be an acceptable and appropriate name.

Trustee Hammer, who spent long and difficult hours educating and negotiating with the other chapter trustees in the weeks leading up to the National board meeting, summed up his thoughts from New York: “The chapter name change has been in the works for over 8 years. After much debate, the 34 National trustees overwhelmingly supported our efforts to embrace our regional membership and become one.”

For 37 years we’ve had the word “Cleveland” in our appellation. When we were chartered in January, 1969, we were dubbed “The Cleveland Chapter;” and in the 1990s, when all NATAS chapters were expanded geographically, we were known as “The Cleveland Regional Chapter.” Your chapter board of governors started discussion of changing the name at the time we expanded to include Eastern Indiana in what at first was just the Emmy® Awards as mandated by National. Later, when the expansion members became eligible to sit on our board of governors and to participate in Silver and Gold Circle® and other activities, consideration of proposed new names was pursued more intensely.

In the summer of 2004, a committee chaired by then Governor Tony Hoty came up with some different name suggestions on a list that led off with “Southern Great Lakes.”

In June, 2005, the board of governors adopted a resolution to support a name change that would better reflect the region we serve, and be more inclusive of all of our members. 1st VP Gary Manke, headed up our new Outreach Committee to find ways to include members from Erie, Pennsylvania to Eastern Indiana. Name change was a high priority item on their agenda. The Outreach Committee launched a membership-wide contest for a new chapter name early this year, and Alan Gilbertson came up with the winning name **“The Lower Great Lakes Chapter.”** What’s in a name? A lot of hard work if you want to change it thoughtfully and legally.

LOWER GREAT LAKES CHAPTER PR & WEBSITE COMMITTEE

Bud Ford, Chair
Karen Zolka
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Terry Peterson
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