

NATAS



Cleveland Regional Chapter

NEWSLETTER

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

Winter 2006

President's Message



Greeting & Salutations
Fellow NATAS Members,

Best wishes for the New Year, and if you haven't already done so -- be sure to renew your membership today on-line or via the mail. I

hope you entered the Emmy® Awards before last Saturday's deadline so you will have a chance for your work to be recognized for excellence.

What a year it was in the broadcast business. Never before have we seen such an explosion of technology and innovation in one year's time. With that said, I urge you to click on the link to the national website to hear about all the excitement generated over the addition of a new category for broadband and other digital content and programming created for distribution via alternative media. This is a pivotal time in the broadcast industry and the Emmy® committee and board are giving careful consideration to additional new categories for next year that will embrace the ever changing paradigm.

This year the board of governors and officers have put in place some challenging initiatives as an ongoing effort to give you



more for your NATAS membership and additional resources to benefit you in your career. First off, the date for the Emmy® Awards Gala is September 9th at LaCentre in Westlake, Ohio, just minutes from downtown. The venue is spectacular and this promises to be a night to remember. In addition, the activities committee has a great line-up of events scheduled throughout the year. You will be seeing announcements about these in the near future. Last, but certainly not least, a concentrated effort has been initiated to establish liaisons at all the member organizations throughout the chapter. Look for the “Emmy® Road Show” coming to your market with a chance to meet some of your fellow peers and gain some valuable insight into the Emmy® process and future plans of the chapter.

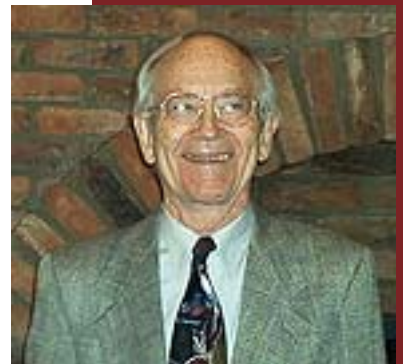
As always, your feedback and input is deeply appreciated. If you have a desire to be part of the chapter’s activities, there are many committees which would welcome your involvement.

Again, Best Wishes for the New Year and good luck as you continue to strive for excellence in news, programming, and promotions. I can’t wait to see what this year brings us!

Welcome From Your Editor

Here we go again! Your friendly Cleveland Regional Chapter of NATAS is launching another transformational effort behind what some wags might think will be just another newsletter picking up where the old NATAS News faded to black. But I have a different concept for a more frequent, timely and dynamic interactive publication that will reflect the broader scope of our three state region.

I’m new at being a newsletter editor (well, I did edit a church bulletin years ago and I have a faint memory of editing wire service copy in the old rip and read news days). That’s why I’ll need lots of help from those of you interested in reporting what’s happening in all our markets. You can help make this a more vital



Bud Ford
Newsletter Editor



newsletter by making a one-shot contribution, or offering to be an ongoing reporter of the television scene in your market, or for just your station, production company or school. Your comments, criticisms, suggestions and opinions will be heartily welcomed. Just send up a flare by phone: 216-767-0331 or by e-mail at cford0762@wideopenwest.com.

Oh, and if you're looking for a volunteer editor's job, don't hesitate to make us an offer we can't refuse. As the chapter's PR/Website Chair, I'm Newsletter Editor de facto, but only by default. I'd like that to be Editor "*pro-tem*" if somebody will step up and take on the responsibility.

We're listening.

45/49 Hosts Big Guy From Big Easy

That Big Guy is Stephen Tyler — a native New Orleanian and Hurricane Katrina evacuee. When not fleeing Category 5 hurricanes, he's a producer and the Director of Project Development at WYES in New Orleans, the twelfth oldest PBS station in America – a station that's entertained, informed and educated viewers since 1957. WYES is located in the hardest hit Lakeview section of New Orleans, and so the story of Stephen's odyssey from Big Easy to Northeast Ohio is a fascinating one.

Tyler, his wife and three children evacuated New Orleans late in the afternoon on Sunday, August 28th, about twelve hours before Katrina hit. The Tyler family managed to make the sixty miles to Hammond, Louisiana, where for a week they shared a house with four other families without electricity or hot water. They were rescued by Stephen's sister-in-law who invited them to come up to Munroe Falls, Ohio, to stay at her home. The Tylers have been there ever since, and the kids – 13, 10 & 5 — are enrolled in the Stow/Munroe Falls schools.

Fortunately, Tyler has remained employed by WYES even though the station had to lay off about 21 of the 51 who were on staff when Katrina destroyed the station. This was made possible through the generosity of Trina Cutter and the great staff of WNEO and WEAO in Kent, who opened their hearts and their facility to Stephen by providing office space for him to continue his work for WYES through the wonders of cell phones and the internet

The ground floor offices and studios of WYES were submerged under six feet of water and only the second floor edit suites and master control went unscathed. Some



recent master tapes and raw footage were destroyed, but many of the older shows had been transferred to DVD and survived upstairs. The entire first floor has to be gutted, and station officials are meeting with architects to decide on a rebuilding plan. Moreover, Katrina trashed one of their 53-foot mobile units, but the second truck survived and is bringing in much-needed revenue covering NBA New Orleans Hornets and Southeastern Conference Football and Basketball games.

The station broadcast a feed from WLPB in Baton Rouge for a couple of months after getting the transmitter up and running again, and finally got their own signal back on the air just two weeks ago.

Stephen thinks he may be the only employee working for the station who is not in New Orleans. Randall Feldman, President and General Manager of WYES, was headquartered at the PBS station in Houston, TX until recently. Currently, the station is working out of rented offices from a TV production company in suburban Metairie. Stephen has learned that his fellow staffers are working sporadic hours in very cramped conditions. A capital campaign to build a new facility on the Campus of the University of New Orleans has been put on hold for now, and the station will be rebuilt with funds from the Corporation for Public Broadcasting and the U.S. Treasury at its current site on the campus of Delgado Community College. Stephen Tyler is seen here with Senator Mary Landrieu (D-La.) in front of the White House following a “Rebuild Levees, Rebuild Lives” rally for New Orleans and the Gulf Coast that was held in December, 2005.

After graduating from Tulane University in 1977, Tyler was an independent producer and filmmaker. He was the boom operator on Steven Soderbergh’s debut feature “*Sex, Lies and Videotape*.”



In 1994, Tyler, still a freelancer, worked with the late television broadcasting legend Brandon Tartikoff who became his friend and mentor. Brandon was living in New Orleans at the time, caring for a daughter who was recuperating from a serious accident. Tyler and Tartikoff developed a pilot for a proposed weekly series titled “*Under New Management*,” to be produced at WYES for PBS. Ultimately, the series was not picked up, but Stephen fondly remembers Brandon’s genius that was matched only by his magnificent generosity.

Stephen Tyler is best known for his documentary “*He Must Have Something*,” about former New Orleans District Attorney Jim Garrison’s investigation into the assassination of President Kennedy. After using WYES as his de facto home base as an independent producer for some fifteen years, Tyler joined the staff in January, 2002. Like most folks at PBS stations, he wears many hats. For a couple of years he was the contract services producer for YES Productions, a “for profit” arm of the station. He directed and edited the last eight signature documentaries under the umbrella title “... *That Was*.” The most recent, entitled “*The Nightlife That Was*,” won the New Orleans Press Club’s award for Best Documentary. Last year, Tyler concentrated on project development, with an emphasis on creating and finding funding for national programs.

Currently in development are documentaries on Billy Graham, The Big Brothers/Big Sisters program, a new series with Chef Paul Prudhomme, a personal investment show entitled “*Money Matrix*” and a proposed series on knowing your legal rights. Stephen thinks the later series will be the shows you’ll need to see so you don’t end up on “*Cops!*” Stephen Tyler’s long term employment with WYES will be directly related to the success of the projects he’s developing, so he’ll welcome any hot national underwriting leads – feel free to send those leads to him at your earliest convenience. Being uprooted by Hurricane Katrina didn’t wipe out his sense of humor.

When will Stephen leave the cozy atmosphere of WNEO and WEAO in Kent and return to the difficulties of rebuilding WYES in New Orleans? He and his wife went back to check on their home on October 15th ... the first day City Hall allowed people back into their neighborhood known as Gentilly. It was worse than expected. The house had been awash for two weeks with five feet of water. They have insurance, but that is being doled out very slowly with all the local, state and national governments in a huge standoff. If Tyler doesn’t wear out his welcome at 45 & 49, the Big Guy will probably continue to enjoy their hospitality until the snow melts. Stephen and the kids are really enjoying their first snowy winter, but he asks: “It eventually stops snowing, right?” Right!

(Thanks to Amanda Sackett, Production Assistant at PBS 45 & 49, and Chapter Governor, for the lead to this story.)



F.A.Q. and Advice From Emmy® Awards Chair Joe Koskovics



Joe Koskovics
Emmy® Chair

Well everyone, it's that time of year again when we're distracted from this roller coaster winter to the competition of the Emmy® Awards. A number of e-mails and telephone calls have made it to me about how to submit your best work. In many cases, you already have the answers in hand, but maybe some of these suggestions will confirm that you did it right this time -- or will help you in the future. To

answer a few of the most common questions, here are a few helpful tips that will get you through the process:

- You are the best judge of your work. And for programs that run beyond the 1 hour limit, choose what you consider your best hour and submit that un-edited (as indicated in the call for entries). Submissions with shorter time limits should be adhered to; they are also indicated on the entry form.
- If you do more than one "Special" in the year, they are still specials, not series. Only regular series may use the program series categories (such as Magazine Format-Series, etc.). Crafts are often composites (where noted), and samples of the best work in crafts should be kept to reasonable lengths based on your judgment. Remember, you are the best judge of your work, and it's quality that wins an Emmy®.



- Contact the NATAS office and let them know your intention to renew your dues before you send a combined check for entries & dues. This will help, especially if you include a note with the check telling us what the check covers. The office would prefer, however, that you send separate checks for each membership and each entry.
- It is important to place a daytime phone number on your entry so we can reach you during the day for those entries needing some clarification. We promise that all your numbers will be kept confidential.
- Please keep those e-mails and calls coming in. If you have questions, we will always respond to your questions within 24-48 hours.

And, as a final plug, we expect to call on a number of our members to serve on panels to judge other Chapters' entries starting in February. Details will follow, so please stay with us. Your response to entering the Emmy® Awards competition has always demonstrated professionalism at its best, and your willingness to support the judging process has been equally impressive. Thank you, and good luck to all.



Joe Koskovics
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Winners at the
2005 Emmy® Awards Gala

**Will this be YOU in
September 2006?**

Holiday card features Emmy® Award-winning students

Ball State University featured a photo of their Emmy® Award winning students and faculty on the cover of a holiday greeting card sent in December to friends and alumni of the school. The photo was taken by John Huffer at the 36th Annual Cleveland Regional Emmy® Awards Gala. Text inside the card proclaimed “...an award winning year! Three regional Emmy® Awards. A Student Academy Award. Nation’s number one wireless campus rating by Intel. *U.S. News & World Report* top five national ranking for entrepreneurship. Two “Best of the Web” Awards from the Center for Digital Education. *Princeton Review* “Best in the Midwest.”

Standing in the photo from left to right: Sarah Grote, Executive Producer of Emmy® Award-winning “*Connections Live*”; Jaron Henrie-McCrea, 2005 graduate & Emmy® Award-winning director of “*Cardinal Stage & Screen: Rose*”; Brett Varvel, Producer; Jo Ann Gora, President of Ball State University; Rick Babusiak, Director; Julie Mills, current Executive Producer of “*Connections Alive*”; Mandy Walker, Associate Producer; Shalah Sasse, On Camera Host & Producer; David Williams, On Camera Talent & Producer; Abby Walton, On Camera Talent & Producer; Curtis Davis, Producer; Tony Kubek, Producer & also PSA Emmy® Winner. Kneeling: Adam Clark, Producer.

As a student at BSU, Jaron Henrie-McCrea was nominated ten times for his creative efforts, and received four Emmy® Awards. Currently he is a graduate student at Columbia University in New York City. Longtime NATAS member Jim Shasky is faculty advisor for “*Connections Live*.”

Over the past five years, students, faculty, staff and recent alumni from the College of Communication, Information and Media have earned 43 regional Emmy® nominations, including five for the broadcast year 2004 and have taken home 16 statuettes.



Emmy® Awards Show Gala September 9th, 2006

The Emmy® Awards Show Site Committee recently announced that this year's Gala will be held in the Grand Ballroom of the LaCentre Conference and Banquet Facility in Westlake, Ohio on Saturday evening, September 9th. LaCentre is located at 25777 Detroit Road and is only eight miles from Cleveland Hopkins Airport and 12 miles from downtown.

In December, the chapter board met at LaCentre for a tour of the facility and a demonstration of the staging, audio/visual and sophisticated technological equipment that will be utilized to produce the show.

This sparkling new banquet facility has beautiful gathering areas for the pre-show cocktail party and plenty of free parking adjacent to the canopied entrance. The NATAS Awards Gala has reserved the entire LaCentre complex that includes three other large meeting areas for what is planned to be the biggest and best Emmy® show ever.

Be sure to mark September 9th in your appointment book now – you won't want to miss this extraordinary event!



LaCentre Conference and Banquet Facility

WSEE Reporter Covers Stories in PA

Jennifer Boresz, general reporter for WSEE in Erie, is seen here with videographer Pat Hritz taping an Alzheimer charity fund raising walk held in Erie.



Photo supplied by Louis Coluzzi

Jennifer covers a wide range of breaking and feature news stories including financial issues for the city and school district, Erie police layoffs, political affairs including the county executive's race, skiing at Peek 'N' Peak in New York, and for three weeks traveled to Franklin, Pennsylvania to cover the Shauna Howe Murder trial.



WVIZ/WCPN Move

Mark Rosenberger, WVIZ Executive Producer and Production Manager, reports that WCPN 90.3 Radio has moved into Ideastream's new Idea Center Building in

Cleveland's Playhouse Square, and WVIZ television will begin their move to the new studios this week.



Betty Cope Honored by Press Club

Television pioneer and NATAS Silver Circle honoree Betty Cope was inducted into the Cleveland Journalism Hall



of Fame on October 27, 2005 at the Myers University Club. Cope was General Manager of WVIZ from 1965 until her retirement in 1993. She was the first woman to become a general manager of a major market television station in America.

Betty Cope started her television career at WEWS in 1947 and went on to become the first woman producer and director at that station at a time when women were just beginning to gain entry-level professional opportunities in the industry.

While working at WEWS, she became involved with the community group that was interested in



Regional Roundup

developing an educational TV station in Cleveland, and through her efforts, WVIZ signed on the air with Betty at the helm. Later she became president of the licensing association for the station. Under her guidance, WVIZ became more than an educational station by offering a full range of PBS quality programming. Betty Cope has been recognized by our chapter with the Governors Award, and in 1992 received the Silver Circle Award for her twenty-five years of significant service to the TV industry.



New Book by Dick Feagler

Emmy® Award-winning Dick Feagler who currently hosts the weekly interview program “*Feagler and Friends*” on WVIZ, and who appeared on WKYC and WEWS with news and opinion commentaries in years past, has a new book out entitled “*Is It Just Me?*” published by Gray and Company.

Feagler’s new literary effort is a collection of selected columns that have appeared since September 11, 2001 under his byline in the Cleveland Plain Dealer. His provocative observations about the rapid changes going on throughout the world cover everything from

the war in Iraq to the increasingly vocal debate over gay rights. Even though Feagler questions the value of the internet, his book is available at Amazon.com as well as in traditional outlets such as Barnes and Noble and other local bookstores and Heinen’s grocery stores.



Gary Manke Joins Storytellers Media Group

Gary Manke, First Vice-President of the Cleveland Regional Chapter, has joined Storytellers Media Group, LTD. Gary has worked in the television industry since 1973. His work at WVIZ as producer, director, editor and videographer was honored with five regional Emmy® Awards, an Ohio Educational Telecommunications Award, Ohio Public Television Stations Producer of the Year Award, and Public Television Local Program Gold Award from the Corporation for Public Broadcasting.

Mr. Manke joins Storytellers founders Dave Brodowski and Mark Wade Stone. He brings his unique touch and multifaceted award-winning talents to several



upcoming projects currently in production including “Ripperology,” “High Fresco – The Art of Ben Long,” and “The Dolezal Affair.”



(l to r) Gary Manke, Mark Stone, Dave Brodowski



Chapter Scholarship Winner Has a Gee Whiz Start

Karen Zolka, one of our scholarship winners, sent a holiday note to the chapter, letting us know that she completed 17 credit hours with a 3.5 GPA. In addition to her academic achievement, she was named a Freshman Executive for the Society of Professional Journalists. Karen’s also a member of the Radio-Television News Directors Association, and a staff writer and photographer for Speak Easy, the University’s new on-line magazine. Ms. Zolka won an award for her

photo that accompanied an article in the October 3rd issue. She expressed her gratitude to the Chapter for our financial support.



Storytellers Media Transcends Time in Documentary

Mark Stone produced and edited an artful documentary about the century-old Cleveland jewelry and metalworking studio, Potter and Mellen, Inc. The half-hour program entitled “*Transcending Time – The Story of Potter and Mellen*” was aired on PBS 45 & 49 last month. The documentary profiled the history of Horace Potter’s



studio from its inception in 1899, and showed examples of his exquisite brass and silver objets d’art





and museum-quality jewelry that are emblematic of the twentieth-century Arts and Crafts Movement.

David A. Brodowski was Director of Photography, Nina Freedlander-Gibans served as Executive Producer and Julie Henry was the on camera narrator.

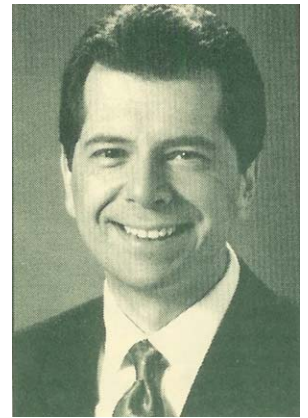


Dave Brodowski



Dick Russ Named President of ICC

Dick Russ, Managing Editor of WKYC news and Emmy® Award winning reporter, anchor, producer and Silver Circle Honoree was named the new president of The International Community Council in



Cleveland. International relations have been a longtime interest for Russ who has conducted seminars for journalists and other broadcasters in democratic nations as they emerged from the former Soviet Union. Mr. Russ also produced an award-winning documentary on the rebirth of arts and culture in Eastern Europe entitled *“Raising The Curtain.”*

Under Dick Russ’ leadership, the International Community Council is planning to restore the Romanesque revival B&O Railroad Terminal, located on the banks of the Cuyahoga River, into an international center.

FOND FAREWELLS – IN MEMORIAM



Henry S. “Hank” Zbrzeski, longtime and much beloved technician at NBC and affiliated stations KYW and WKYC-TV, passed away in late December. Hank worked in television for more than 35 years, beginning his career at KYW-TV in Cleveland as a projectionist and cameraman. He went on to collaborate with Big Wilson in the production of live on-camera commercials. His versatility was further demonstrated when he became the audio engineer on the syndicated “*Mike Douglas Show*.” A multiple Emmy® Award winner, Hank’s talent was distinguished by the quality of his work on numerous live and taped programs, most notably Cleveland Orchestra broadcasts conducted by George Szell and Robert Shaw and his network audio for the telecast of Senator Robert Kennedy’s funeral. Hank was inducted into the Silver Circle in 1992 for his many contributions to the television industry.



Howard Hoffman, 83, national and Cleveland television personality and showbiz entertainer, died January 16th at Parma Community Hospital. Howard enjoyed early success before his career in television as a vocalist in Cleveland, and then on the road with the Stan Kenton orchestra. At the end of World War II, he went to New York to pursue his singing career and was cast in a role in the Broadway hit show “*Song of Norway*.” He traveled with Milton Berle as a member of a vocal group called the Vikings. Later, when Berle headlined the most watched television show in America, “*The Texaco Star Theater*,” on the fledgling NBC-TV network, Hoffman performed in the singing quartet called The Men From Texaco.

Hoffman’s regional broadcasting career began in 1947 at Cleveland’s WERE radio. He moved to WHHH in Warren, and then back to Cleveland for a stint at WHK. As the original booth announcer for then WXEL-TV, Howard signed on the new station for the first time in 1949. He stepped out of the booth to read the news and host a variety of local TV shows. He was the weatherman on weekday news programs with Warren Guthrie, Doug Adair and John Fitzgerald. After WXEL, Channel 9 became WJW-TV8. Hoffman



continued as weatherman on the noon news until his retirement in 1986. He was elected to the Broadcasting Hall of Fame, and in 1993 he was inducted into the Silver Circle for his pioneering work in the television industry.



Cheryle Keck, former WKYC-TV nightside reporter and weekend anchor during the 1990's, died unexpectedly Tuesday, January 17th after a brief illness and hospitalization in Houston, Texas. Cheryle is survived by her husband and a two-year-old child.

Before working for Channel 3 News, she was a television journalist for stations in North Carolina, Michigan and New Orleans. Cheryle left WKYC in September, 1998 to anchor weekend morning newscasts at KTRK in Houston, and a year later was co-anchor of the top-rated weekday morning news program. Her special on South Africa brought her honors as 1999 African-American Achiever in Houston.

CLEVELAND REGIONAL CHAPTER PR & WEBSITE COMMITTEE

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