



2018 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



Independent Lens: Tell Them We Are Rising: The Story of Black Colleges and Universities screening and panel discussion at Wilberforce University and Central State University.

CET is a vital and effective community resource and strategic partner. We are Public Media for Cincinnati and serve as an incubator for new ideas, a hub for learning, open access to the arts and as a forum for public discourse, discussion and civil debate.



The Greater Cincinnati Television Educational Foundation holds the license for WCET Channel 48 in Cincinnati, Ohio.

CET's mission is to strengthen the communities we serve through programs and services that inspire and engage, inform, educate and engage, fostering citizenship and culture, the joy of learning and the power of diverse perspectives.

During 2018, CET brought award winning TV programs, educational services and projects that engaged and informed our community. These were provided to homes and classrooms throughout the tristate region.

Some of our key services and core commitments:

- American Graduate: Let's get to work.
- Produced numerous art specials
- Community Events

CET's local services have deep impact in Southwestern Ohio.

Each month we reach over 465,000 television households, broadcasting over three channels 24 hours a day.

In 2018, we continued a digital first partnership with the Cincinnati Zoo reaching thousands of users via Facebook.

Produced more than 50 hours of local content.

Our partner and outreach initiatives touch thousands of individuals in our community.



IN THE COMMUNITY



American Graduate: Getting to Work

In 2011 the Corporation for Public Broadcasting launched an ambitious American Graduate initiative to help confront a persistent high school dropout crisis in communities around the country. CET and ThinkTV were among the first stations selected to participate.

In 2018, CPB committed to an important third phase of American Grad: American Graduate: Getting to Work. PMC's stations once again were selected – among only 19 nationwide – to focus on our region's need to prepare students for the jobs of tomorrow with the skills and training needed in high- demand fields. CPB's seed funding for this community and educational awareness effort also included the opportunity for PMC to work together with WVIZ/ideastream (Cleveland) and WOSU (Columbus) in a collaboration to extend the impact of this initiative statewide as well as locally.

Among our statewide efforts, PMC co-produced Talking Jobs with Ohio's Next Governor – American Graduate: Getting to Work, Gubernatorial candidates Richard Cordray and Mike DeWine addressed education and jobs in forums with students and young workers from across Ohio. The forums were “livestreamed” on Facebook, You Tube and on CETconnect.org and watched in classrooms throughout the state.

Events and Screenings

Each year we host a number of events and screenings at our Cincinnati facilities. And we're in the community as a partner, collaborating and connecting PBS to our communities.

Here's where we met in 2018:

Victoria, Season 3 screenings at CET

Fall Preview and Visionary events at CET

Cincinnati LEEDs The Nation screening and discussion with special guests.

Live on CET! honoring Willie Carden at JACK Casino.

Mister Rogers' Neighborhood Sweater Drive.

Newshour Reporting Labs in schools.

PBS NewsHour Student Reporting Labs In Cincinnati, CET partnered with the PBS NewsHour to pilot a journalism educational project called the Student Reporting Labs. Two Hughes STEM High School students were chosen to participate in the summer program, and one of the students, Mary Williams, received the Gwen Ifill Legacy Fellowship with her reporting broadcast nationally. The second student, Sean Davis, was recognized as a Reporting Lab Fellow.



CET and the University of Cincinnati Libraries will be hosting three screenings of "The Great American Read" on Tuesdays, September 11, September 25 and October 9. Join us at Langsam Library (2911 Woodside Drive) at 8pm each evening to screen these three episodes of "The Great



A number of educational and school outreach activities continued in 2018, among them: Reading for Smiles, Super Why Reading Camps, Educational Technology Workshops, The PBS Kids Young Writers Contest, Early Learning Workshops and Super Saturdays.



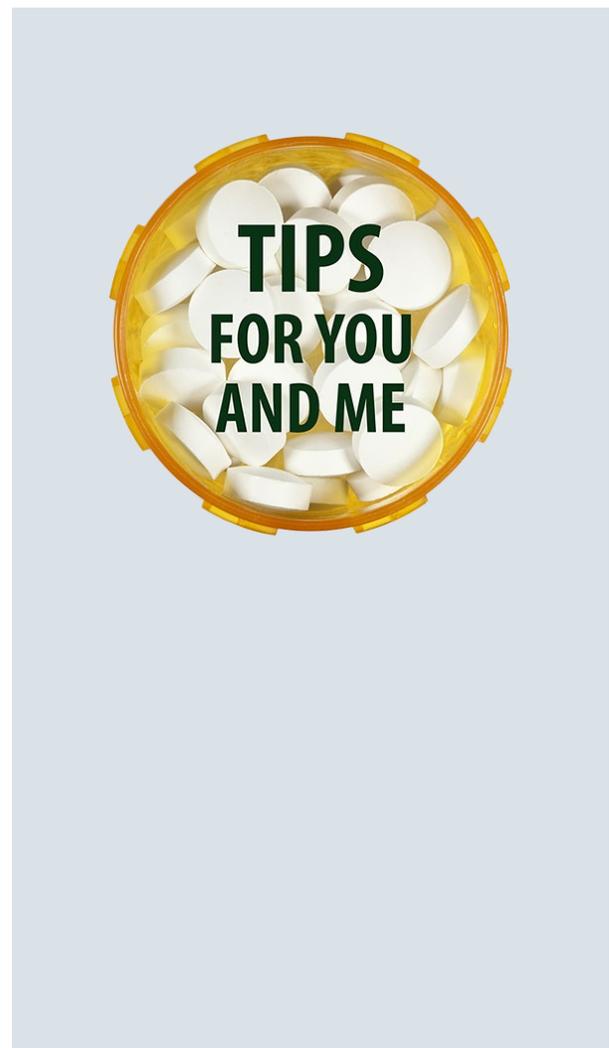


The Opioid Epidemic

The Opioid Epidemic

A CET multi-platform project offering information and resources for those struggling with addiction - their families, friends and employers. The initiative combined online video information and stories with broadcast television to bring the opioid crisis into focus and offer help.

Resources, candid interviews, stories of hope, information and a live stream of **20 Seconds of Courage** were available online at CETconnect/Opioid.org and thinktv.org/Opioid



2018 LOCAL CONTENT AND SERVICE REPORT
SUMMARY



CONNECTING ONLINE

Digital First/Digital Only
Productions

Many CET viewers access original, expanded and educational content online at our stations' multiple websites. Among the content featured this past year were:

Sites

CETconnect.org

Cincy-AmericanGraduate.org

Reach2to2Reading.org

YouAttheZoo.org

STEM CareerLab.org

STEMWorld.org

Content

Wild Survival Series

Using Science to Save Fishing
Cats

Painted Dogs: Ancient Canid,
Modern Conservation

Protecting Penguins

SHOWCASE extras



**Local
Productions**

Weekly series:

The Art Show,
SHOWCASE with Barbara Kellar
Our Ohio



