REPORT TO THE COMMUNITY 2021

Regional Vision.
Local Service.
In a year of ongoing challenges, CET and ThinkTV have continued our commitment to our Strategic Plan and further aligned our strengths to better serve the region on air, online and in the community. We are pleased to provide this Community Report to highlight the work we did in 2021 and showcase the impact of our organization. We hope it provides insight to the important role that Public Media plays in the life of our communities.

As the COVID-19 pandemic continued to impact lives around the globe, CET and ThinkTV produced and delivered local programs, digital-first content and community engagement initiatives that offered diverse perspectives and highlighted the creativity that lives in our communities. Across our broadcast and digital channels, CET and ThinkTV created content to support our local arts, celebrate diverse voices, inspire lifelong learners and reflect on the issues of today. Our work with educational content was particularly impactful and provided resources to assist children, families and educators adapting to at-home and hybrid learning.

Engagement was both a challenge and an opportunity at a time when families and staff were socially distanced, so we embarked on a journey to find new ways to engage our communities. We offered virtual and in-person summer camps for our students. We held virtual screenings for our viewers to share our local productions. We continued our auction with COVID restrictions in mind. We hosted our CET is ME celebration outdoors. We continued our workshops for early childhood care providers. We increased our efforts to help local teachers navigate technology in the classroom. We even launched our first podcast, which focuses on educational technology.

CET and ThinkTV also premiered a new series of diversity, equity and inclusion initiatives as our nation continued to struggle with legacies of injustice and inequity. We worked with Black community leaders in both Cincinnati and Dayton to focus on current issues as well as the historic roots of those issues. We produced three episodes of *Urban Consulate Presents* in 2021, with additional episodes planned for 2022, and are producing *Redlining: Mapping Inequality in Dayton & Springfield*, a new documentary about redlining set to premiere in February of 2022.

Most importantly, we remained dedicated to you and your families. Thanks to your generous support, your local public television stations were able to continue their good work and continue to be the most widely-used non-profit in the region.

We thank you.

Barney Wright
Chair, Board of Trustees

Kitty Lensman
President & CEO
CET and ThinkTV are proud to deliver high-quality, multi-platform content that engages, inspires and informs our audiences across all screens. Our work, produced for on air and online, celebrates the arts, history, science, education, public affairs, community engagement and much more. In 2021, we focused on addressing the needs of our communities and sharing the stories of our region. That work earned CET and ThinkTV six regional Emmy Awards and more than a dozen nominations.

Local Documentaries: Work continued on The Dayton Arcade: Waking the Giant throughout 2021. The second part premiered last summer and included a successful virtual streaming event. The third and final part of the documentary is expected to premiere in mid-2022. We also produced an hour-long documentary on Ohio’s role in the Women's Suffrage Movement called Let Ohio Women Vote that premiered in November. Let Ohio Women Vote will be distributed statewide and used by educators through PBS LearningMedia, which can be accessed online at pbslearningmedia.org. Work is also underway on a new multi-platform film called Redlining: Mapping Inequality in Dayton & Springfield, which will tell the story of how redlining impacted our communities and the people who live in them.

Community Affairs: A new series, Urban Consulate Presents, launched this year, which included three episodes in 2021 and will include additional episodes moving forward. Through this quarterly discussion series, Cincinnati’s Black thought leaders and visionaries share their ideas about building a more just and equitable community. Our community affairs programming last year also included Yom HaShoah: Remembering for Tomorrow – Carrying Our Stories Forward, a program created in honor of Holocaust Remembrance Day. Since observances could not be held in person, the digital premiere brought the annual commemoration into the homes of those who would have attended, as well as reaching many more.

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Public Media Connect is the regional partnership between CET, ThinkTV and SOITA. CET and ThinkTV are the PBS affiliates in Cincinnati and Dayton, respectively, and SOITA is the Southwest Ohio Information Technology Association. Public Media Connect serves a regional population of 3.6 million people.
Local Politics: We produced, streamed live and broadcast the *Cincinnati Mayoral Debate* in the fall. The debate featured candidates David Mann and Aftab Pureval and was a partnership with Cincinnati Public Radio and the Cincinnati USA Regional Chamber.

Arts & Culture: Our commitment to local arts and culture programming continued. *SHOWCASE with Barbara Kellar* offered new episodes spotlighting Cincinnati art leaders and talent. *The Art Show* continued to highlight Southwestern Ohio artists and performers with 12 episodes and the launch of a digital sub-series called *The Art Show: Welcome Back*. *The Art Show* is part of a national PBS collaborative project, providing a platform for PBS stations to share content. As of this year, CET and ThinkTV have had 87 local segments air nationally.

New Digital Series: Each year, more people are viewing content online and through social media. Reaching viewers where they are is important to staying relevant. CET and ThinkTV continued our work in producing digital first productions that can be enjoyed across multiple platforms. We launched three new digital first series: *The Baking Journal*, *Hobby Hunting* and *Parent Hacks*. These are light-hearted, fun-filled offerings for the entire family to enjoy. You can find these series on YouTube, Facebook and our websites.

Production Partnerships: CET and ThinkTV work with local, independent producers to promote and air their work. In 2021, those series included *Science Around Cincy*, *The Bearded Lady Project* and *Long Story Short*. We also distributed two productions for Public Television nationally. Our own documentary, *The Memphis Belle: Her Final Mission*, the story of the famous World War II bomber plane, her mission, her crew and the people that dedicated 13 years to restore her, aired on more than 200 PBS stations. *Lafayette Escadrille: The Americans Who Flew for France in World War One*, an independent production, was distributed by America Public Television nationally.
In addition to creating video content, CET and ThinkTV go beyond broadcast to support educators, administrators, parents, caregivers and students. From providing workshops for teachers to helping parents understand the role of Social-Emotional Learning at home, we are here to help every child succeed.

Virtual Summer Camps: CET and ThinkTV made learning fun over the summer while helping to support students facing learning loss due to COVID and the summer slide. Week-long camps offered on Facebook included Explore the Outdoors Nature Camp, Be My Neighbor Day Camp, Imagine Your Story Reading and Adventure Camp and CAMP TV, each with hands-on activities and at-home learning activities. In just two months, these camps reached nearly a million local parents and grandparents via social media.

In-Person Camps: Through partnerships with the HOPE Center’s Camp HOPE and the Montgomery County Child Development Centers (Head Start) summer programs in Dayton, our education team helped provide in-person camp experiences to more than 600 students. Educators received professional development, curriculum and classroom supply kits. In the fall, we expanded these successes to after-school programming at Fairview Elementary and Edwin Joel Brown schools, providing hands-on STEM enrichment for students in grades K-8th.

Parent Videos: CET and ThinkTV produced two educational video series in 2021 through funding from the state of Ohio. Remote Learning: A Parent’s Guide and SEL @ Home were distributed through Ohio Department of Education and other PBS education partners. Both series were widely distributed to parents through social media and are available on PBS LearningMedia at pbslearningmedia.org.

Social and Emotional Learning: CET and ThinkTV added to our growing collection of videos on Social-Emotional Learning with Building Resilience for Educators, a two-part series addressing teacher stress and burnout. The videos will be used in local professional development workshops and can be found on PBS LearningMedia’s educational online library.
Teacher Campus Launched: Teacher Campus, a new online platform for educators that enables them to create their own professional learning plans and take online courses on their own schedule, launched in 2021. Plans are available for individuals, schools and districts. SOITA and CET-based instructors develop, instruct and manage workshops. Teacher Campus is a partnership between Ohio’s PBS stations and the state’s educational technology agencies.

For the Love of EdTech: For the Love of Edtech is our new podcast that debuted in September. Hosted by educators for educators, this bi-weekly podcast features lively peer and expert advice about ways to improve teaching and learning using technology in the classroom. The episodes introduce educators to the wide and developing world of educational technology through guest interviews, discussions of trends, tips and advice.

Distance Learning Opportunity for Ohio Schools: The Ohio Distance Learning Association partnered with RemotEDx to offer teachers and students throughout the state of Ohio the opportunity to participate in interactive distance learning programs. This grant-funded opportunity allows teachers to choose from dozens of standards-aligned programs, presented at no cost. SOITA is both a content provider and grant manager.

PBS LearningMedia

CET, ThinkTV and SOITA are leading providers of content and curriculum to PBS LearningMedia (pbslearningmedia.org), serving educators and parents across the country. From our Social Emotional Learning resources to $martPath to video storybook to summer camps and more, our collections are as robust and varied as our work in education.

Public Media Connect Content Usage
Monthly During the School Year: 125,440 users
Monthly During the Summer: 41,575 users

Location of People Accessing Our Content
Ohio: 32 percent
Texas: 13 percent
California: 6 percent
North Carolina: 5.5 percent
Georgia: 5 percent
Other 45 States: 38.5 percent

Breakdown of Most Viewed Resources Types
Video: 57 percent
Interactive: 20 percent
Media Gallery: 11 percent
Interactive Lesson: 8 percent
Lesson Plan: 4 percent

Engagement
Users spend about 5 minutes logged in per session.

pbslearningmedia.org is a free service and can be used by teachers, parents and families to continue learning beyond the school day.
FUNDING

What we do is only possible because of support from Viewers Like You, either through individual memberships, planned gifts, corporate support or in-kind donations. While CET and ThinkTV do receive limited government support, which provides “seed funding” for the stations, voluntary community support remains the most important contributor to Public Media Connect’s budget. Viewers Like You make Public Media Connect possible.

Total 2021 Revenue: $20,258,000

- Community Funding 45.25% - $9,167,000
- Restricted Project Funding 22.27% - $4,512,000
- Corporation for Public Broadcasting Funding 5.49% - $1,113,000
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- State and County funding 6.55% - $1,327,000
- Earned 11.06% - $2,242,000
- In-Kind Donations 4.67% - $947,000
- PPP Cares Act Funding 4.67% - $950,000

Total 2021 Expense: $12,412,000

- Local Content, Programming, Distribution and Education Services 57.89% - $7,186,000
- Promotion and Marketing 16.79% - $2,084,000
- General and Administrative 11.82% - $1,467,000
- Fundraising 6.56% - $815,000
- Depreciation 6.93% - $860,000

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