To Our Viewers, Members, Partners and Supporters:

Welcome to our 2019 Report to the Community. This past year marked the 10th anniversary of the innovative partnership between CET and ThinkTV and its regional organization, Public Media Connect, Inc. (PMC), serving the greater Cincinnati and Dayton communities.

Public Media Connect’s mission is to strengthen the communities we serve through programs that inspire and inform, educate and engage, fostering citizenship and culture, the joy of learning and the power of diverse perspectives. It is this purpose that guides us and makes us an essential community resource.

This year your Public Media Stations offered extraordinary access to unique programming and educational services to the more than 3.5 million people of our region. During the past year, CET and ThinkTV were watched in just under 90% of all television households. Our educational services reached learners of all ages – and the schools and teachers that serve them.

We are, after all, your local public and educational television stations. In addition to an extensive multichannel programming service featuring arts and culture, science and nature, documentaries and public affairs, we continue our commitment to creating local programming that captures the stories and life of Cincinnati and Dayton. This past year, our ongoing series, The Art Show and SHOWCASE with Barbara Kellar premiered new programs and were complemented by the production of a number of special broadcasts, a variety of educational resources and other on-air and non-broadcast initiatives. Our programs and staff were nominated for eleven Ohio Valley Regional Emmy Awards.

In Education, we have worked with partners to continue the national American Graduate Initiative focused on the success of all students. We reached more than 2,000 childcare providers with essential training, and the Southwestern Ohio instructional Technology Association (SOITA), a PMC member organization, reached school districts near and far with an array of professional development offerings that “teach teachers to reach with technology”.

Once again this year, national studies confirm that public television and stations like CET and ThinkTV, are the most trusted media in the nation: The fairest network for news and public affairs. The safest on-air and online destination for our children. The most valued source of educational resources for schools and teachers.

Above all, we are accountable to you. None of our services to the community would be possible without the generous network of individuals, foundations, businesses, and organizations that have partnered with us to fund, produce and deliver these regional initiatives, programs, and educational resources. It is that community engagement and your support that gives us purpose.

The 2019 Report to the Community can only highlight some of the stories of the past year. You, in fact, have made CET and ThinkTV the most widely used non-profit service in your homes and throughout our region. Thank you.

Carrie Haley
Chair, Board of Trustees

David Fogarty
President & C.E.O.
PUBLIC MEDIA CONNECT

In 2019, Public Media Connect (PMC), the regional partnership of CET, Cincinnati and ThinkTV, Dayton marked its 10th anniversary. As an organization, PMC continued to pursue a distinctive educational, cultural and informational mission. That mission, “to inspire and inform, educate and engage, fostering citizenship and culture, the joy of learning and the power of diverse perspectives,” is unique in the national and local media landscape. And it is the trust of viewers and learners, the commitment to quality content and access for all that lies at the heart of PMC’s value to the Greater Cincinnati and Dayton communities. Public Media is accountable to the people it serves — and it’s their support that makes that service possible.

In the past year, PMC produced, acquired, presented and distributed the most extensive multi-channel programming service of any local broadcasting organization. Our viewers and members, teachers and students set high expectations for our content. To meet those expectations, PMC adopted a multi-year Strategic Direction focused on Content, Technology, Organization & Culture and Sustainability. It calls on PMC to invest in a programming service that is meaningful to the life and lives of our community, ensure access for everyone across a growing number of digital venues and seek community partnerships that can offer unique opportunities for engagement and content.

CET and ThinkTV continue to provide the most widely-used non-profit service throughout our region. That reach is essential to our educational mission: serving teachers, parents, families and care providers with tools and resources that truly help children to learn. Over this last year, PMC conducted hundreds of workshops and events, offered distance learning and technology in the classroom and created resources that addressed the needs around workforce development.

This past year, PMC continued to ask: What if media could make a real difference in peoples’ lives? What if a local station could bring a world of learning, culture and information that could light up every screen throughout our community?

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Through our regional broadcast service offering 13 PBS channels, Public Media Connect distributed compelling documentaries, enthralling dramas and entertaining performances from PBS national programming service. Some of those top shows included Ken Burns’ long awaited Country Music; the third season of Victoria; the final season of Poldark and new documentaries and shows from Nature, NOVA, Great Performances, Frontline and many more.

Over the last year, CET and ThinkTV also leveraged national PBS programming by creating complementary local stories for broadcast and digital distribution. With programs like American Experience: Chasing the Moon, we celebrated our local history of flight and aviation; The Opioid Epidemic Initiative, which launched in 2017, provided the opportunity to highlight a local community successfully addressing the Opioid issue in the documentary 20-Seconds of Courage; and following the award-winning documentary Music Hall: The Next Movement, PMC continued to work to preserve the rich history around us with two documentaries, The Dayton Arcade: Waking the Giant and The Memphis Belle.

Public Media Connect created and distributed three weekly arts and cultural programs. In Cincinnati, the Emmy award-winning SHOWCASE with Barbara Kellar shared conversations with arts and cultural leaders; The Art Show highlighted local artists and performers throughout our region and PMC aired the last season of Our Ohio – the only weekly cultural series distributed statewide in Ohio.

CET and ThinkTV created local educational tools around workforce development and PMC was a producing partner with other Ohio PBS stations to create the documentary A Career Path Less Taken, which aired statewide and was made available to stream as part of the American Graduate Initiative. Of course, PMC’s commitment to PBS children’s programming continued on all of CET and ThinkTV’s stations, including the PBS Kids 24/7 channel and the PBS App.

PMC was rewarded for these efforts with 11 regional Emmy nominations and received four Emmy Awards. All of CET and ThinkTV’s efforts were expanded through establishing valuable community partnerships throughout the region.

**Emmy Awards**

In 2019, PMC earned 4 Emmy Awards and 11 nominations from the Ohio Valley Chapter of the National Academy of Television Arts and Sciences.

107 Nominations
42 Awards

(*2010-2019)
American Graduate: Getting to Work

American Graduate: Getting to Work kicked off in 2018 with a focus on helping young people find pathways to successful careers. CET and ThinkTV partnered with WVIZ/ideastream in Cleveland and WOSU in Columbus for this installment of the project, which featured the on-air and online premiere of the 30-minute documentary The Career Path Less Taken in September of 2019.

As part of American Graduate, CET and ThinkTV built a robust network of community partners around workforce development and pathways to success.

PMC also created a library of video content around subjects like Career Technical Educational, Apprenticeships, Stackable Credentials, Professional Skills and more. The videos were part of two series – How Parents Can Help, which explored pathways to success that do not require a four-year college degree, and Finding Your Pathway, which told the stories of young adults who built successful careers by following those pathways.

Social-Emotional Learning Collection

As part of PMC’s ongoing focus on the social and emotional development of young learners, the education and production teams produced a collection of Social-Emotional Learning videos. These videos explain the core competencies — self-awareness, self-management, social awareness, relationship skills, responsible decision-making, and future self — and are suitable for professional development and parent training. The videos were uploaded to PBS LearningMedia and shared on social media.

Workshops

CET, ThinkTV and the Southwestern Ohio Instructional Technology Association (SOITA) hosted a combined 239 workshops for educators and caregivers. Workshops topics ranged from Supporting Social & Emotional Development to Teaching with Technology to Designing a Classroom Makerspace. In 2019, more than 29,000 people attended the 73 events offered for parents and families.
CONNECTING WITH OUR COMMUNITY

Public television has a unique ability to reach viewers and members on-air, online and in classrooms through local and national programs and services. This year PMC continued to connect with the community through our broadcast, the bi-monthly member magazine, the weekly enews, email campaigns, social media channels, workshops and numerous community events, which ranged from Be My Neighbor Days to Country Music screenings.

2019 Events:
Screenings: 11 Events & 1,010 Attendees
Kids and Family Events: 41 Events & 21,738 Attendees
Membership Events: 3 Events & 240 Attendees
Other Community Events: 12 Events & 2,423 Attendees

PMC’s Board of Trustees and Community Advisory Councils also met regularly to discuss CET and ThinkTV’s service to our communities.

Two Great Chefs – Four Great Events

Chefs Bridget Lancaster and Julia Collin Davison, the hosts of America’s Test Kitchen, came to Cincinnati and Dayton for four events in November. CET and ThinkTV partnered with Cincinnati State’s Midwest Culinary Institute, Dorothy Lane Market and Sinclair College for these events, which included cooking demonstrations, Q&A sessions, food and more.

DIGITAL ENGAGEMENT

While many viewers still enjoy PMC content on a television screen, a growing number of community members connect with CET and ThinkTV across digital platforms. As digital continues to grow, PMC has been focused on a more digitally-focused future by working toward meeting the needs of an in-demand audience online.

Sites
CETconnect.org
watch.CETconnect.org
Cincy-AmericanGraduate.org
Dayton-AmericanGraduate.org
Reach2Reading.org
thinktv.org
video.thinktv.org
STEMWorld.org
YouAtTheZoo.org
STEMCareerLab.org

Connecting with Users Online in 2019

2,245,000+ visits to thinktv.org and CETconnect.org
120,000+ video views online and on-demand
35,600+ visits to educational initiative sites
172,000+ email subscribers
22,600+ social media followers

The ThinkTV production team was in downtown Dayton following the August 4th Oregon District shooting. The memorial and tribute videos were posted on social media and online. PMC also shared the PBS Something Scary and Meet the Helpers content following the shooting. This content had almost 50,000 combined impressions.
FUNDING

Almost 70 percent of PMC’s funding truly comes 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 PMC’s budget. Viewers Like You make Public Media Connect possible.

**Total 2019 Revenue:** $13,426,000

- Community Funding 45.3% - $5,652,000
- Restricted Project Funding 7.1% - $884,000
- Corporation for Public Broadcasting Funding 16.5% - $2,063,000
- State and County funding 7.6% - $952,000
- Earned 12.0% - $1,495,000
- In-Kind Donations 11.5% - $1,442,000

**Total 2019 Expense:** $12,173,000

- Local Content, Programming, Distribution and Education Services 60.2% - $7,511,000
- Promotion and Marketing 6.4% - $730,000
- General and Administrative 15.0% - $1,704,000
- Fundraising 12.4% - $1,410,000
- Depreciation 5.9% - $678,910

**Officers**
Carrie Haley, Chair  
Karen Chamberlain, Vice Chair  
Barney Wright, 2nd Vice Chair  
Troy Snider, Treasurer  
Dave Taylor, Secretary  
David Fogarty, President & CEO

**Community Advisory Councils**

**CET**
Margaret Alf  
Carol N. Aquino  
Lynnette Heard  
Rabbi Abie Ingber  
Lorena Mora-Mowry  
John Owens  
Alice Sparks

**ThinkTV**
Michael Carter  
Sean Creighton  
Harry Delaney  
Kim Duncan  
Jenni Roer  
Ron Rollins  
Georgie Woessner

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Brian Bolam  
Lee Bushman  
Shanon Cox  
Dr. Roshni Dasgupta  
Dave Dickerson  
Richard Finan  
Steve Freeze  
Dawn Gilmore  
Jack Greiner  
Steve Haller  
Bethany Hartman  
Jon Holt  
Jeff Ireland  
Barbara Kellar  
Kelly MacDonald  
Bleuzette Marshall  
Brent McCoy  
Jennifer Shelhouse  
Edgar Smith  
Barbara Weyand