Regional Vision. Local Service.

Report to the Community 2020
To Our Viewers, Members, Partners and Supporters:

Over the past year, we crossed a threshold. We experienced adversity through the COVID-19 pandemic and found opportunities to continue to serve families, children, learners and viewers in our communities.

We are proud to invite you to this 2020 Report to the Community because it is a roadmap that showcases the important role that Public Media can play in your life as well as the talent of our team. Our mission, ‘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,’ is more important today than ever before to your local public television stations. As we close out 2020, we can say that CET and ThinkTV have risen to the occasion to better serve you.

This past year, we listened more closely to our communities at risk and those in need. We partnered with other organizations to strengthen our services and reach in both content development and education. We reached out to support our arts communities who experienced unprecedented challenges and offered many of them our stage to share their work. We even showcased other local organizations looking to improve the quality of life in our communities.

Of course, in addition to our multi-channel offerings of the highest-quality programming – featuring arts and culture, science and nature, documentaries and public affairs – we continued our commitment to creating local programming that reflect and capture the stories of Cincinnati and Dayton.

Our dedication to creating local original content did not waver. We continued to produce two weekly arts programs, SHOWCASE with Barbara Kellar and The Art Show, as well as numerous local performance specials. We produced two local documentaries, The Memphis Belle: Her Final Mission and The Dayton Arcade: Waking the Giant, and hosted numerous digital screenings and offerings to stay engaged with our community.

We realized that our work in education was critical to our students, teachers and families and we created online workshops for teachers and digital summer camps for families to expand our services.

Most of all, we remained – and continue to remain – dedicated to you and your family, today and in the future. None of our services would be possible without the generous support from our communities. You also rose to the occasion, cast your vote for public television in Dayton and Cincinnati, and have allowed us to be the most widely used non-profit service in your home and throughout our region.

We thank you.

Carrie Haley, Chair, Board of Trustees
Kitty Lensman, President & CEO

PUBLIC MEDIA CONNECT

2020 was an unprecedented time for the entire country. At Public Media Connect, it was also an opportunity to showcase what we do best – inform, educate, inspire and engage.

In the education space, we used technology and content resources to support families, students and educators at home. During the first week of Ohio’s “Stay at Home” order, our stations joined other PBS stations nationally and statewide and changed our day-time broadcast schedule to provide educational programming for grades K-12. Over the summer, we created virtual summer camps, produced content that supported social emotional learning and quickly scaled teacher and educator workshops to support those who had to teach and learn online and remotely.

Due to the COVID-19 pandemic, we had to adapt our filming and editing processes in order to keep our staff and guests safe. While the pandemic caused our The Dayton Arcade: Waking the Giant, The Memphis Belle: Her Final Mission and women’s suffrage documentaries to be slightly delayed, it gave us an opportunity to find creative ways to use socially-distanced interviews and editing. Additionally, we developed two digital series, Art in Isolation and Hobby Hunting, while creating multiple digital-only stories as part of SHOWCASE with Barbara Kellar and Traditions: Ohio Heritage Fellows. We also aired Governor DeWine’s press conferences on our main channels and scheduled programs around COVID-19, race and racism across our channels.

Public Media Connect continued to see an increase in memberships as families at home turned to PBS and PBS Passport for quality programming and streaming services. During the pandemic, Public Television and our services became a haven for news and information as well as quality drama and arts programming. Our programming is as diverse as the viewers we serve and many were able to enjoy unbiased and current public affairs that reflected the issues of this year. Equity and inclusion, citizenship and dialog, and support of performing arts were all topics of importance.

Carrie Haley, Chair, Board of Trustees
Kitty Lensman, President & CEO
Social and Emotional Learning

We created two collections of videos on social and emotional learning. One series explores how social and emotional learning can be incorporated school-wide and the second collection explains the basic brain science that underlies social and emotional learning as well as how it can help educators in the classroom. We worked with the Montgomery County Educational Service Center and the Collaborative for Academic, Social, and Emotional Learning (CASEL) to post these videos on digital platforms through a coordinated schedule to help reach as many people as possible throughout the country.

PBS LearningMedia (PBSLM)

Public Media Connect saw a dramatic increase in usage of its online resources through PBS LearningMedia, a free, online digital resource for educators. In a typical month, we have more than 12,500 users of our locally-created content. For the month of April there were 92,000 users – a 760 percent increase.

Regional Vision. Local Service.

Our multi-platform approach to educational services for educators, parents, students and others allowed us to serve the community in a big way in 2020.

At-Home Learning

The daytime program schedule was changed to include educational programming for K-12 students from the early spring through mid-June. Additionally, we created a web page with additional resources and activities for each broadcast episode as well as a newsletter for parents.

Social and Emotional Learning

We created two collections of videos on social and emotional learning. One series explores how social and emotional learning can be incorporated school-wide and the second collection explains the basic brain science that underlies social and emotional learning as well as how it can help educators in the classroom. We worked with the Montgomery County Educational Service Center and the Collaborative for Academic, Social, and Emotional Learning (CASEL) to post these videos on digital platforms through a coordinated schedule to help reach as many people as possible throughout the country.

PBS LearningMedia (PBSLM)

Public Media Connect saw a dramatic increase in usage of its online resources through PBS LearningMedia, a free, online digital resource for educators. In a typical month, we have more than 12,500 users of our locally-created content. For the month of April there were 92,000 users – a 760 percent increase.

Regional Vision. Local Service.

Our multi-platform approach to educational services for educators, parents, students and others allowed us to serve the community in a big way in 2020.

At-Home Learning

The daytime program schedule was changed to include educational programming for K-12 students from the early spring through mid-June. Additionally, we created a web page with additional resources and activities for each broadcast episode as well as a newsletter for parents.

Supporting Educators

To help teachers make the transition to teaching remotely, our educational technology team created a collection of videos on organizing and facilitating an online classroom. In-person workshops on such topics as Google Classroom have been adapted to an online format. Some of the classes saw a record attendance of up to 200 educators and, over the course of the year, SOITA and CET Ed Tech served an average of 962 educators per month.

American Graduate

In 2020, we continued our work with American Graduate: Getting to Work, the CPB initiative that helps address the skills gap while helping young people find pathways to well-paying careers. Working with community partners, we continued to provide information, raise awareness and change perceptions around the pathways to success that don’t necessarily require a four-year college degree.
When it comes to connecting with our community, 2020 proved we were able to quickly pivot our services to digital platforms in response to the COVID-19 pandemic. We transitioned our long-standing Action Auction, created a new digital-only series, and offered three virtual summer camps – all of which continued to serve our audiences, shared financial success and involved every member of the CET & ThinkTV staff.

In addition to our Learning @ Home online resources and digital support for educators, we partnered with local organizations to support reading and learning over the summer through three virtual summer camps for young learners.

In the fundraising space, we hosted multiple fundraising events and moved the CET/ThinkTV Action Auction bidding online with a successful outcome.

The content we created – and how we created it – were also impacted by the changes of 2020.

Arts Programming: The Art Show, SHOWCASE with Barbara Kellar and Traditions: Ohio Heritage Fellows continued throughout 2020, which gave our staff opportunities to create digital-only and digital-first content.

Documentaries: The Public Media Connect team worked with partners to create and execute digital content calendars and digital-only videos for both The Memphis Belle: Her Final Mission and The Dayton Arcade: Waking The Giant.

Digital-Only Content: We created a collection of “how to” videos and articles called Hobby Hunting. While this was intended to only last through the summer of 2020, because of the success and partnerships with both Create and PBS, Hobby Hunting will continue into 2021. We also collaborated on a quick turnaround sub-series of The Art Show called Art in Isolation that highlighted the way art was still happening during COVID-19.

Total Camp Viewership:
45,816
Total Engagements:
3,495
The camps are still available at www.thinktv.org/camp and at www.cetconnect.org/camp

Imagine Your Story: A Reading and Adventure Camp. Created in partnership with the Dayton Metro Library, each camp featured a trip to the library, a story time, virtual field trip, games, and songs.

Be My Neighbor Day Camp. Created in partnership with the Dayton International Peace Museum, the camp supported Social Emotional Learning by teaching kids to be caring neighbors.

Explore The Outdoors. The camp targeted all kids – urban, rural and suburban – to show them amazing ways to enjoy nature in their own backyards. The camp was a collaboration between ThinkTV, Five River’s Metro Parks and the producers of Nature Cat.

Total 2020 Revenue: $13,837,000
- Community Funding 45.3% - $6,019,000
- Earned 11.6% - $1,611,000
- Restricted Project Funding 9.9% - $1,372,000
- In-Kind Donations 9.9% - $1,371,000
- Corporation for Public Broadcasting Funding 17.9% - $2,474,000
- State and County Funding 7.2% - $990,000

Total 2020 Expense: $11,770,000
- Local Content, Programming, Distribution & Education Services 59.8% - $7,035,000
- General and Administrative 15.7% - $1,843,000
- Fundraising 11.9% - $1,404,000
- Promotion and Marketing 7.0% - $825,000
- Depreciation 5.6% - $663,000