Welcome to the 2022 Public Media Connect Report to the Community. We are proud to share last year’s local and educational accomplishments and celebrate the important role Public Media plays in the lives of families across Southwest Ohio.

As we continue to maneuver the workplace of today and the issues that surround us, CET, ThinkTV and SOITA embraced a more deliberate and creative focus with our work in local programming and education. We delivered award-winning local documentaries, digital-first content and played an active role as a community partner, listening to community voices and participating in many community engagement initiatives.

Across our 12 broadcast channels and digital platforms, we created new content to support our local arts, celebrate diverse voices, inspire lifelong learners and reflect on the world around us. Our work in education was particularly impactful and provided resources to assist children, families and educators adapting to hybrid learning and our work in early child care and professional development for teachers continued across the region.

In 2022, we embarked on the single largest educational project in our organization’s history - Ohio Learns 360 - which delivers tools for afterschool care providers, teachers, caregivers and families to address the education impacts of COVID-19 on K-5 learners. This three-year project is a partnership with the Ohio Department of Education and a state-wide collaboration with all of the Ohio PBS stations.

Some of the most important work we accomplished in 2022 was to increase our engagement within our communities. We continued our partnerships with cultural institutions and offered screenings and panel discussions around the Holocaust (The U.S. and the Holocaust), redlining (Redlining: Mapping Inequality in Dayton and Springfield) and women’s suffrage (Let Ohio Women Vote). We hosted local debates and partnered with our NPR affiliates across the state.

As we managed local and educational services at home, we kept our eyes forward, investigating the technology that will take public media into the future. Both ThinkTV and CET are part of a team of local stations preparing for ATSC 3.0, a new standard that will offer even more interactivity with the user at home. How we explore, discover and harness these new assets will bring an even more powerful learning experience to the public media audience.

Most importantly, we remained dedicated to you and your families. Thanks to your generous support, your local public television stations were able to continue our good work and continue to be the most widely-used non-profit in the region. None of this would be possible without you.

We thank you.

Barney Wright
Chair, Board of Trustees

Kitty Lensman
President & CEO
CET and ThinkTV are proud to produce multi-platform content that speaks directly to our mission to strengthen the communities we serve through programs and services that inspire and inform, educate and engage, fostering citizenship and culture, the joy of learning and the power of diverse perspectives. In 2022, we told powerful stories embedded in local history, highlighted fabulous artists throughout our communities, asked tough questions of local election candidates, created programs for students and more.

**Community Affairs**

**Ohio’s 1st Congressional District Debate** – We partnered with Cincinnati Public Radio and the Cincinnati USA Regional Chamber to host a debate between Republican Congressman Steve Chabot and his Democratic challenger, Cincinnati City Council Member Greg Landsman. The debate was broadcast live on CET and WVXU as well as streamed on all our partner platforms. It was moderated by Lucy May, WVXU’s *Cincinnati Edition* host, with panelists from WVXU, WCPO 9 News and the Chamber.

**Urban Consulate Presents** – Our partnership with Urban Consulate Cincinnati resulted in conversations about educational equity at the end of 2021, which was nominated for an Emmy Award, and equity in community development in early 2022. In addition to the esteemed panel, the nominated feature included dozens of regional students sharing their experiences with equity.

**History and Documentary**

**Redlining: Mapping Inequality in Dayton & Springfield** – This one-hour program tells the national and local story of redlining, a practice that embedded racial segregation and inequality into the development of American cities and suburbs. The impact of the federal policy is captured in the stories of local citizens who reflect on the many ways it has shaped their world. The documentary is now being used in college classrooms and will air nationally on more than 75 percent of PBS stations.

**Let Ohio Women Vote** – While this film was produced and premiered in 2021, the film won an Emmy Award for digital content in the summer of 2022. The film also aired across our stations this year and was featured heavily online as part of the conversation about the importance of voting.

**Support for Learners**

**SmartPath** – This engaging and easy-to-use series is a way for K-3 students to learn about money and have fun while doing it. In 2022, we began production on six new music videos for this award-winning series. This project features the talents of Megan Piphus (*Sesame Street*) and is a partnership between Public Media Connect and The Alpaugh Family Economics Center at the University of Cincinnati.

**Science Around Cincy & OutSCIder Classroom** – While *Science Around Cincy* is still available to stream, producer and host Chris Anderson and his team have been working on a new series called *OutSCIder Classroom*. Segments of the program – which looks at environmental and field science by visiting U.S. National Parks – are available on the program’s YouTube page, as well as on PBS LearningMedia. Episodes will hit CET airwaves in 2023.

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 Southwestern Ohio Instructional Technology Association.

Public Media Connect serves a regional population of 3.6 million people.
Arts and Culture

*SHOWCASE with Barbara Kellar* – Host Barbara Kellar entered her 16th year of hosting the program (with an additional seven years hosting its predecessor *CET Express*) for another new season of this show about Cincinnati’s cultural luminaries. Guests of note in 2022 included internationally-recognized portrait artist Carl Samson; former Ohio Governor Bob Taft, speaking on the history of the Taft family; Cincinnati Symphony Orchestra principal cellist, Ilya Finkelsteyn, and more.

*The Art Show* – We continued our tradition of excellence by bringing viewers stories highlighting Southwest Ohio’s strong, vibrant and thriving arts and cultural communities across platforms with broadcast shows, YouTube videos, Facebook specials and a soon-to-be-released podcast. Highlights in 2022 included The Cincinnati Art Museum’s Black Futures Series, Quest Special Forces All-Star dance Team, Ohio Heritage Fellowship program winner, Padma Chebrolu and more.

*Carnival of the Animals: Remix* – Designed for children ages 3-8, this program was recorded in October 2022, in partnership with the Cincinnati Chamber Orchestra, and will be released in early 2023. The show will take listeners through a journey around the world, visiting all seven continents and exploring the animals and musical styles of each region. Infusing a variety of multi-dimensional art forms and musical styles – as well as introducing a lineup of new animal characters – *Carnival of the Animals: Remix* will bring a modern twist to this classic in a new arrangement for chamber orchestra, piano, and local and international guest artists.

**Digital-Only Productions**

*The Baking Journal* – This digital series continued production in 2022. More than 30 videos have been released since its inception, including 12 full episodes last year. This series features host Stephanie and can be found on our websites, YouTube, and Facebook. Relish in the meditative process of measuring, mixing, and kneading all while learning how to create your own delicious baked goods.

*Hobby Hunting* – Created during the height of the COVID-19 shutdowns, this digital-only collection – including videos and articles – hit 50 episodes in the fall of 2022. From holiday crafts to activities that get your kids outside to recipes for new favorites, *Hobby Hunting* has something for everyone and can be found on Facebook, Instagram, Pinterest and our websites.

*Parent Hacks* – This digital-only series is packed with activities for young children and tips for parents to keep their lives more organized. Episodes in 2022 include how to make things like a homework station, shape-sorting suncatcher, homemade baby food, creative fruit snacks, outfit organizers and more. *Parent Hacks* can be found on Facebook, Pinterest and on our websites.
While Public Media Connect may be best known for our 12 PBS channels, we put a lot of resources into supporting teachers, students, parents and caregivers. CET, ThinkTV and SOITA have a robust team of educators, education professionals and educational technology experts who offer workshops, lead training sessions, create curriculum, build solutions for schools and much more. Here is a small sample of the work we did this year:

**For Educators**

**Google Summit** – In May 2022, SOITA held the 12th Annual Ohio Google Summit in Sandusky, Ohio. More than 500 educators from 187 school districts gathered for compelling sessions about combining Google and Google-friendly tools with best practices in educational technology and teaching. The hybrid event also allowed an additional 100 virtual attendees to participate.

**For the Love of EdTech** – Our first podcast now has more than 20 episodes available. These lively discussions explore what’s going on in today’s classrooms. Some of the great topics include STEAM activities, sports, assistive technologies and using technology with primary students.

**Crayons to Computers** – Teachers received free Daniel Tiger kits at Crayons to Computers in Cincinnati. Each Make Believe Play kit includes media and materials for 20 different lessons that support social and emotional learning.

**Streaming and Social Media**

**Schoolwide Indicators of SEL** – Designed for educators and administrators, this video series provides guidance and insights for districts implementing social and emotional learning on a schoolwide basis. The series is produced in partnership with the Montgomery County ESC and the Collaborative for Academic, Social and Emotional Learning.

**Talking Jobs** – This peer-to-peer video series is designed to lead first-time career seekers on a personal discovery of job possibilities. Smart tips and important considerations about life skills, job markets, workplace culture, and the gig economy can help pave the way to successful, rewarding futures.

**Engineering Your Future: Middle School Edition** – This service introduces tweens and teens to STEM career possibilities, before they reach high school. This video collection is designed to inspire girls and students of color - as well as all students- to consider engineering and other in-demand STEM careers with real stories from young STEM professionals who look like them.

**Flight Camp at Camp H.O.P.E.** – We partnered with the Omega CDC’s Camp H.O.P.E. at Fairview Elementary School in Dayton to provide Flight Camp, a STEM enrichment program for grades K-4. Daily hands-on learning experiences about simple machines, the physics of flight and the history of flight in our region- plus a field trip to Carillon Historical Park – taught students the story of the Wright Brothers and the amazing role Dayton played in the invention of flight.

**Be My Neighbor Day** – ThinkTV and the Fred Rogers Company brought Be My Neighbor Day to the Dayton region. ThinkTV held events with fun family activities that encourage learning in neighborhoods throughout the city. The carnival-like atmosphere included 10 activities for children and promoted positive child/caregiver interaction. ThinkTV engaged with more than 6,000 families and distributed 2,000 summer activity books.
As a local PBS station, we are committed to being part of our community far beyond broadcast. We spent 2022 working with youth, especially in the West End in Cincinnati and in underserved neighborhoods in Dayton, hosting screenings and events, and launching our statewide Ohio Learns 360 project. Learn more about those efforts:

**Ohio Learns 360:** With a $5 million grant from the Ohio Department of Education, all Ohio PBS stations, under the leadership of CET and ThinkTV, are working to accelerate learning during out-of-school time, providing PBS resources to local summer programs, after-school programs and families at home. The programs are designed to help address the impacts COVID-19 had on education.

**Adopt a Class** - We have 12 staff participating in Adopt a Class, which matches volunteer mentors to local classrooms. Teams have been making monthly visits to one kindergarten and one first grade classroom at Hays-Porter Elementary in the West End in Cincinnati. Our students are young, but we are teaching them how CET and ThinkTV go about educating and enriching the lives of others, particularly through storytelling, and reinforcing the skills needed to be successful in our different roles.

**Screenings** - We held multiple screenings in the community of both *The U.S. and the Holocaust* and our locally-produced documentary, *Redlining: Mapping Inequality in Dayton & Springfield*. These two films allowed for deep conversations and panel discussions around human rights, equity and diversity. We look forward to continuing to discuss these films at additional events in the future.

**Chef Lidia Bastianich** - Chef Lidia Bastianich visited Cincinnati and Dayton in April for four sold-out events! We had a great time watching her cooking demonstrations, discussing her passion for food and family, and her love of PBS.

Paula Kerger, the President and CEO of PBS, visited Cincinnati for an event with NextUp. We were proud to be a media sponsor of the event and pleased to be able to host Paula at CET.
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 2022 Revenue: $14,774,000

- Community Funding 41.12% - $6,075,000
- Earned 16.92% - $2,500,000
- Corporation for Public Broadcasting Funding 14.96% - $2,211,000
- In-Kind Donations 10.70% - $1,580,000
- State and County funding 6.65% - $983,000
- CPB Stabilization Grant 6.63% - $979,000
- Restricted Project Funding 3.02% - $446,000

Total 2022 Expense: $13,404,000

- Local Content, Programming, Distribution and Education Services 57.42% - $7,697,000
- Promotion and Marketing 17.19% - $2,304,000
- General and Administrative 16.76% - $2,247,000
- Depreciation 6.21% - $832,000
- Fundraising 2.42% - $324,000

Public Media Connect Board of Trustees

Officers
Barney Wright, Chair
Dave Taylor, Vice Chair
Brian Silverberg, Treasurer
Dr. Stephanie Amlung, Secretary
Dorothy (Kitty) Lensman, President & CEO

Trustees
Brian Bolam
Lee Bushman
Shannon Cox
Dr. Roshni Dasgupta
Richard Finan
Dawn Gilmore
Jack Greiner
Carrie Haley
Bethany Hartman
Jason Hightower
Stephanie Hogue
Brian Hylander
Jeff Ireland
Chara Fisher Jackson
Dr. Alvin Jones
Barbara Kellar
Crystal Kendrick
Kelly MacDonald
Christopher Owens
Karen Spina
Barbara Weyand

Community Advisory Councils

CET
Carol N. Aquino
Dawn Bertsche
Paula Brehm-Heeger
Michael Dektas
Kimber L. Fender
Rabbi Abie Ingber
Lorena Mora-Mowry
Dr. John Owens
Jorge Perez

ThinkTV
Cassie Barlow
Basim Blunt
Michael Carter
Sean Creighton
Harry Delaney
Kim Duncan
Diane Farrell
Lindsay Maxam
Randi Thomas
Georgie Woessner