To Our Viewers, Members, Partners and Supporters:

Welcome to this year’s Public Media Connect Report to the Community. We are proud to share this information and provide a review of our local and educational services and celebrate the important role Public Media plays in the lives of our families across Southwest Ohio.

CET and ThinkTV’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 2023, CET and ThinkTV were watched by almost 90 percent of all television households. This reach is especially critical to at-risk families and young viewers.

CET and ThinkTV embraced a strategic focus to increase our work in local programming and education. We delivered arts and cultural series, 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.

Our work in education was particularly impactful and provided resources to assist children, families and educators adapting to the learning loss from the effects of COVID-19. We continued our leadership role in the Ohio Learns 360 initiative. Now in year two, this project is a state-wide partnership with the Ohio Department of Education and the other Ohio PBS stations to provide afterschool learning tools for K-5 learners. Over the last year, we trained more than 2,500 out-of-school-time caregivers and provided more than 115,000 students across rural, urban and suburban communities with high-quality educational materials.

Our work also continued in early childhood, providing workshops for early childhood care providers and professional development for our teachers across the region.

As we managed local and educational services at home, we also invested in the technology that will take Public Media into the future and created content to reach our audiences on multiple platforms and devices.

Most importantly, we remain dedicated to you and your families. In today’s world, Public Broadcasting is a treasure for all of us. We remain committed to the highest level of quality, trust and education for young and life-long learners. And, thanks to your generous support, your local public television stations continue their good work and continue to be the most widely-used nonprofit in the region.

Our thanks to you.

Dave Taylor  
Chair, Board of Trustees

Kitty Lensman  
President & CEO
At Public Media Connect, we are proud to present multi-media, multi-platform content that inspires and informs, educates and engages, fostering citizenship and culture, the joy of learning and the power of diverse perspectives.

**Community Affairs**

*Brick by Brick* – On the heels of the Emmy-winning documentary *Redlining: Mapping Inequality in Dayton & Springfield* as well as *Urban Consulate Presents: Building Equitable Cities* program, we have started work on a new solutions journalism community affairs program called *Brick by Brick*. This multi-platform program will be led by Director of Local Content Mark Lammers with experienced journalists Ann Thompson and Hernz Laguerre, Jr. The first year will be focused mostly on housing and community development.

*Election Interstitials & Social Media Videos* – We partnered with Cincinnati Public Radio to develop a series of interstitial videos, which are played between programs on air, to help inform Cincinnati-area voters about the issues and candidates they would find on the ballot in November of 2023. These videos also reminded voters about the new identification requirements to ensure that all eligible voters had what they needed at the polls. In addition to broadcast, we published these videos on social media to raise awareness.

**History and Documentary**

*The City that Sings: Cincinnati’s May Festival* – We went inside the rehearsal room to see what it means to be among the best choral ensembles in the United States and met the ‘everyday’ people who are living the tradition. For 150 years, these choristers have made the Cincinnati May Festival one of the longest running and most notable choral festivals in the world.

*The Dayton Arcade* – Despite construction delays, our intrepid production team kept the story moving forward and wrapped production on the final installment of the three-part project in December. This film tells the history of the building, follows its reconstruction and explores the future of both the Arcade and the spirit of downtown Dayton.

*Bing Davis (w.t.)* – With an artistic influence that reaches around the globe, Dayton’s own Bing Davis is an innovative and beloved African American artist, teacher, trailblazer and community leader. We are excited to have the opportunity to tell his story. This film about his life, his work and his resounding impact is expected to premiere in May 2024.

Public Media Connect is the regional partnership between CET, ThinkTV and SOITA. CET and ThinkTV are the PBS member stations 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.

### Who is Interacting with Us Online?

**PBS KIDS:**
285,000 Average Monthly Streamers

**On Demand:**
130,000 Average Monthly Streamers

**Local Livestream:**
4,700 Average Monthly Streamers

**Website Visitors:**
145,000 Average Monthly Visitors

**YouTube Views:**
94,466 Average Monthly Views

**Social Media:**
134,000 Average Monthly Impressions

“What makes local programs unique is that they are a true reflection of our community. It’s the difference between taking the story to the community and going to the community for the story.”

Colin Scianamblo, Chief Content Officer, Public Media Connect

**Program Services**

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**Regional Vision. Local Service.**
CONTENT ARTS, CULTURE & LIFESTYLE

Arts and Culture

*Carnival of the Animals: Remix* - Designed for children ages 3-8 in partnership with Cincinnati Chamber Orchestra, *Carnival of the Animals: Remix* premiered in April with an interactive screening, bringing Camille Saint-Saëns' magical and engaging work into today’s world. Infusing a variety of multi-dimensional art forms and musical styles, it puts a modern twist on this classic. This project included developing educational components for PBS LearningMedia.

*SHOWCASE with Barbara Kellar* - Barbara Kellar hosts this weekly arts and culture series that highlights cultural luminaries, Cincinnati celebrities, important artists and great performances. Guests of note in 2023 included President of Xavier University, Dr. Colleen Hanycz, and Broadway actress Pamela Myers. Don’t miss this chance to find out what’s happening in the Queen City.

*The Art Show* - Hosted by artist and influencer Rodney Veal, *The Art Show* takes a look at the artists and the art scene in and around Cincinnati and Dayton. This weekly series features profiles from the worlds of art, music, dance and theater in our corner of Ohio, including a 2023 Emmy Award-recipient story on luthier Don MacRostie.

*Rodney Veal’s Inspired By* - Rodney Veal, host of *The Art Show*, guides you on a journey of exploration as he interviews artists and other creatives about what inspires them on this podcast, now in its second season. Each episode is a down-to-earth honest conversation with a real-life working art maker, risk taker and world shaper.

*OTRIFF ’23* - We partnered with the Over-the-Rhine International Film Festival to feature two winning films: *The Race Against Race* from Nattalyee Randall and Jessica Cornelio (Best Documentary Short), and *Our Baby Knows* from David Chimusoro (Best Narrative Short).

Ohio Heritage Fellows - We continued our work highlighting the state’s Heritage Fellows thanks to a grant from the Ohio Arts Council. In addition to sharing these videos with the American Archive of Public Broadcasting, we post them on the PBS App, share them on YouTube and broadcast them on our channels as part of *The Art Show*.

“PBS is important to our community because it’s how so many people access culture and education. It’s an opportunity for everyone to have access to amazing, really credible information. And it’s a lot of fun.”

— David Taylor, Chair, Public Media Connect Board of Trustees

Lifestyle

*The Baking Journal* - Whether you’re a seasoned professional or just getting started in the kitchen, *The Baking Journal* is your go-to source for delectable recipes, handy tips and a whole lot of baking inspiration. Whether it’s a recipe for a delicious Lemon Blueberry Bundt Cake, a tip on how to use cream of tartar or seasonal Pumpkin Spice Cupcakes, *The Baking Journal* has something for everyone!

*Hobby Hunting* - From cooking to decorating to crafting, there is something fun for all ages and interests. No matter the topic, each video is sure to inspire creativity from the comfort of your home! Explore the latest posts and categories, and let *Hobby Hunting* be your guide to discovering your next passion. We also expanded the series into Instagram and Facebook Reels, YouTube Shorts and Pinterest posts this year.

Regional Vision. Local Service.
Our team of professional educators works closely with the State of Ohio, local school districts, technology specialists and community partners to produce high-quality multimedia resources for classroom teachers, students and their families, and educator professional development.

**Support for Learners**

*Engineering Your Future* - Meet a middle school kid on a mission to interview as many engineers as possible to find out *what’s so special about engineering*. This video collection is designed to inspire girls and students of color - as well as all students - to learn about engineering and other in-demand STEM careers.

*Problem Solving with Wilbur and Orville* - ThinkTV, SOITA and the National Aviation Hall of Fame joined forces to provide teachers with curriculum, supporting media and a classroom kit equipped with hands-on materials to actively engage Pre-K through 6th grade students in STEM subjects. More than 6,000 teachers and 200,000 students are actively engaged with this program. It was also recognized at the Annual National Aviation Hall of Fame Enshrinement Ceremony.

*Ohio Learns 360* - CET and ThinkTV continue to lead this Ohio PBS statewide project focused on accelerating learning during out-of-school time. We produced Virtual Field Trips visiting the Five Rivers MetroParks, the Cincinnati Museum Center and Gorman Heritage Farm. Monthly Family Webinars, available to stream on YouTube and the PBS App, are designed to answer some of the biggest questions parents are facing today. Leaning on experts from around the state and beyond, these webinars have focused on subjects like managing screen time, childhood anxiety, bullying and much more. Also, our Camp-in-a-Box, interactive kits developed for afterschool and summer programs, contain hands-on activities, a facilitator’s guide and all materials needed for quality out-of-school-time learning.

*smartPath* - We concluded this multi-year financial literacy project, developed specifically for young elementary school children, in early 2023. Hosted by Emmy Award-winning *Sesame Street* puppeteer Megan Piphus, the season finale of the series featured Mr. Magic - better known as the one-and-only Bootsy Collins.

**Support for Teachers**

*Supporting Mental Wellness: Insights for Educators* - Principal of the Neurosequential Network, Bruce D. Perry, MD, PhD, shares insights for educators that help support mental wellness and classroom success. In this series of conversations, Dr. Perry explores the impact of stress and trauma on the brain, and the resulting effect on learning.

*For the Love of EdTech* - The impact of technology on education is endless. This podcast, now in its third season, explores the creative ways teachers, tech coaches and school districts are using technology to help boost student success. Learn how one school district has built a media program, how technology is incorporated into school libraries, how AI is impacting education and more.

*Minds Over Media* - This new podcast is a partnership with the University of Cincinnati that focuses on Media Literacy in K-12 education. Media literacy is the key to nurturing informed, discerning and empowered students. This podcast provides an essential resource to navigate this dynamic field, providing educators with the tools to guide their students toward understanding and using media effectively.

**Workshops and Resources** - We’re also committed to serving as a resource for the education community. The SOITA and CET EdTech team provide full-day, half-day, virtual and even Saturday workshops for educators looking for professional development.

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**Ohio Learns 360 Statewide Project Impact**

- Out of School Time Providers Trained: **2,690**
- Students Served through Camp-in-a-Box: **113,837**
- Camp-in-a-Box Trainings Hosted: **509**
- Family Webinars Streamed: **5,080**
- Camp-in-a-Box Kits Distributed: **2,469**
- Virtual Field Trips Streamed: **5,020**

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“The work (you) do with providing educational programming as well as teacher training really helps our teachers to make sure that they adequately understand the tools and that they’re able to use them effectively in their classroom.”

– Melissa Kincaid, Technology Trainer Administrator for Cincinnati Public Schools

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**Regional Vision. Local Service.**
Public Media Connect IN THE COMMUNITY

In addition to the work we’re doing on-air and online, as well as the resources we provide to educators and students, Public Media Connect is involved in our communities. We understand the importance of lifting up our neighborhoods and the value that we can bring to our region.

**Be My Neighbor Day** - We partnered with the Fred Rogers Company to bring Be My Neighbor Day to the Dayton and Cincinnati regions. Collectively, the stations engaged with more than 8,000 families, distributed 2,000 activity books and 40 classroom activity kits through Crayons to Classrooms, reaching more than 1,000 Pre-K students.

**Free PBS Kids Summer Films** - Our Free Family Summer Films, each of which included a Read Along and hands-on activities, were held at the Neon Theatre on six consecutive Saturdays in June and July in collaboration with the Dayton Metro Library. More than 600 families participated throughout the series.

**Wild for Ohio** - We had more than 300 families attend this new Ohio Learns 360 event in September. Author David Fitzsimmons, Dayton Metro Library and Five Rivers Metro Parks joined forces to share captivating wildlife photography and introduce live Ohio critters. Highlights of the event included a Nature Cat meet and greet, PBS KIDS screenings, a photo booth, interactive games and hands-on activities around Ohio wildlife.

**Exploring STEM Education in Nature** - We partnered with WTTW Chicago, Nature Cat and Girl Scouts of Western Ohio to encourage outdoor learning through the Nature Cat Patch Program by providing engaging content for outdoor adventures. More than 700 Girl Scouts and their family members attended the launch events at our stations.

**Mind Frame** - This peer-hosted collection of middle-school focused videos aims to help de-stigmatize the act of talking about mental health and illness. Topics include depression, anxiety, suicide prevention, substance use disorder and wellness.

**Wings of Women STEM Camp** - This camp provided a unique and empowering opportunity for teenage girls from underserved neighborhoods to explore the world of STEM with a specific focus on the local aviation industry. Through hands-on activities and collaborative learning experiences, participants were able to develop problem-solving, critical thinking and teamwork skills.

“I want to support what I love. I look at PBS as an investment in my community and something personal that I’ve always felt we just shouldn’t take for granted.”

– Penny Wolff, Public Media Connect Member

**Clips & Conversation: Fight the Power** - CET partnered with the National Underground Freedom Center and Elementz to celebrate 50 years of Hip Hop. We screened clips from Fight the Power: How Hip Changed the World followed by a panel discussion with Documentary Advisor Dr. Hasan Kwame Jeffries, Hip Hop trailblazer Big Daddy Kane and Elementz Executive Director Damian Hoskins.

**Being a Good Neighbor** - Outside of our work in education, we are directly involved in the West End. In 2023, we were part of Ezz Fest, the Cincinnati’s West End Business Festival, the City Flea and Kids Markets. Our staff also continues to participate in Adopt-a-Class by working with kindergarten and first grade classrooms at Hays-Porter Elementary.
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 2023 Revenue: $14,869,000
- Community Funding 38.36% - $5,704,000
- Earned 26.57% - $3,950,000
- Corporation for Public Broadcasting Funding 15.50% - $2,305,000
- In-Kind Donations 10.38% - $1,543,000
- State and County Funding 6.65% - $989,000
- Restricted Project Funding 2.54% - $378,000

### Total 2023 Expense: $14,717,000
- Local Content, Programming, Distribution and Education Services 60.05% - $8,839,000
- Promotion and Marketing 17.01% - $2,503,000
- General and Administrative 15.31% - $2,253,000
- Depreciation 6.14% - $903,000
- Fundraising 1.49% - $219,000

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