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
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.
Public Media Connect’s local and national content can be watched across our 13 channels, on the PBS Video App, on YouTubeTV and more.

The national programming in 2020 included dramas like Sanditon, Beecham House and a new season of Call the Midwife, followed by some new (and newly rebooted) mysteries and thrillers like Van Der Valk, Vienna Blood and Unforgotten. FRONTLINE, Independent Lens and PBS NewsHour followed the COVID-19 crisis, the Black Lives Matter protests and the election while other long-time standards like Antiques Roadshow, Finding Your Roots and POV kept us curious and entertained. Over the summer, we also brought you The Vote, a four-hour documentary from American Experience that followed the story of suffrage in honor of the 100th anniversary of the 19th amendment.

Locally we continued our arts coverage with The Art Show and SHOWCASE with Barbara Kellar. In 2020, those local shows included broadcast, digital-first and digital-only segments. We also expanded our Traditions: Ohio Heritage Fellows series to include new artists and a collection of digital-only stories called Traditions Shorts.

Additionally, we released two new major documentaries – The Memphis Belle: Her Final Mission in October and the first part of the three-part The Dayton Arcade: Waking the Giant in November. Both of these stories bridged history with the contemporary efforts to restore, revive and protect two of our community’s icons.

When combined with the content produced with our education team – including a series on social-emotional learning, new videos about how brain science impacts learning and new American Graduate: Getting to Work content – 2020 was an active, albeit socially-distanced year, for our content teams.
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.

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.

PBSLM content views
2019 = 211,185
2020 = 650,000 projected

Ed Tech Educators Reached
2019 = 2,756
2020 = 30,000 PROJECTED
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.

Education
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.

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, crafts, 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.

Development
Public Media Connect’s development team worked across departments to host multiple livestreamed events for our viewers and members. We partnered with the League of Women Voters to host a screening of American Experience: The Vote, held a PBS Fall Preview, hosted a conversation with Chef Lidia Bastianich and had online screenings for both The Memphis Belle: Her Final Mission and a preview of The Dayton Arcade: Waking the Giant.

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

Content
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.
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 2020 Revenue: $13,837,000

- Community Funding 43.5% - $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

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