



“When the Osher Lifelong Learning Institute (OLLI) at the University of Cincinnati surveyed new members recently about how they found out about OLLI, we learned that this group of adults who are passionate about learning are also passionate about public television. Of those who learned about OLLI from television, 79 percent indicated that they had seen it on CET, CET Create, or CET Arts. Only 21 percent saw an advertisement on one of the nine cable channels that had been carefully selected to match OLLI’s demographics. OLLI at UC is proud to have been a supporter of CET since 2011.”

**Cate O’Hara, MA**  
**Program Director**  
**Osher Lifelong Learning Institute at the University of Cincinnati**

“Investing in CET is good for our bottom line and for our community. The positive impact of sponsorship was evident from the start. Thanks CET for helping drive new business for our company.”

**Jared Queen**

**Director of Development & Marketing**  
**Civic Garden Center of Cincinnati**

“Until a few years ago we were not aware that a small art cooperative could underwrite at CET. CET has made a huge difference in our business by reaching an audience of both diverse and upscale viewers who care about Cincinnati and local products. The team at CET makes this an effortless process and the rates reasonable even for a small business like ours.”

**Cheri Brinkman,**  
**Author at Mac Guffin Productions/ Cincinnati and Soup Books**

“Matinée Musicale, presenter of Cincinnati’s original classical solo recital series for 107 seasons, is pleased to support CET through promotional spots featuring its upcoming artists. Working with CET has been a rewarding experience. Seen by a large viewership during prime air times, these spots greatly increase our ability to inform potential patrons of the exceptional artists we host. In addition, we receive invaluable assistance from the CET professionals in developing our spots, ensuring their optimal technical quality. As a non-profit organization, we appreciate the commitment of CET to keep costs reasonable. It is gratifying to be told someone saw our spots, especially if they attend a recital because they learned about it from CET. Matinée Musicale will continue to partner with CET as we enter our 2020-2021 108th season.”

**Board of Trustees**  
**Matinee Musicale Cincinnati**