



## 2015 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



**CET is a vital and effective community resource and strategic partner. We are Public Media for Cincinnati and serve as an incubator for new ideas, a hub for learning, open access to the arts and as a forum for public discourse, discussion and civil debate.**



The Greater Cincinnati Television Educational Foundation holds the license for WCET Channel 48 in Cincinnati, Ohio.

CET's mission is to strengthen the communities we serve through programs and services that inspire and engage, foster citizenship and culture, the joy of learning and the power of diverse perspectives.

During 2015, CET brought award winning TV programs, educational services and projects that engaged and informed our community. These were provided to homes and classrooms throughout the tri-state region.

Some of our key services and core commitments:

- Sustained production of two weekly arts series, highlighting arts and performances customized to the needs of our community
- Award winning educational initiatives
- Early childhood workshops

CET's local services have deep impact in Southwestern Ohio.

- Each month we reach over 465,000 television households, broadcasting over three channels 24 hours a day.
- In 2015, we provided hundreds of Early Childhood Workshops, hosted Technology training for teachers and continued with the American Graduate initiative.
- Our partner and outreach initiatives touch thousands of individuals in our community.



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### 2015 Report

Throughout 2015 CET brought award winning programs, educational initiatives and community engagement projects into homes and classrooms throughout southwest Ohio. From *American Experience* to *Downton Abbey* to local weekly arts programming and all the efforts around our early childhood learning, CET continues to serve our community as its largest classroom, public stage and trusted source for arts and informational programming.

We are our community's local public media organization, telling our community stories, sharing local and world-class art and music, and addressing critical educational challenges in our community. In 2015, we continued with our core commitments to local production, education and outreach efforts using traditional broadcast as well as new online and social media platforms. At the same time we engaged in community events and invited the public into the station for screenings and workshops.

### Local Stories

CET is committed to providing programs that enhance local community discourse and civic involvement by telling stories about our Cincinnati community. In 2015, we continued with our weekly Arts series, *artsBridge* and *SHOWCASE with Barbara Kellar*, producing more than 30 new programs.



CET Arts Channel, a 24/7 local broadcast channel continues for its 5th year. We produced and aired programming by the Cincinnati Symphony, Cincinnati Opera, The College Conservatory of Music, The World Piano Competition and several other local arts groups. Some of our performance specials were also distributed via fiber to local area hospitals and retirement communities. The CET Arts Channel remains the only channel of its kind on US Television and this year we were honored with a Special Achievement Award from PBS Development for our efforts.

CET's educational mission extends well beyond broadcast programming. We offer creative, powerful instructional classroom tools including media-on-demand, multimedia materials, and professional development opportunities to thousands of our region's teachers, caregivers, parents, and students.



CET as one of the select public media organizations involved in *American Graduate: Let's Make it Happen*, expanded the scope of the program initially funded by CPB. In 2015 we incorporated the need for early learning into this initiative and produced a special *The Power of Preschool* for broadcast.



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CET's commitment to Early Childhood Learning and workshops for childcare providers, educators and parents continues to be at the core of our mission. These services help reinforce literacy and school readiness and offer information about children's health and wellness. Raising local funding, CET partnered with schools and local libraries to set up "Reading Corners" and conducted on-site workshops that reached thousands of childcare providers and parents. We currently have supported 10 reading corners in Cincinnati area schools and Head Start locations.

In March, CET partnered with Xavier University to offer a screening of the PBS Documentary, *Language Matters* with Bob Holman, which explored how different languages impact our society and what the future holds for some now rarely used. We also partnered with the Cincinnati Public Library to offer community events and a screening and discussion around Rory Kennedy's *Last Days of Vietnam* documentary.

Through our professional development efforts, we have worked with just under 1400 early childhood care providers to address such topics as dental and asthma health, literacy skills, math fluency, and professionalism in the early childhood setting.



### **Beyond Broadcast**

During 2015 CET utilized its online services to better reach educators, parents and child care providers. targeting the expanded at-home online users, *CETconnect.org* continued to add programming from the PBS library as well as our own locally produced collections. Our weekly E-newsletter currently is sent to more than 36,000 users.

Using Social media CET has established a continuing presence online and engages new audiences and supporters using *Facebook, Twitter, Google+, Pinterest, and YouTube.*



## 2015 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

CET partnered with the Cincinnati Symphony Orchestra to once again produce the Live performance of LUMENOCITY. The community concert and image light show was held in Washington Park in the Over the Rhine district.

More than 100,000 viewers tuned in as well as 4,300 who watched the live stream online from more than 10 countries.

CET also produced a companion documentary *Masters and Dreamers* as a pre-concert show.



CET is one of the select public media organizations involved in the multi-year “*American Graduate*” initiative, a national project funded by the Corporation for Public Broadcasting that addresses the high school dropout crisis. The station also encourages reading skills by offering *Super Why Camps*, *Martha Speaks Reading Buddies* and *PBS Reading Corners* in 10 locations around the community. Funding in excess of \$100,000 was obtained locally for these and other educational outreach activities from more than 10 local foundations and individuals matching the CPB support.



In 2015 CET welcomed viewers, members, supporters, and partners to events including those at our studios:

- Live on CET!
- Fall Preview Events
- Downton Abbey Screenings
- National Philanthropy Day Luncheon
- Volunteer recognition events.
- Participation by staff in Rotary and community organizations.

