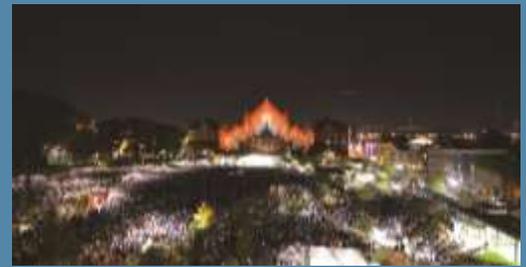




2013 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



LumenoCity was a landmark event in Cincinnati that not only drew 35,000+ people to Washington Park over two evenings last August, but it reached thousands more around the community when CET's television special aired three months later. The event also garnered international attention for Cincinnati and the Orchestra thanks in part to CET-produced *LumenoCity* online concert videos." Trey Devey, President, Cincinnati Symphony Orchestra

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 inform, educate and engage, fostering citizenship and culture, the joy of learning and the power of diverse perspectives.

During 2013, 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:

- Local productions highlighting arts and public affairs 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 2013, we conducted 100 Early Childhood Workshops and reached more than 1400 Cincinnati area child care providers.
- Our partner and outreach initiatives touch thousands of individuals in our community.



2013 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

2013 Report

Throughout 2013 CET brought award winning programs, educational initiatives and community engagement projects into homes and classrooms throughout southwest Ohio. From *American Experience* to *Downton Abbey*, from *Antiques Roadshow* to *Clifford the Big Red Dog*. There were special productions from the *Metropolitan Opera* and *NOVA*'s extraordinary examination of science, technology, and our world. CET continues to serve our community as its largest classroom, public stage and trusted source for public affairs 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 2013, we developed and expanded our core commitments to local production, education and outreach efforts using traditional broadcast as well a new online and social media platforms. At the same time we maintain a "high touch" approach to teacher and early childhood provider training.

Local Stories

CET is committed to providing programs that enhance local community discourse and civic involvement by telling stories about our Cincinnati community. In 2013, we continued our regular weekly *Focus* program, which serves as a forum for in-depth discussion and civil debate on issues that are of importance to the tri-state region. Partnering with the Home Ownership Center of Greater Cincinnati, we provided facilities for a major outreach to area residents in danger of home foreclosure.

Celebrating its third year, The CET Arts Channel, a 24/7 local broadcast channel produced and aired programming by the Cincinnati Symphony, Cincinnati Opera, The College Conservatory of Music, The Cincinnati Boy Choir and several other local arts groups. The CET Arts Channel remains the only channel of its kind on US Television. *SHOWCASE with Barbara Kellar*, continues to be the only regularly scheduled arts program in Cincinnati and provides a mix of interviews and performance and has become a window on the vibrant and vital cultural scene in Cincinnati.

Education

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*, has been able to expand the scope of the program initially funded by CPB. In 2013 these local funds totaled over \$100,000 enabling the project not only to continue but to expand.



2013 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

Every year, more than 1 million kids drop out of high school. In 2010, 39,200 Ohio students failed to graduate, according to the Alliance for Excellent Education. In 2013 CET expanded local partnerships with Cincinnati Public Schools, the Strive Partnership, United Way 2-1-1, Cincinnati Youth Collaborative, Mentoring Works, and 91.7 WXXU. With locally raised funding we have developed a blend of media and community engagement efforts designed to raise public awareness and offer solutions to improve Cincinnati graduation rates.

In keeping with the changes in demands on teachers to use the latest technologies CET professional educators developed and presented professional development training opportunities for Ohio's K-12 administrators and teachers. These sessions explore the role of technology in supporting critical thinking, problem solving, teamwork and communication - the skills students need to be effective in today's classroom and tomorrow's workplace. Workshops continued this year aimed at educators, parents and child care providers. These sessions instruct participants to use the outdoors as a classroom for math, language arts and science instruction.

Our commitment to Early Childhood Learning and Workshops for childcare providers, educators and parents has never been greater. These services help reinforce literacy and school readiness and offer information about children's health and wellness. Again using locally raised 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.

CET is committed to technology and supports the Online Classroom initiative. Nowhere else do educators and care providers find on line tools and resources that meet the needs of 21st century learners than at CET. Our digital media platforms offer rich content from research-based instructional resources - all correlated to state and national curriculum standards.

Beyond Broadcast

During 2013 CET redesigned its online services which remain as an indispensable destination for 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.

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



2013 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

CET Arts is the only local over-the air broadcast channel dedicated to presenting a wide array of performance and arts programming. CET Arts spotlights the rich arts scene with concerts, plays, discussion and critiques of our vital Cincinnati arts. SHOWCASE, a regularly scheduled program hosted by Barbara Kellar allows local artists, performers and volunteers to reach out to new audiences and supporters. Local artists and arts leaders are regular guest hosts on the channel providing entertaining and informative content between programs.



The Mahler Marathon was recorded live the UC College Conservatory of Music for broadcast and online distribution by CET Arts.

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 more than matching the CPB support.



CET was a featured participant at the “READ ON” Learning to Read Rally at the Cincinnati Museum Center.

Early Childhood Workshops

For Early Childhood Providers in Cincinnati we held some 100 workshops for more than 1400 childcare providers, primarily low-income. All workshops are designed to improve school readiness and the quality of childcare.



The importance of small group learning sessions is a hallmark of CET training for childcare professionals.



Music brings people together. This was never more evident than last summer when the Cincinnati Symphony Orchestra partnering with several other local arts organizations and CET celebrated the arrival of the new CSO Music Director Louis Langrée. A crowd of 35,000 - 15,000 more than anticipated – came to watch the **LumenoCity** free concert in Washington Park which combed a unique visual light show with live world class orchestral performance.

Langrée led the orchestra in a program including Strauss's 'Fanfare' from *Also sprach Zarathustra*, the fourth movement from Tchaikovsky's Symphony No 4, Copland's 'Variations on a Shaker Melody' from *Appalachian Spring*, the fourth movement from Beethoven's Symphony No 5, and Ravel's *Boléro*. Brand consulting firm Landor Associates, created the visual elements, which consisted of 40 minutes of digital light projections onto the exterior of Music Hall, timed and choreographed to the live orchestral performances.

CET captured the excitement, music and ambiance of the performances and shared them in a one-hour special broadcast on CET. Five additional **LumenoCity** videos were produced and are in distribution online.

Not only did the concert and subsequent programming serve to share outstanding music with those unable to attend, it helped to reinforce the success of the Over-The-Rhine renewal as a place for all to live, work and play. Our participation in **LumenoCity** is only one example of how CET celebrates the vitality and diversity of our community.



Click here to virtually join the audience of 35,000+ for 2013 **LumenoCity** <http://watch.cetconnect.org/video/2365114641/>

Reach in the Community:

- On air – each month more than 46% of all TV households tuned in our stations
- CET Arts Channel is the most accessible stage for the arts and cultural performances

Partnerships:

- Home Ownership Center of Greater Cincinnati, WVXU, University of Cincinnati, ArtsWave, Cincinnati State Technical & Community College, The Cincinnati Strive Partnership, Cincinnati Public Schools, The Library of Cincinnati and Hamilton County.