



## 2011 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



*“CET is more important now than ever as it is often the primary teacher for many of our at risk children.”*

**Dr. O'dell Owens**  
President, Cincinnati State Technical & Community College

### Touching a million lives in hundreds of ways

CET is a leading provider of education and enrichment in classrooms and living rooms throughout Greater Cincinnati. Through PBS and local programming, innovative multimedia curriculum projects, parent workshops and teacher training, CET positively impacts millions of lives in our community.



CET is a valued and respected part of the local community and a vital educational resource. Since 1954 WCET has garnered strong support from both public and private sources. Today CET continues to provide services on air, online and in the community.

In 2011, CET provided these key local services:

**Broadcast & Cablecast**  
three channels 24/7

- 48.1 CET PBS
- 48.2 CET Create
- 48.3 CET Arts

**CET Arts Initiative**

**Teacher Technology Training**

**Early Childhood Education**

**Community Outreach**

Each month more than 500 households representing over 1 million people tune to CET

More than 25 Arts organizations were featured on CET Arts

Hundreds of local residents were helped to protect their homes from foreclosure because of the CET partnership with the Greater Cincinnati Home Ownership Council.



## 2011 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

### CET is committed to telling Cincinnati's stories

CET produced a variety of broadcast and on-line programming and content that celebrated the people, places, arts and cultural heritage of southwest Ohio and the tri-state region.

#### CET Arts

This year, CET expanded its local arts content to include locally hosted programs and arts programming spotlighting both performers and performances in southwest Ohio. Community support provided the funding that allowed us to increase local programming for this unique channel.

#### *Some Highlights:*

**Beowulf: The Prince of the Geats** Several Cincinnatians were featured in this film adaptation of the classic tale.

**The Starling Chamber Orchestra In Austria** The Starling Chamber Orchestra performed selections from Bach, Schuman and Mozart in this 20th anniversary concert.

**Performing Arts Digital Future** A partnership with experts from Cincinnati's UC College Conservatory of Music, Opera America and the Cincinnati Opera.

**Portrait of an Artist in Residence: Steve Bognar** A look at the Video Artist in Residence project at Tussing Elementary School in Pickering, Ohio.

**Jay Ungar & Molly Mason and Friends in Concert** Concert to support the Harriet Beecher Stowe House.

**Opera Goes to Church** An evening of gospel, sacred, jazz and classical music featuring Cincinnati Opera artists soprano Jacqueline A. Echols, tenor Steven Cole, mezzosoprano Stacey Rishoi, bass Gustave Andreassen and The College Hill Community Choir.

#### **This Little Light of Mine**

A tribute to groundbreaking African American opera legends Marian Anderson and Leontyne Price written by and starring soprano Andrienne Danrich.

#### Cincinnati Parks

CET continued its celebration of Cincinnati Parks with two sequels to its 2009 production of "Cincinnati Parks: Emeralds in the Crown." "Eden Park: Cincinnati's Garden of Eden" traces the history of Eden Park, and "Ault Park: Emerald in the Crown" chronicles the history, architecture and beauty of the park located in Cincinnati's Mount Lookout neighborhood.

#### Focus & Viewfinder

*Focus*, a continuing current affairs series airing the first two Thursdays of the month and *Viewfinder*, a monthly interview series hosted by award winning Cincinnati film director and producer Alphonzo "Zo" Wesson focusing on the work of local independent filmmakers'



## 2011 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

**At CET we bring local and national resources, including those from PBS, to our viewers using a variety of digital platforms.**

We use the power of CETconnect.org and other on-line and social media like *Facebook*, *Twitter*, *YouTube* and *iTunes* to inform, engage and listen to our viewers.

### **CET Express**

Barbara Kellar hosts this weekly on-line interview program featuring notable people in the Greater Cincinnati community.

### **Capturing the Voices: An Oral Histories Project**

This on-line project was developed to capture and archive the stories of the distinguished people who have made and continue to make Greater Cincinnati a remarkable place to live.

### **pbs.org/arts**

PBS recognized CET's long association with the arts in the Greater Cincinnati area by featuring the station on its award-winning Web site, pbs.org/arts. Highlights included information and videos from CET Arts, *CET Express*, *Capturing the Voices* and *Speakup for the Arts*, a toolkit for arts advocacy. This kit was adopted by the Kennedy Center for the Arts for use in their outreach activities.

### **On-line Classroom**

Nowhere else will educators and care providers find on-line tools and resources that meet the needs of 21st century learners. Our digital media platforms offer rich content from research-based instructional resources all correlated to state and national curriculum standards.

### **PBS Learning Media**

PBS and WGBH (public television in Boston) along with CET and ThinkTV partnered to launch *PBS LearningMedia*, a new public media education platform offering the best public media content available to teachers and students in southwest Ohio at no cost.



# 2011 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

## CET Arts

This year, CET expanded its local arts content to include locally hosted programs and arts programming spotlighting both performers and performances in southwest Ohio. Community support provided the funding that allowed us to increase local programming for this unique channel. The 24/7 Channel is broadcast and carried on the major cable services making it available to essentially the entire CET coverage area. Performances by professionals from Cincinnati's world class opera and orchestras as well as content from the prestigious College Conservatory of music at the University of Cincinnati are featured on the channel.



"CET, as a vital partner for the all the arts in Cincinnati, celebrates the world class artistry within our community."  
Cincinnati Pops Conductor John Morris Russell

## Television can be good for children; the programs make the difference.

70% of all area pre-school children watch CET. We are trusted by their parents. Many children begin their learning on public television. Shows like *Super Why* and *Martha Speaks* increase kids' vocabulary and literacy skills and pre-school age children who watch *Sesame Street* read more and earn higher grades in English, math and science when they get to high school. CET is the tri-state region's largest provider of resources and learning tools for children, adults and educators from pre-school thru college and beyond.



## Supporting Our Teachers & Students

CET provided professional development workshops to 772 educators in 5 counties in greater Cincinnati. We are direct partners in education with two elementary schools, John P. Parker and Pleasant Hill Academy as well as the nationally recognized School for the Creative & Performing Arts. As education partners we provide PBS and CPB sponsored services that include, though not limited to, Martha Speaks Reading Buddies, Super Why Reading Camps & Raising Readers Library Corners



CET helps teachers make the best use the latest classroom tools to engage and excite young learners.



## Home Foreclosure Prevention Initiative

CET in partnership with the Home Ownership Council of Greater Cincinnati conducted outreach to individuals in the Cincinnati area who were at risk for home foreclosure. The program began three years ago as a local only initiative and then received funding from the Corporation for Public Broadcasting in the second year. Now in its third year, the initiative continues to effectively address a critical community need.

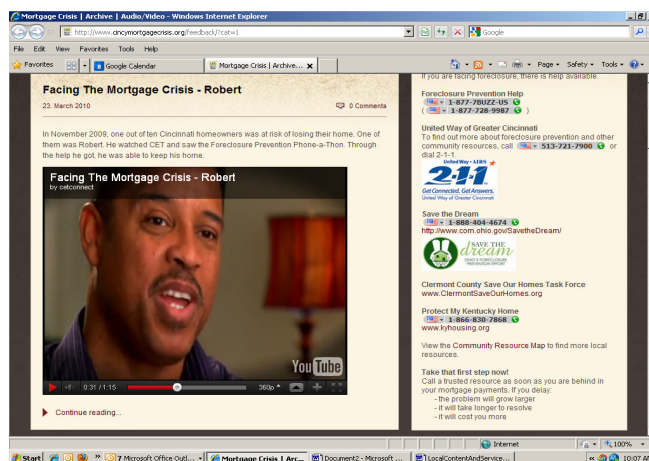
### Reach in the Community:

With a combination of a special Focus broadcast on CET and PSAs and news coverage aired on local commercial broadcasting stations, the project had wide reach into the community.

A phone bank of 75 phones and computer terminals were set up in the CET studios. Callers were able to get information and more important the opportunity to make an appointment for a one-on-one counseling session.

### Partnerships:

- Cincinnati Bell
- Cincinnati Public Radio
- Clermont County Save Our Homes Task Force
- Home Ownership Council of Greater Cincinnati
- Legal Aide
- Ohio Save the Dream
- PNC Bank
- United Way
- WCPO TV



### Impact and Community Feedback:

*"Coming out of this situation I was able to keep my home and it was all because I watched the program on CET"*

Robert Pace

When CET's Foreclosure outreach effort began, one out of ten Cincinnati homeowners was at risk of losing their home. One of them was Robert Pace. He watched CET and saw the Foreclosure Prevention Phone-a-Thon. Through the help he got, he was able to keep his home.

Robert was only one of hundreds who watched the program and were put in touch with knowledgeable caring counselors and case workers to help guide them through the process of loan modification.

