LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

JULY 2021 - JUNE 2022 (FY22)
MISSION

Serving the public interest, KET enriches lives and builds stronger communities by educating, informing, inspiring and connecting people of every age and circumstance through the power of public media.

VISION

To be Kentucky’s essential and most-trusted source of educational, cultural and public affairs content.

VALUES

We uphold these values for our operations, programs, and services.

Accessibility

Collaboration

Creativity

Diversity

Equity

Excellence

Inclusion

Integrity

Learning
PILLARS

Serve the Audience
KET responds to the diverse needs and expectations of our viewers, users and supporters through high quality programs, original productions, and valued services.

Advance Success in School and Life
KET supports school-readiness, student achievement, and an educated workforce through the creation and delivery of standards-aligned instructional resources and services.

Connect through Innovation
KET ensures universal access, expands services on emerging platforms and supports public safety.

Build Community
KET serves as a trusted community partner, unifier and convener.

Secure the Promise
KET advances the vitality of the organization and serves as a good steward of the public’s trust and investment.

Live the Values
KET fulfills its mission through the strength of its people and a culture of service.
KET is dedicated to providing for the youngest Kentuckians, and those that care for them, with quality programming, resources and services.

Kentucky's children experience trusted PBS KIDS programs like Sesame Street, Daniel Tiger's Neighborhood, Peg + Cat and Donkey Hodie. On air and online, KET provides PBS KIDS programming to every Kentucky child via our 16-transmitter broadcast network, which includes the 24/7 KET PBS KIDS channel that also streams online.

The November 2021 launch of “Let’s Learn Kentucky” marked a milestone in reaching the parents and caregivers of preschool children and addressing the kindergarten-preparedness gap.

And, in classrooms and community organizations across the state, KET’s early childhood resources were put to use.

- Thanks to the PNC Grow Up Great + PBS KIDS Content Development Support grant, KET began work with Kentucky early childhood educators to distribute high-quality, media-enriched, bilingual educator resources and improve preschool learning opportunities in the classroom.

- Thanks to an anonymous donor, a dozen community organizations in Kentucky were awarded grants through KET to support family learning opportunities. The workshops and camps, which incorporated popular PBS KIDS programs and characters, aimed to help children ages 5-10 and their families explore STEM-related subjects.

- To ensure KET’s continued relevance in the classroom, KET was invited to join the Kentucky Governor’s Office of Early Childhood Standardized Training Task Force to review unification and accountability of the early childhood system and launch of the revised Early Childhood Standards.
“Let’s Learn Kentucky,” developed by KET, is an online resource hub for parents and caregivers navigating the years of formative development of children from birth through the time students enter school. Using the KY school readiness definition as a guide, KET curated parent and caregiver-focused articles and simple activities for families within six critical areas.

“Let’s Learn Kentucky” launched at the Early Childhood Institute in partnership with the Kentucky Governor’s Office for Early Childhood (KYGOEC) and the Kentucky Department of Education.

KET is Kentucky’s largest classroom. Learn more about our educational resources and services at KET.org/Education, on Twitter @EducationKET and on Facebook @EducationKET.
KET resources are used in Kentucky classrooms every day. Through the thousands of free online resources KET provides at KET.org/education and in PBS LearningMedia, educators can complement classroom instruction with video, virtual learning and other engaging digital learning tools.

Top 3 KET PBS LM collections for FY22:

KET’s News Quiz was one of the top-10 resources on PBS LearningMedia nationally, with a record-breaking annual average of 160,000 viewers watching each week from 118 Kentucky school districts, 44 states, 7 countries and 1 U.S. territory.

The annual Young Writers Contest received more than 1,200 entries in 2022. KET recognized 45 placing winners and 140 finalists.

In K-12 education, KET has produced 3,500 digital classroom resources – including 97 in FY22.

KET’s Summer Multimedia PD Event was hosted as a hybrid – in-person and virtual – event including 12 sessions and more than 1,400 attendees.

KET was proud to celebrate Chris Tyson Renshaw, a digital learning coach with the Christian County Technology Department in Hopkinsville, KY, who was named a member of the 2022 class of educators selected for the PBS Digital Innovator All-Star Program.
EMPOWERING EDUCATORS
KET Education Consultants provided over 170 workshops and 13 online courses, training more than 14,000 K-12 educators.

PROFESSIONAL DEVELOPMENT
Almost 13,000 PD certificates were awarded to educators and other school personnel during FY22.

EDUCATION SELF-PACED PD COURSES
This fiscal year, the courses had nearly 15,000 enrollments with an 82% completion rate, distributing over 12,000 certificates.

VIRTUAL MEDIA LAB
KET facilitators conducted 82 workshops and served more than 1,500 students and teachers from 39 different districts over FY22.

KENTUCKY ONLINE LEARNING EXPERIENCE COLLABORATIVE | Launched Summer 2022
The Collaborative works with regional and national partners to provide ongoing supports to meet the needs of Kentucky K-12 online learners through educator professional development.
KET’s FastForward is proven – 90% of students using FastForward pass the test and earn a GED® credential. That’s well above the national average. KET’s award-winning Adult Education programs enhance the work of educators and adult learners across the country!

FY22 Highlights include:

- KET partnered with EnGen, a provider of English Language Learning software for employers, to offer ELL resources to current FastForward and Workplace Essential Skills customers.

- The GEDWorks ™ program uses FastForward, KET’s highly-effective GED prep courses, to serve employers and their employees who are studying to earn their GED credential.

- KET’s Adult Education team published new FastForward assessments for the math and language arts content areas.
IMPACT AND REACH

FastForward users in FY22: 12,151
Workplace Essential Skills users in FY22: 801
Total adult learners in FY22: 12,952

Over 1,100 adult educators trained through workshops and online PD courses.
KET’s transmission network does more than provide quality educational content. It supports the state’s critical emergency communications.

“...the best warning system is one that works in multiple ways — and KET’s transmission network is part of the backbone of our communications with the general public. If power is lost to the cell towers, our information still gets to where it needs to go because of this backup system. And it saves lives.”

-Joe Sullivan,
Meteorologist with Kentucky Emergency Management

16 TRANSMITTERS SERVING PEOPLE IN KENTUCKY’S SCHOOLS & HOMES EACH WEEK

18 PARTNER AGENCIES AT NATIONAL, STATE & LOCAL LEVELS

24/7/365 USE OF THIS HIGHLY RELIABLE STATEWIDE NETWORK
EDUCATING, CONNECTING & PROTECTING ALL OF KENTUCKY

KET PUBLIC SAFETY PARTNERS

Advanced Warning and Response Network (AWARN)
Bureau of Alcohol, Tobacco, Firearms and Explosives
Emergency Alert System
Federal Bureau of Investigation (FBI)
Federal Emergency Management Administration (FEMA)
National Guard
National Oceanic and Atmospheric Administration (NOAA), National Weather Service
PBS WARN/Wireless Emergency Alerts
Secret Service
KentuckyWired
Kentucky Department of Fish and Wildlife Resources
Kentucky Division of Forestry
Kentucky Emergency Management
Kentucky Emergency Warning System (KEWS)
Kentucky National Guard
Kentucky State Police
Louisville Fire Department
Regional EMS and Sheriffs’ Departments
MAKING A DIFFERENCE

BRITTANY ROBINSON

“Odd Squad is [six-year old Mason’s] favorite because he gets caught up in the investigations they do and it helps him use his imagination. It makes me happy because the characters use a lot of descriptive words, so I see him problem-solving in a way that not many six-year-olds do.”

LAURA DOUGLAS

President & CEO, West End Opportunity Partnership (WEOP); former interim president & CEO, The Muhammad Ali Center

“KET tells you so much about what’s happening in the state. Whether talking about our history or telling the stories of everyday Kentuckians, KET highlights the magic of this place.”

BEN CHANDLER

President & CEO, Foundation for a Healthy Kentucky; former US Representative (’04-’13)

“KET strives to educate and improve the lives of Kentuckians by providing them with the facts they need. And in this environment, we need that more than ever.”

DR. FELICIA CUMINGS SMITH

President, National Center for Families Learning

“Addressing the needs of people from all walks of life, both urban and rural, is one of the great challenges of any educational system. KET has a long history of playing an instrumental role in Kentucky, eliminating the barriers to access and opportunity and ensuring that no one is left behind.”

MARY MICHAEL and SAM CORBETT

“KET’s arts programming inspires creativity. And over the last few years, with COVID causing performances to be canceled and venues shuttered, it’s really been a time when we’ve needed the arts more than ever. So I’m so thankful that we have KET, which does such a great job of building awareness in the value of the arts and the role artists play across the Commonwealth.”
The Friends of KET, founded in August 1971, serve as passionate advocates and knowledgeable ambassadors. They help promote KET programs and services while also providing indispensable feedback and directly connecting KET’s mission to their local community. The organization, comprising of regular citizens from every region of Kentucky, has been an invaluable contributor to the network’s fund drives, programming and educational efforts in the Commonwealth. As one of the most active and effective Friends groups in public media, The Friends of KET have received national recognition for their efforts and impact.
TELLING KENTUCKY’S STORIES

KET ORIGINAL PRODUCTIONS
KET produced the second season of The Farmer & The Foodie, hosted by Maggie Keith, a passionate advocate for Kentucky farmland, and Lindsey McClave, a food and wine writer and self-taught home cook. The program featured over 20 recipes which are available in a digital recipe collection.

KET produced three new documentaries which dove deep into Kentucky history, and featured rarely- or never-before-seen archival video and images, with The Pack Horse Librarians of Appalachia, Angels on Horseback: Midwives in the Mountains and Kentucky’s State Capitol.

The popularity of Netflix’s The Queen’s Gambit inspired a new biographical feature about the writer, and native Kentuckian, with Walter Tevis: A Writer’s Gambit.

KET produced a unique program to complement PBS’s Muhammad Ali, featuring interviews with notable Kentuckians with personal and professional connections to the Champ.

IN THE CLASSROOM
Social and Emotional Learning: The Arts for Every Classroom: Funded in part by the Lucille Little Endowment for the Arts, this new collection in PBS LearningMedia has launched with two sub-collections: Mental Health & SEL (teacher- and parent-focused content) and SEL Activities (student-focused content).

Angels on Horseback: Midwives in the Mountains: Four video segments edited from the documentary along with teacher support materials were published to PBS LearningMedia.

Around the release of PBS’s Muhammad Ali, the KET team added Muhammad Ali Center (Louisville) as a new museum in the Kentucky Virtual Art Museum PBSLM collection. The Center gave permission to add five artworks from their collection including a painting by Ali himself.
PUBLIC AFFAIRS
KET launched Kentucky Edition, a daily public affairs program, covering the latest developments in a variety of sectors across the state.

Over 450 hours of Kentucky General Assembly and committee and state Supreme Court coverage was broadcast on KET.

KET produced College Financial Aid 2022: Education Matters, offering help in navigating the all-important college financial aid application process.

Fighting to Breathe: Lung Disease in Kentucky examined lung disease in Kentucky, including the causes, the impact on those afflicted and the new developments in treatment and prevention.

Kentucky Tornadoes Aftermath: A KET Special Report examined the rescue, recovery and rebuilding efforts of Kentucky communities devastated by the tornadoes of December 2021.

KET FORUMS
A panel of experts discussed public health and policy solutions for reducing the burden of lung disease in Kentucky on Fighting to Breathe: A KET Forum.

Kentucky educators shared their classroom experiences since the COVID-19 outbreak and how they’re addressing mental health concerns among their peers and students on Mental Health in Education: A KET Forum.

AgriTech in Kentucky: A KET Forum explored the growing sector and examined its role in job creation and the future of Kentucky farming.
KET ORIGINAL PRODUCTIONS

PUBLIC AFFAIRS DAILY SERIES

Kentucky Edition

PUBLIC AFFAIRS WEEKLY SERIES

Comment on Kentucky
Connections
Kentucky Health
Kentucky Tonight

PUBLIC AFFAIRS SERIES & SPECIALS

AgriTech in Kentucky: A KET Forum
College Financial Aid 2022: Education Matters
Comment on Kentucky Remembers Al Smith
Fancy Farm 2021
Fighting To Breathe: A KET Forum
Fighting to Breathe: Lung Disease in Kentucky
Kentucky Tornadoes Aftermath: A KET Special Report
Larry Hopkins: A Capitol Farewell
Maternal Health: A KET Forum
Mental Health in Education: A KET Forum
Muhammad Ali: A Kentucky Conversation

GENERAL ASSEMBLY COVERAGE

Congressional Update 2021
Governor’s 2022 State of the Commonwealth and Budget Address live coverage and highlights
Legislative Update daily during sessions
Legislative interim meetings live coverage
Primary 2022, candidate interviews, live coverage and highlights
Regular Session live coverage

ARTS & CULTURE SERIES + SPECIALS

Angels on Horseback: Midwives in the Mountains
The Farmer & The Foodie
Great Conversations
Kentucky Life
Kentucky’s State Capitol
The Pack Horse Librarians of Appalachia
Walter Tevis: A Writer’s Gambit
OTHER SERIES/SPECIALS

2021 Kentucky Department of Education Summit Highlights Program
Kentucky Afield: Non-Game Question & Answer
Kentucky Afield: Fall Hunting Question & Answer
Kentucky Afield: Spring Turkey Show
Severe Weather: Staying Safe 2022
Student Technology Leadership Program: State Championship 2022

INSTRUCTIONAL RESOURCES, COURSES AND ONLINE LEARNING

Artsville
Careers in Demand
EcoSense for Living
Kentucky’s Black History and Culture
Kentucky Farms Feed Me
Kentucky Field Trips
Kentucky Studies: Angels on Horseback
Kentucky Studies: City of Ali
Kentucky Studies: Pack Horse Librarians
Lung Health
News Quiz
Social and Emotional Learning: The Arts for Every Classroom
Social Studies Shorts
Workplace Essential Skills

The Pack Horse Librarians of Appalachia
Premiered May 2, 2022

This program was funded in part by a grant from the Carolyn Tassie Memorial Fund. The Tassie family ensured DVD copies of the program were shared with every local library and college and university library.

To date, community screenings have been hosted in over 45 Kentucky counties thanks to cooperation with the Kentucky Department of Libraries and Archives and devoted librarians and programmers across the Commonwealth.
Coming out of the shadow of COVID-19 closures, KET happily resumed offering in-person events, with public health measures in place, as meaningful opportunities to connect locally with viewers, supporters and Kentuckians of all ages. From the warm wave of Daniel Tiger to the lively post-screening community discussions, and all the dance floors and activity stations in between, these opportunities brought learning to life.
KET anywhere. That’s our vision, to provide KET and PBS programs on demand, any time, on practically any device:

**KET.org**
live and on-demand

**KET app**
for Apple and Android

**KET and PBS channels**
on YouTube

**PBS app**
with PBS and KET programs, for iPhone, iPad and Android, Roku, Apple TV, Android TV, Amazon Fire TV and Windows 10

**PBS KIDS apps**
for iPhone, iPad and Android

**PBS LearningMedia**

Total FY22 page views on KET.org were **6.3 million**.

**More than 3.8 million videos** were viewed on KET.org and related video platforms.

KET drove **more than 2.36 million views** of PBS LearningMedia content in FY22: 1.1 million views of resources by Kentucky students and teachers and 1.26 million additional views of KET-produced resources nationally.
FISCAL YEAR 2022 OPERATING REVENUE

State General Funds $15.6 M
CPB $3.7 M
Private Donations $3.4 M
Grants/Entrepeneural $2.4 M

TOTAL $25.1 M
KENTUCKY’S ONLY STATEWIDE MEDIA

KET COVERAGE MAP

<table>
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<tr>
<th>DMA RANK</th>
<th>TV MARKETS</th>
<th>KY HH</th>
<th>TOTAL HH</th>
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<tr>
<td>48</td>
<td>Louisville</td>
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<td>63</td>
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<td><strong>TOTAL</strong></td>
<td><strong>1,733,810</strong></td>
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<td><strong>3,446,650</strong></td>
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</tbody>
</table>

TV CHANNELS

**KET** – High-definition KET and PBS programming

**KET2** – How-to, travel and lifelong-learning programs, PBS encores

**KET KY** – Kentucky issues, heritage, history and culture

**KET PBS KIDS** – Safe, non-violent, educational PBS KIDS programming

KET’s broadcast and education services originate from the O. Leonard Press Telecommunications Center in Lexington. KET operates a production center at the Capitol in Frankfort and a studio and community outreach office on Main Street in Louisville.
AWARDS

TELLY AWARDS

*Walter Tevis: A Writer’s Gambit*, Editing (Gold)

*Angels on Horseback: Midwives in the Mountains*, Editing (Gold)

*Angels on Horseback: Midwives in the Mountains*, History (Gold)

*Walter Tevis: A Writer’s Gambit*, Biography (Bronze)

2022 OHIO VALLEY REGIONAL EMMY AWARD NOMINATIONS & WINS

*Walter Tevis: A Writer’s Gambit*, Documentary – Cultural/Topical (win)

*Angels on Horseback: Midwives in the Mountains*, Documentary – Historical (win)

*Angels on Horseback: Midwives in the Mountains*, Writer – Long Form Content (win)

*Angels on Horseback: Midwives in the Mountains*, Graphic Arts – Motion Graphics/Visual Effects/Compositing (win)

2022 NETA FINALISTS

Content: News and Public Affairs – *Kentucky Edition*

Content: Cultural Feature – *Walter Tevis: A Writer’s Gambit*

Content: Topical Feature – *Pack Horse Librarians*

Education: Educational Resources for the Classroom – *Social Studies Shorts*

OTHER INDUSTRY & COMMUNITY LEADERSHIP AWARDS

2022 Kentucky Medical Association Layperson Award – Laura Krueger

2022 Lexington Chapter of the National Society Daughters of the American Revolution: Media Person of the Year – Tom Bickel

2022 Women Leading Kentucky: Martha Layne Collins Leadership Award – Renee Shaw

National Educational Telecommunications Association (NETA) Excellence in Education – KET Education (finalist)
KEY PARTNERSHIPS

Commerce Lexington
Community Action Council
ConnectKentucky
Council on Postsecondary Education
Eastern Kentucky University
EC Learn
Education Professional Standards Board
EnGen
FEMA
FRUSC
The Filson Historical Society
First 5 Lex
Floyd County Public Schools
Floyd Co. Community Early Childhood Council (CECC)
Foundation for a Healthy Kentucky
Frazier History Museum
GED Testing Service®
Governor's Office of Early Childhood
Greater Louisville, Inc. (GLI)
Green River Regional Educational Cooperative
Greater Louisville Medical Society
Jefferson County Regional Collaborative
Jefferson County Public Schools
KentuckianaWorks
Kentucky African American Heritage Commission
Kentucky Arts Council
Kentucky Association of School Librarians
Kentucky Broadcasters Association
Kentucky Cabinet for Health and Family Services
Kentucky Cable and Telecommunications Association
Kentucky Center for the Performing Arts
Kentucky Chamber of Commerce
Kentucky Community and Technical College System
Kentucky Cooperative Extension
Kentucky Department of Corrections
Kentucky Department of Education
Kentucky Department of Fish and Wildlife
Kentucky Department of Libraries and Archives
Kentucky Department of Workforce Investment
Kentucky Division of Emergency Management
Kentucky Education & Workforce Development Cabinet
Kentucky Environmental Education Council
Kentucky Family Resource and Youth Service Centers
Kentucky Head Start Association
Kentucky Heritage Council
Kentucky Higher Education Assistance Authority
Kentucky Historical Society
Kentucky Humanities Council
Kentucky Justice Cabinet
Kentucky Medical Association
Kentucky Press Association
Kentucky's Public Radio Stations
Kentucky Science Center
Kentucky Skills U
Kentucky State Police
Kentucky Transportation Cabinet
Kentucky Valley Educational Cooperative
Leadership Kentucky
Legislative Research Commission
LexArts
Lexington Public Library
Louisville Central Community Center (LCCC)
Louisville Cultural Consortium
Louisville Free Public Library
Louisville’s Campaign for Grade-Level Reading
Metro United Way
Morehead State University
Murray State University
National Center for Families Learning (NCFL)
National Repository of Online Courses (NROC)
National Weather Service
Nature Preserves Commission
Operation UNITE
Partners for Education at Berea College
PBS NewsHour Student Reporting Labs
Prichard Committee for Academic Excellence
Pulaski County Schools
Pulaski County Parents As Teachers
Ready for K Alliance
SOAR (Shaping Our Appalachian Region)
Spalding University
University of Kentucky
University of Louisville
University Press of Kentucky
Western Kentucky University
WKU Center for the Gifted Studies
The governing body for KET is the Kentucky Authority for Educational Television, an agency of the Commonwealth of Kentucky in the Education & Workforce Development Cabinet. The KET Foundation and the Commonwealth Fund for KET support the mission and work of the Authority by managing and soliciting funds and contributions that support local productions, services and the acquisition of PBS and other programs. The Friends of KET, a statewide group of volunteers, help promote programs and services in communities across the Commonwealth.

KENTUCKY AUTHORITY FOR EDUCATIONAL TELEVISION

- Chair: Melissa Chastain, Ph.D., Anchorage
- Vice Chair: Jeffrey Scott Jobe, Glasgow
- Secretary: David Couch, Frankfort
- Executive Committee At Large: Leah Adkins, Catlettsburg
- Executive Committee At Large: G. Dan Griffith, Owensboro
- Bob M. Beck, Jr., Lexington
- Karyn Hoover, Jamestown
- Kevin W. Weaver, Lexington
- Jason E. Glass, Ed.D., Commissioner, KY Department of Education, Frankfort (ex officio)

KET FOUNDATION INC.

- Members of the Kentucky Authority for Educational Television
- Sean Mestan, Princeton (Friends of KET representative)
- Shae Hopkins, KET Executive Director (Treasurer)

FRIENDS OF KET EXECUTIVE COMMITTEE

- President: Rebecca Rose, Morgantown
- President-elect: Kelly Green, Frankfort
- Secretary: Elizabeth Griffith, Owensboro
- Vice President: Kathy Brauer, Henderson
- Vice President: Peggy Patterson, Prospect
- Vice President: A. Dale Josey, Louisville
- Vice President: Barbara McGinty, Paducah
- Past President: Lora Suttles, Staffordsville
- Nominating Chair: Carol Beirne, Fort Mitchell
COMMONWEALTH FUND FOR KET INC.

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- Secretary: Kimberly D. Patton, Hebron
- Treasurer: John S. Domaschko, Covington
- D.R. Ball, Lexington
- Mira S. Ball, Lexington
- Mary Butler, Lexington (Friends of KET representative)
- Donna Moore Campbell, Lexington
- Melissa Chastain, Ph.D, Anchorage
- Vickie Yates Brown Glisson, Louisville
- G. Dan Griffith, Owensboro
- Shae Hopkins, KET Executive Director
- Alice Houston, Louisville
- William J. Jones, Paducah
- Nana Lampton, Louisville
- Michael Owsley, Bowling Green
- Hilma Prather, Somerset
- Melanie Simpson-Conley, Lexington
- William T. Young Jr., Lexington

KET SENIOR MANAGEMENT

- Shae Hopkins, Executive Director and CEO
- Tim Bischoff, Chief Technology Officer
- Elaine Crawford, Senior Director, Policy and Compliance
- Tonya Crum, Chief of Staff
- Beth Gaunce, Senior Director, Education
- Todd Piccirilli, Senior Director, Marketing and Communications
- Michele Ripley, President, Commonwealth Fund for KET
- Julie Schmidt, Senior Director, External Affairs
- Nancy Southgate, Chief Content Officer