



NO ONE CONNECTS KENTUCKY LIKE KET

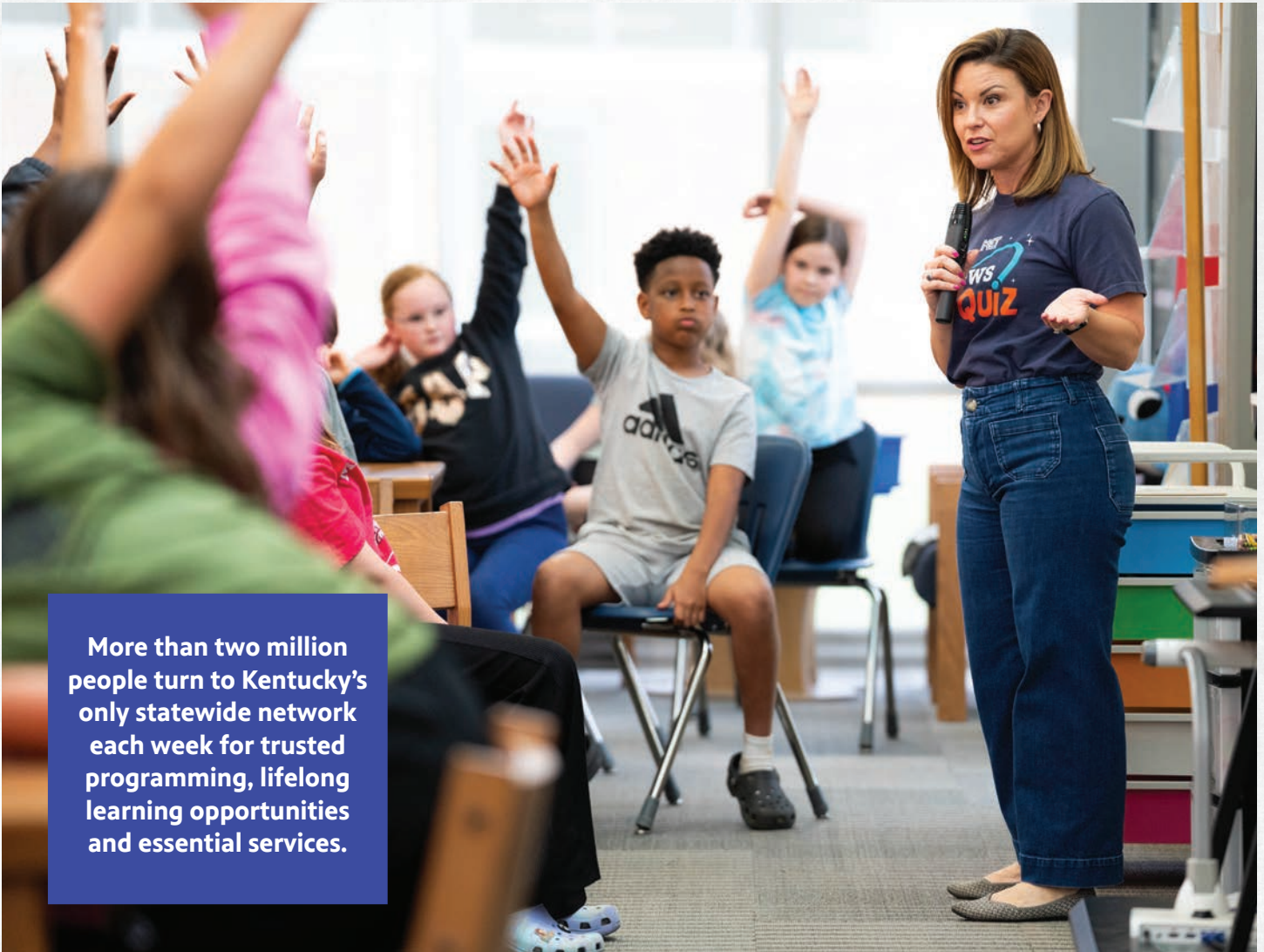
The Commonwealth's
only statewide media network

REPORT TO THE COMMUNITY

July 2024 - June 2025 (FY25)

EDUCATING. **INFORMING.** INSPIRING.





More than two million people turn to Kentucky's only statewide network each week for trusted programming, lifelong learning opportunities and essential services.





MISSION

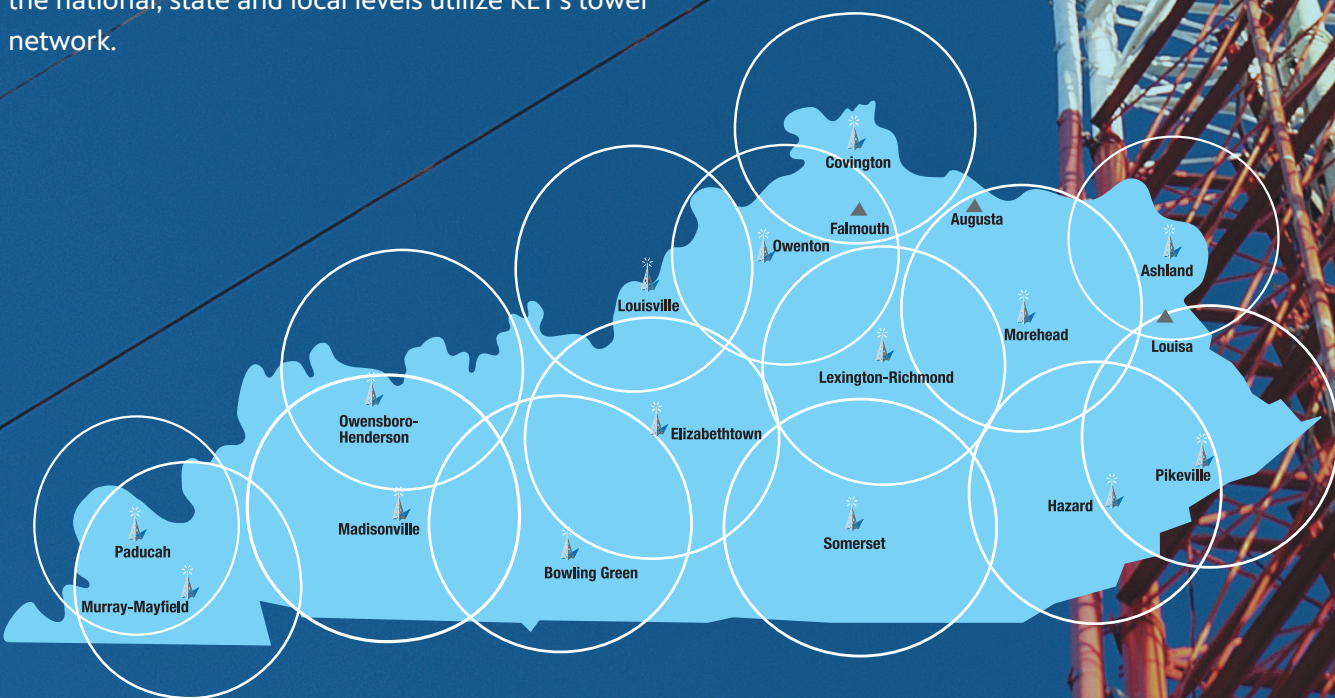
Serving the public interest, KET enriches lives and builds stronger communities by educating, informing, inspiring and connecting people of every age and circumstance through the power of public media.

PROTECTING THE COMMONWEALTH

KET is the Commonwealth's only statewide media. The 15 towers that comprise KET's broadcast network serve as an efficient and highly reliable communications system to alert the public of weather and other emergencies 24/7/365.

In collaboration with the state's emergency management and Kentucky broadcaster network, KET serves as the State Primary Source for the Kentucky Emergency Alert System (EAS) approved by the FCC.

In addition to providing localized emergency and public safety alerts, KET stands ready as part of the federal government's National Emergency Alert System. Additionally, several public safety agencies at the national, state and local levels utilize KET's tower network.



CONNECTING KENTUCKY

Kentucky Life

From Pikeville to Paducah, Kentucky is full of colorful stories, people and traditions. Host Chip Polston explores the Commonwealth to showcase the state's natural and historic sites, artists and musicians, culinary traditions, and so much more.



Rick Steves' Europe with the Louisville Orchestra

In 2025, America's leading authority on European travel teamed up with the Louisville Orchestra for a musical journey that began in the United States and touched down in seven European countries. Audiences were treated to a unique concert that celebrated music's power to stir the soul.

Inside Louisville

Kentucky's largest city is more than the most exciting two minutes in sports. It's a vibrant community full of newsmakers, personalities, places and traditions. Host Kelsey Starks explores the River City each week, showcasing its neighborhoods, nightlife and noteworthy attractions.



Kentucky Health

Each week, retired surgeon Wayne Tuckson, MD, hosts insightful discussions with medical experts about health challenges Kentuckians face and innovations in medical research and treatment.



Severe Weather: Staying Safe

From ice storms and blizzards to tornados and flooding, Kentucky's weather can be extreme. Host and former meteorologist Christie Dutton convenes a panel of experts to discuss these dynamic weather events, share practical tips to keep Kentuckians safe and look ahead to the future impacts of the Commonwealth's changing climate.

The Farmer & The Foodie

From beef, poultry and bison to wheat, sorghum and corn, Kentucky's farms and fields are full of delicacies. Maggie (The Farmer) and Lindsey (The Foodie) travel the state to get to know the food grown by its producers and celebrate the Commonwealth's diverse food traditions.





New Louisville Production Center

KET's Louisville Production Center, opened in 2025, supports production, education, fundraising and outreach staff. And the studio serves as the home for KET productions *Inside Louisville*, *Kentucky Health* and *News Quiz* and will likewise serve to accommodate other KET programs, such as *Kentucky Edition* and *Kentucky Tonight*. This production center represents KET's commitment to Louisville and to providing quality programming and educational resources to Kentucky.



CONVENING **RESPECTFUL CONVERSATIONS**

Trustworthy information from Kentucky's only statewide media.



Kentucky Edition

Kentucky Edition, a nightly current events program celebrated its third year on air and traveled across the state for deep dives into the Commonwealth's biggest stories. As part of its Across the Commonwealth initiative, the program visited Owensboro and Northern Kentucky to interview local leaders and provide in-depth coverage on the communities.



Fancy Farm

KET continued its annual coverage of the Fancy Farm picnic in Graves County, featuring speeches from candidates seeking office and analysis from host Renee Shaw and political insiders Bob Babbage and Trey Grayson.



KET Forums

KET Forums provide a deeper dive into the issues Kentuckians care about. From addiction and other pressing public health topics to education, workforce development and aging, KET is where experts gather to provide insight, ideas and information for viewers across the Commonwealth.



Rx and Illicit Drug Summit Coverage

KET's Public Affairs team traveled to Nashville to provide expansive coverage of the annual Rx and Illicit Drug Summit. *Kentucky Tonight* and *Kentucky Edition* featured interviews with Kentucky's Congressional delegation, personal stories of addiction and recovery, and measures to prevent potential drug use.

EDUCATION **FOR ALL:** EARLY CHILDHOOD AND K-12



40 years of News Quiz

KET's popular current events program for elementary and middle school students celebrated a milestone 40th anniversary with an annual average of 265,700 viewers each week. The program received over 20,000 opinion responses from 116 Kentucky school districts, 44 states and five countries.



Carl the Collector

Carl the Collector premiered in November 2024. The PBS KIDS program follows the adventures of its titular character, a warm-hearted autistic raccoon who enjoys collecting things and loves his friends and family in Fuzzytown. The series quickly became the centerpiece for KET's efforts to help Kentuckians explore and better understand autism, including a robust set of resources at [KET.org/Autism](https://ket.org/Autism) and a screening of an episode at Appalachian Valley Autism Center at Pikeville Medical Center.



Everyday Art Foundations

Designed to introduce and review foundational concepts in the arts, these fun animations were viewed 134,486 times on YouTube and 22,830 times on PBS LearningMedia.



KET young writers contest

KET Young Writers Contest

This annual contest inspires and celebrates the creative talents of students across Kentucky. In 2025, KET recognized 44 winners from 1,011 entries. To help judge the submissions from PreK-12th grade students, KET partnered with four universities and 143 pre-service teachers.

EDUCATION **FOR ALL:** RESOURCES FOR EVERY LEARNER

KET All Stars EDUCATION

KET celebrates exceptional educators across Kentucky who make a profound impact in the lives of their learners and communities by selecting a class of All Stars each year. In FY25, 28 All Stars participated in the program, engaging nearly 9,000 students, educators and caregivers.



BE MY NEIGHBOR DAY

Be My Neighbor Day

KET hosted Be My Neighbor Day events in Lexington and Louisville in partnership with Fred Rogers Productions and the PNC Grow Up Great Foundation. The events welcomed families to a day of community engagement, free activities, and a meet and greet with Daniel Tiger and Katerina Kittycat.



STLP State Championship Coverage

KET once again joined the Kentucky Department of Education in celebrating the 2025 State STLP Championship at Rupp Arena with more than 20,000 students in attendance. In addition to broadcasting and streaming the award events, KET recorded a live episode of *News Quiz* and provided activity stations for students to experience green screen, stop motion animation and more.



Summer PD

KET hosted two Summer Arts Professional Development sessions in 2025, bringing together over 75 educators at Bernheim Forest and Arboretum and Berea's Forestry Outreach Center for immersive days focused on integrating arts across subject areas.

EDUCATION **FOR ALL:** ADULT EDUCATION

FASTFORWARD™

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.

WORKPLACE ESSENTIAL SKILLS™

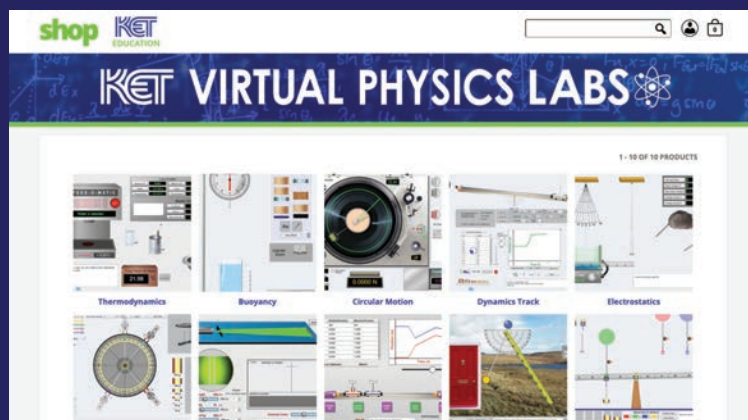
KET's *Workplace Essential Skills*® provides **online academic preparation for seven high-demand career fields** including manufacturing, healthcare, transportation/logistics, IT, construction, hospitality/tourism, marketing/sales and soft skills.

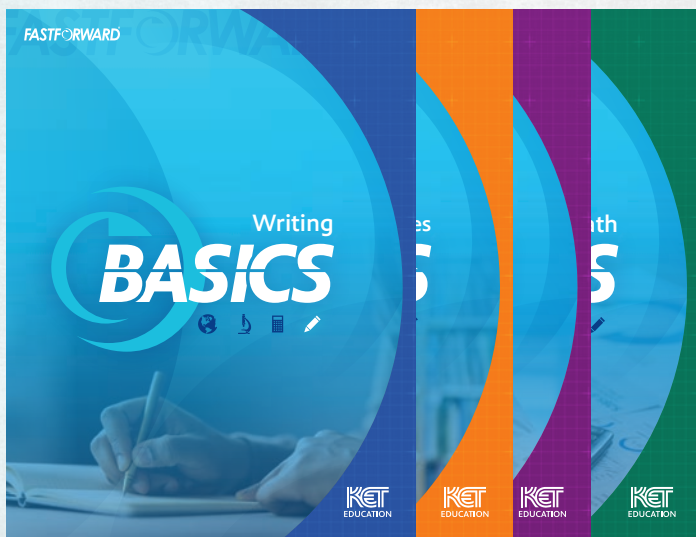
Adult Education's print resources received a content refresh. Workbooks are available in three series. *FastForward Skills for Success* are easy-to-use workbooks that focus on key skills needed to prepare for high school equivalency tests with targeted instruction in Math and Language Arts. *FastForward Basics*, written for the intermediate reader, builds a foundation for high-level study in Math, Language Arts, Social Studies and Science. The *Workplace Essential Skills* series addresses employment and workplace readiness skills featuring real people in job-seeking and work situations. Printed workbooks allow for extra practice or content for study in offline environments and compliment KET's digital instructional programming.

During FY25, KET continued to expand its partnerships and activities in correctional settings. Feedback resulting from interviews and surveys conducted with correctional leadership and instructional staff in Kentucky and Massachusetts informed a Benefits and Keys to Success communication that was shared with Kentucky's local adult education programs, which are responsible for serving their local jails. Communication emphasized the ease of use and value of *FastForward's* digital instruction in correctional environments. As KET's guest during

Virtual Physics Labs

The KET Virtual Physics Labs offer authentic physics simulations in easily accessible, web-based applications. Based on real-world instruments and equipment, these labs provide accurate and elaborate physics experiments for both high school and entry-level college students.





a subsequent online seminar, a Kentucky corrections instructor spoke to her personal experiences with and favorite features of *FastForward* while using it in her county's local jail. Kentucky's Department of Corrections (DOC) renewed licenses to extend its use of *FastForward* in state correctional facilities.

New tutorial videos provide step-by-step guidance on key topics including logging in and getting started, course navigation for students, an overview of teacher features, and center administrator functions. The new set of videos is designed to streamline the orientation process for new users and ensure that all participants are fully equipped to navigate courses and tools with confidence.

IMPACT AND REACH

15,446 FastForward learners

Workplace Essential Skills learners: **989**

Over 533 adult educators trained through workshops and online PD courses

BUILDING **COMMUNITY**

Connecting Kentuckians from Pikeville to Paducah

SCREENINGS & EVENTS

In FY25, KET held community screenings across the state, including:

- *Secrets of the Dead: The Civil War's Lost Massacre* at the Kentucky Historical Society, Muhammad Ali Center and Camp Nelson
- *Carl the Collector* at Appalachian Valley Autism Center at Pikeville Medical Center
- *Rick Steves' Europe with the Louisville Orchestra*, The Speed Museum
- *Secrets of the Dead: The Herculaneum Scrolls*, Kentucky Historical Society

In addition, KET hosted several community and fund-raising events for adults and children:

- A holiday cooking event featuring *The Farmer & The Foodie* hosts Maggie Keith and Lindsey McClave
- An open house to welcome the Louisville community to KET's new Louisville Production Center
- Super Saturday in Lexington, a free day of family fun featuring hands-on learning activities and character meet and greets.
- February Fanfare event in Louisville
- Summer Celebration in Lexington
- Martinis and Mistletoe in Covington





EMPOWERED AGING

Resources for Kentucky's senior population

The Next Chapter is KET's ongoing initiative focused on the issues facing Kentucky's aging population and their loved ones. Funded in part by the KET Endowment for Kentucky Productions, it features a robust website with a carefully curated collection of local and national programs, articles and other helpful resources.

KET dedicated numerous productions to exploring and addressing aging-related topics:

End of Life and Estate Planning Call-In: A KET Forum

Preparing for life's uncertainties with the right documentation can prevent hardship for families in the future. A panel of experts discusses wills, estate planning, medical and financial decisions, and more.

Medicare Enrollment Call-In: A KET Forum

Enrolling in the health insurance program for Americans aged 65 and older can be complex. Host Renee Shaw and an expert panel field viewer questions about how the program works, the enrollment process, coverage options, supplemental plans and more.

Aging and Healthcare: A KET Special Report

With support from the Foundation for a Healthy Kentucky, this program explores the barriers to healthcare and the factors contributing to the poor health status of senior citizens in Kentucky. It also provides information about available resources and services.

Seniors and Medication: A Next Chapter Forum

Host Wayne Tuckson, MD, and a panel of experts examine the benefits and risks of multiple medications and supplements seniors take to optimize health and manage chronic conditions. They explore the importance of lifestyle and dietary modifications and vaccinations as we age.

The Next Chapter is funded in part by the KET Endowment for Kentucky Productions.



AWARD-WINNING

2025 class of the Kentucky Journalism Hall of Fame

(Renee Shaw)

2024 Ohio Valley Emmy Awards: Interview/Discussion:
“Great Conversations: Jill Lepore, Jamie Raskin” Silver
Circle (Bryant)

2025 Gabriel Awards Runner Up: Documentary
series, **Becoming bell hooks**

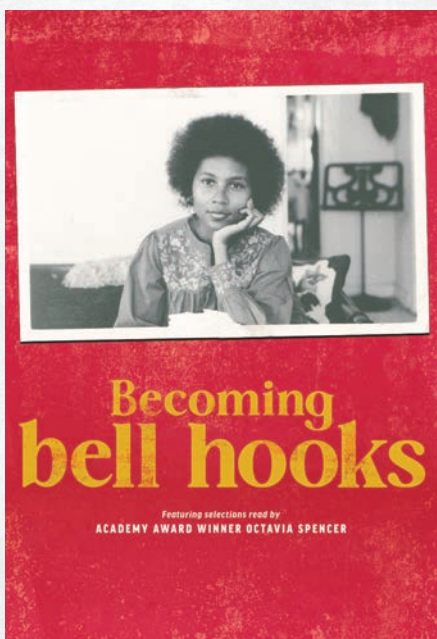
2025 Kentucky Chapter of the National Society Daughters
of the American Revolution: **Media Person of the Year**
Tom Bickel

2025 Dan Miller Station Leadership Award: Shae Hopkins



2025 Ohio Valley Emmy Nominations:

- DOCUMENTARY, CULTURAL/TOPICAL:
“Becoming bell hooks”
- DOCUMENTARY, HISTORICAL:
“Exile: 60 Years of Music”
- MAGAZINE PROGRAM:
“Kentucky Life, Episode KL2911”
- INTERVIEW/DISCUSSION:
“Great Conversations: Joan Baez, Diane Rehm”
- ARTS/ENTERTAINMENT:
“Kentucky Life: Covington Public Art”
- DIVERSITY/EQUITY/INCLUSION:
“Kentucky Life: We’re Still Here”
- ENVIRONMENT/SCIENCE: “KENTUCKY LIFE:
The Final Frontier at Bell Observatory”
- HISTORICAL/NOSTALGIA:
“Kentucky Life: The Great Kentucky Hoard”
- HUMAN INTEREST: “KENTUCKY LIFE:
Gardens to Guns, Swords to Plowshares”
- LIFESTYLE: “KENTUCKY LIFE: WILD WHITEWATER
Adventure at Cumberland Falls”



MAKING A DIFFERENCE



SANDRA WILSON

President, Paducah Area Chamber of Commerce

“KET gives you diverse insight into the things that are happening around the state and not just in your backyard.”



JENNIFER PERRY

Library media specialist, Crosby Middle School

“Time is so limited for teachers that I don't know if we'd have the ability to do something like this on our own. But KET provides us with everything we need to jump in and get moving quickly.”



CANDACE MCGRAW

CEO, Cincinnati/Northern Kentucky Airport

“As a non-native Kentuckian, I love watching KET programs that take me to communities I haven't had the chance to visit.”



KENT MASTERSON BROWN

Author, filmmaker, founder of Witnessing History Education Foundation, Inc.

“KET has an enormous reputation nationally and justifiably so. And it's to KET's credit that my films have been seen all over the country.”



DONOVAN BLACKBURN

President and CEO, Pikeville Medical Center

“It's so important to have a voice in our state that tells an unbiased story and serves as an advocate for education.”



KEVIN FIELDS

President and CEO, Louisville Central Community Centers, Inc.

“When I look at KET, I see that we share a lot in common: we're both concerned about what goes on in the heart of our communities.”



TIM FARMER

Host, Tim Farmer's Country Kitchen

“If you grew up in Kentucky, you grew up with KET – so you know the deep roots it has in our state.”



RYAN QUARLES

President, Kentucky Community and Technical College System

“KET was the best substitute teacher I ever had. And it allowed me to travel anywhere in the country, or anywhere in the world for that matter, all without leaving my family's farm.”



JENNIFER HANCOCK

President and CEO of Volunteers of America

“KET is a gift to the Commonwealth.”



TANNER WATKINS

Partner, Dinsmore & Shohl

“KET really is Kentucky's network – it provides an unbiased, central viewpoint on the issues Kentucky faces that you just can't get anywhere else.”

KET ORIGINAL PRODUCTIONS

PUBLIC AFFAIRS DAILY SERIES

Kentucky Edition

PUBLIC AFFAIRS WEEKLY SERIES

Comment on Kentucky

Connections

Inside Louisville

Kentucky Health

Kentucky Tonight

PUBLIC AFFAIRS SERIES & SPECIALS

Building Up Kentucky: A KET Forum

College Financial Aid 2024: Education Matters

Disrupting Addiction: A KET Forum

Early Literacy: A KET Forum

Fancy Farm 2023

Healthy Aging: A KET Forum

Smart Start: A KET Special Report

Supporting Kentucky Veterans: A KET Forum

Understanding Autism: A KET Forum

GENERAL ASSEMBLY COVERAGE

Regular Session live coverage

Governor's 2024 State of the Commonwealth Address live coverage and highlights

Legislative interim meetings live coverage

Kentucky Chamber Day

ARTS & CULTURE SERIES & SPECIALS

The Farmer & The Foodie

Great Conversations

Jim Host: Game Changer

Kentucky Life

Stars of Tomorrow Opera Gala

The Legacy of Black Horsemen

OTHER SERIES & SPECIALS

Severe Weather: Staying Safe 2024

Eclipse 2024: A KET Special Report

INSTRUCTIONAL RESOURCES, COURSES AND ONLINE LEARNING

News Quiz

Student Technology Leadership Program: State Championship 2024



KEY PARTNERSHIPS

AARP

America250KY Committee - Louisville

AVA Center

Bellarmine University

Boone Co. Extension Office

Boone Co. Public Library

Boone County Schools

Commerce Lexington

ConnectKentucky

Council on Postsecondary Education

Cumberland Region Early Childhood Regional Collaborative

Early Childhood Mental Health

Eastern Kentucky University

EC Learn

Education Professional Standards Board

EnGen

FEMA

The Filson Historical Society

First 5 Lex

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

Kenton County Public Library

KentuckianaWorks

Kentucky 4-H Youth Development

Kentucky Adult Education

Kentucky Arts Council

Kentucky Association of School Librarians

Kentucky Broadcasters Association

Kentucky Cabinet for Health and Family Services

Kentucky Center for the Performing Arts

Kentucky Chamber of Commerce

Kentucky Community and Technical College System

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 Early Childhood Mental Health

Kentucky Education & Workforce Development Cabinet

Kentucky Environmental Education Council

Kentucky Family Resource and Youth Service Centers

Kentucky Head Start Association

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 State Police

Kentucky Transportation Cabinet

Kentucky Valley Educational Cooperative

Leadership Kentucky

Legislative Research Commission

LexArts

Lexington Public Library

Louisville America 250

Louisville Central Community Center (LCCC)

Louisville Cultural Consortium

Louisville Free Public Library

Metro United Way

Morehead State University

Muhammed Ali Center

Murray State University

National Center for Families Learning (NCFL)

National Weather Service

Nature Preserves Commission

Northern KY Early Childhood Regional Collaborative

Operation UNITE

Partners for Education at Berea College

Pendleton Co. Library

Prichard Committee for Academic Excellence

Pulaski County Parents As Teachers

Pulaski County Library

Pulaski County Schools

Ready for K Alliance

Read Ready Covington

Shaping Our Appalachian Region (SOAR)

Shelby County Historical Society

Spalding University

University of Kentucky

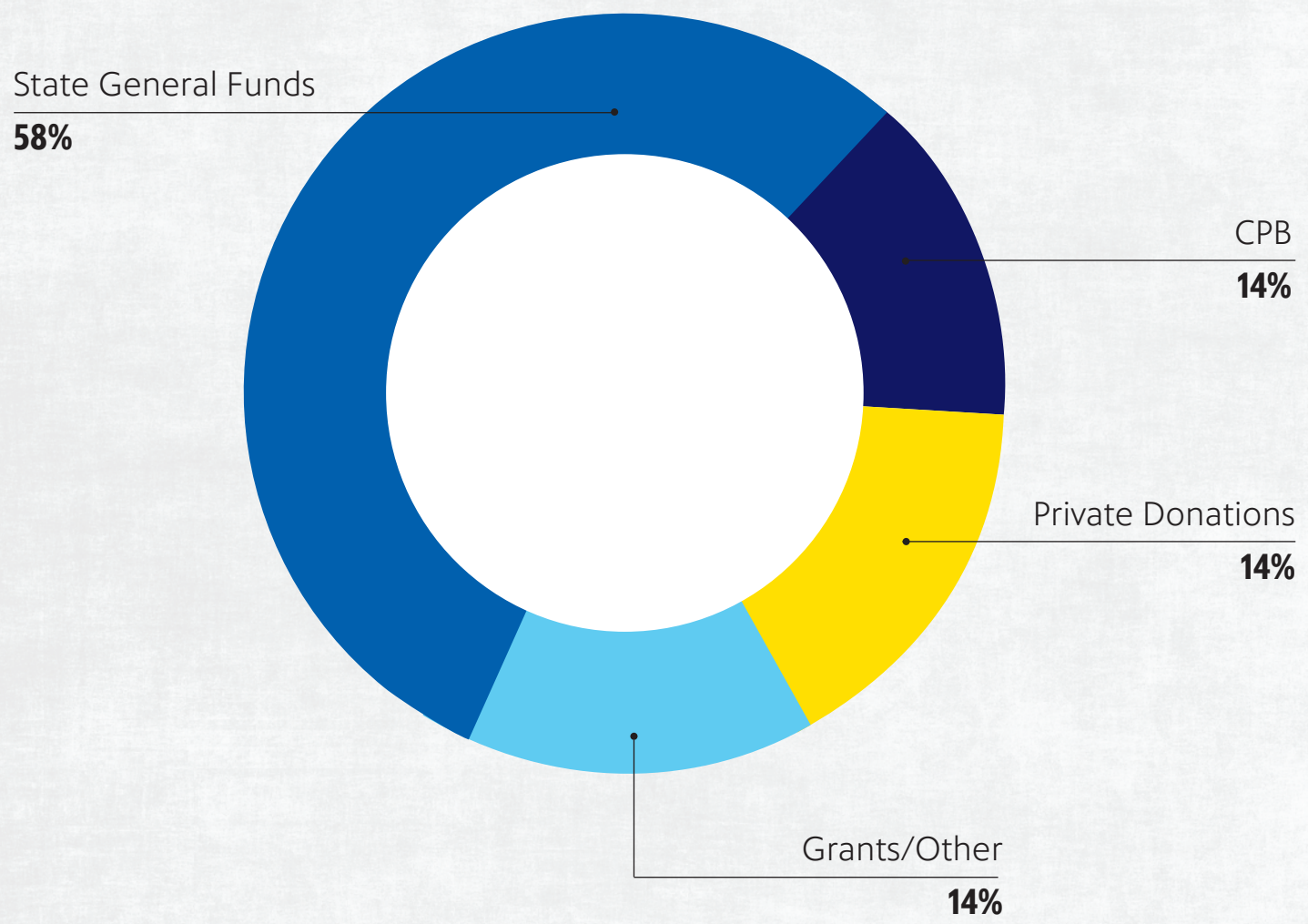
University of Louisville

University Press of Kentucky

Western Kentucky University

WKU Center for the Gifted Studies

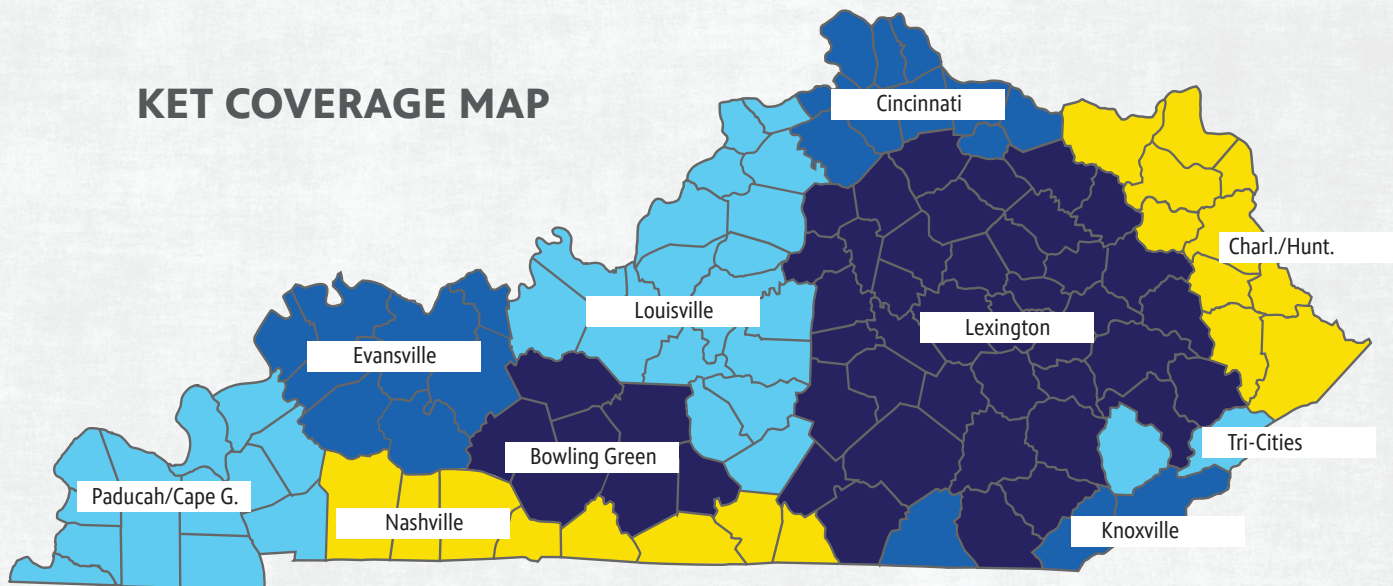
FISCAL YEAR 2025 **OPERATING REVENUE**



State General Funds	\$17.6 M
CPB	\$4.2 M
Private Donations	\$4.4 M
Grants/Other	\$4.2 M
TOTAL	\$30.4 M

KENTUCKY'S ONLY STATEWIDE MEDIA

KET COVERAGE MAP



	DMA RANK	TV MARKETS	KY HH	TOTAL HH
	48	Louisville	553,530	724,710
	63	Lexington	528,190	528,190
	38	Cincinnati	192,510	966,430
	82	Charleston/Huntington	103,880	424,630
	109	Evansville	114,340	294,650
	92	Paducah/Cape Girardeau	95,700	372,060
	178	Bowling Green	94,860	94,860
	25	Nashville	75,338	75,388
	61	Knoxville	24,050	24,050
	101	Tri-Cities, TN	11,660	11,660
		TOTAL	1,794,108	3,516,628

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 WORLD – News, documentaries and informational programming that help us understand conflicts, movements and cultures

KET's broadcast and education services originate from the O. Leonard Press Telecommunications Center in Lexington. KET also operates additional production centers in Frankfort and Louisville.



LEADERSHIP & GOVERNANCE

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: Robert M. Beck, attorney, Stites & Harbison, *Lexington*

Vice Chair: Dan Griffith, retired, former CEO, Owensboro Symphony Orchestra, *Owensboro*

Secretary: Leah Adkins, director and officer, RJA Enterprises, *Catlettsburg*

Executive Committee at Large:

Karyn Hoover, retired, former elementary education teacher, Jamestown; and Kevin Weaver, attorney, Hoskins Law Offices, PLLC, *Lexington*

David Couch, Associate Commissioner, Kentucky Department of Education, *Frankfort*

Dr. Robbie Fletcher, Kentucky Commissioner of Education (ex officio), *Frankfort*

Jay Mehta, Senior Accountant, PCF Insurance Services, *Murray*

Kerri Richardson, Vice President, C2 Strategic Communications, *Louisville*

KET FOUNDATION, INC.

Members of the Kentucky Authority for Educational Television

Rebecca Rose, *Morgantown*

Shae Hopkins, *KET Executive Director (Treasurer)*

FRIENDS OF KET EXECUTIVE COMMITTEE

President: Ben Talley, *Hopkinsville*

President-Elect: Jeff Tate, *Irvine*

Secretary: Jamie Collins, *Lebanon*

Vice Presidents: Kathy Bodine, *Murray* | Lexie Centers, *Owingsville* | A. Dale Josey, *Louisville*

Past President: Elizabeth Griffith Mudd, *Benton*

Nominating Chair: Carol Beirne, *Covington*

COMMONWEALTH FUND FOR KET INC.

Chair: Nick Nicholson, *Lexington*

Secretary: Kimberly D. Patton, *Hebron*

Treasurer: John S. Domaschko, *Covington*

D.R. Ball, *Lexington*

Mira S. Ball, *Lexington*

Robert M. Beck, Jr., *Lexington*

Donovan Blackburn, *Pikeville*

Vickie Yates Brown Glisson, *Louisville*

G. Dan Griffith, *Owensboro*

Shae Hopkins, *KET Executive Director*

Alice Houston, *Louisville*

William J. Jones, *Paducah*

Sean Mestan, *Princeton*

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
Chief Administrative Officer

Tonya Crum
Chief of Staff

Amy Grant
Senior Director of Education

Todd Piccirilli
Senior Director of Marketing and Online Content

Michele Ripley
President, Commonwealth Fund for KET

Julie Schmidt
Senior Director of External Affairs

Nancy Southgate
Chief Content Officer

Overall FY25 general audience page views on
KET.org were **2.5 million**

More than 5.9 million videos were
viewed on KET.org and related video platforms

NO ONE **CONNECTS KENTUCKY** LIKE KET





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KET anywhere. That's our vision, to provide KET and PBS programs on demand 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 and livestreams.

Available on iPhone, iPad and Android devices and Roku, Apple TV, Android TV, Amazon Fire TV, Chromecast, Samsung Smart TV, Vizio, Google TV, YouTube TV and DIRECTV STREAM.

PBS KIDS app

for iPhone, iPad and Android





KET



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