

# #18

**COMPLETE**

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Page 2: Tell us who you are!

## Q1 Contact Information

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Title	<b>V.P. &amp; Chief Development Officer</b>
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Page 3: Award Categories

**Q2 Select a category.** **Corporate Support**

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Page 4: Corporate Support

## Q3 Project Title

Teamwork Creates Partnerships That Benefit All

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**Q4** What was the overall goal of project, problem it sought to solve or opportunity it sought to leverage? (suggested word count 100-250)

Public Media Connect, CET and Think TV, is a regional organization formed in 2009 by two community licensed PBS stations to better serve the educational and public service needs of Greater Cincinnati and Dayton. We nominate our Corporate Development team; Corporate Development Representatives Gregory Schell and Robert Ashe, Broadcast Services and Operations Senior Manager Tina Hebel, and Development Associate Maggie Weser because of their outstanding work and contributions to our stations leveraging internal department collaboration, community engagement, corporate relations, and business development yielding successful revenue generation.

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**Q5** Describe the activity, what it achieved, and why it was successful. (suggested word count 200-400)

The team continually shows their ability to think outside the box and implement new initiatives and ideas which elevates our stations in the Greater Cincinnati and Dayton communities.

Here are several examples:

\*Created partnership with Newport Aquarium. CET became the sponsor of an exhibit while receiving new underwriting revenue from the

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Created partnership with Newport Aquarium. CET became the sponsor of an exhibit while receiving new underwriting revenue from the Newport Aquarium. CET's production team and the Aquarium's Wave Foundation have teamed up for several digital-first pieces on animal conservation. A screening event took place that showcased "RARE: Creatures of the Photo Arc" while highlighting our local stories.

\*PMC developed and introduced a new platform call STEM World in January of 2018 that included collaboration between internal departments of development, education, web, art, and production. This initiative yielded increased community impact and revenue generation of an untapped market via multimedia platforms. Think TV has been closely involved with STEM education and outreach since STEM first came on the scene in our community. For the last decade, we have raised awareness about the importance of STEM, engaged in community events, and developed strong community partnerships. The next phase is STEM World, our new platform that serves as a hub for the community initiatives in science, technology, engineering and mathematics. The new on-line hub brings the best in national PBS STEM resources with local content. <http://www.thinktv.org/stemworld>

\*Expanded the underwriting partnership with Coney Island creating a branding opportunity for our stations. New for 2018, is phase one of PBS Kids Backyard; a "beyond broadcast" experience that incorporates popular PBS Kids characters with a "play and learn" environment. Included will be interactives that have been chosen specifically to align with the PBS Kids mission of building imagination and curiosity. Starting with the new PBS Kids Backyard, a playground area for kids to climb, slide, play, and learn. When it's time to cool down or calm down, parents and kids can head to the new PBS Kids Quiet Time area. PBS Kids Quiet Time area allows moms and their little ones a cool quiet place to step away from the sun and crowds for a needed break. This new space is equipped with PBS Kids "quiet time" videos to aid in calming little ones and perhaps help foster nap time. We worked with Dawn Ciccone, Vice President Head of Brand Licensing PBS Kids.

\*Created a partnership with Partnership for a Competitive Workforce. CET's Educational Services group became a sponsor for the "Dream It Do It" project for middle school students and local manufacturers developing a profile answering the question "What's so cool about manufacturing?"

\*Localized our station's Market Share /Next Avenue initiative; public media's first and only national journalism service for America's booming older population. We created a Think TV on-line hub that aligns with on-air programming, includes local content, on-air promo campaign, underwriting opportunities, and station and community events. This initiative yielded station/ community impact with a honed boomer/senior audience, revenue generation with new underwriting sponsors, and collaboration opportunity for our planned giving department to engage with boomer/ senior prospects. <http://www.thinktv.org/nextavenue>

\*Created a partnership with the Cincinnati Museum Center. CET's Educational Services group became involved in the "Learning through Play" program and workshops.

\*Expanded the underwriting partnership with the Boonshoft Museum of Discovery to include a daily showing of Sesame Street's ONE WORLD, ONE SKY film at the planetarium. Here, kids on field trips join Big Bird and Elmo as they explore the night sky with Hu Hu Zhu, a Muppet from "Zhima Jie," the Chinese co-production of Sesame Street. Together they take an imaginary trip from Sesame Street to the moon, where they discover how different it is from Earth. They also journey to Zhima Jie to learn about the similarities in our view of the sky. The initiative includes a teacher's guide made available with classroom content and to inspire children to ask questions and guide them on this exciting adventure.

•Created a partnership with the Cincinnati USA Regional Chamber for promotion of BLINK, a city-wide four day light show held in October.

\*Created a partnership with the Cincinnati Reds. CET is helping promote the Bob Ross Bobble Head package and the Reds have donated high ticket items for the Action Auction. The promotion has sold out!

\*Think TV was an integral part of the Steering committee for the Dayton Regional Science Festival in November and the Dayton Tech Fest in February. We had a presence at each event with hands on activities and hand out distribution to further connect visitors to our content. <http://www.ascd Dayton.org/TechFest>

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<https://www.boonshoftmuseum.org/events-activities/dayton-regional-science-festival>

\*Created beyond broadcast experiences to elevate our brand with LM&M Railroad for 3 special excursion train rides with Daniel Tiger, Super Why?, and Curious George.

\*Secured revenue via community collaborations with Crayons to Classrooms for a Think TV STEM Corner at their distribution center and Montgomery County Education Services. <http://dc2c.org/>

\*Expanded the success of Think TV's pediatric dental messaging on PBS Kids programing. These spots encourage kids to brush their teeth, why its important, and how to be most effective. In some markets it has a corresponding website that leverages PBS Kids content and links to further impact. This campaign yields increased underwriting dollars annually that we distribute among the 25 participating stations. <http://www.thinktv.org/education/oral-health/>

\*CET received a grant from PNC Grow Up Great and The Fred Rogers Company to have a "Be My Neighbor" event at the station. The station did a "Mr. Rogers' Sweater Drive" in November and a "Be My Neighbor Day" event. A local Dry Cleaners was secured as a partner. The Dry Cleaners collected sweaters at their 16 locations, brought them to the station for sorting, and cleaned sweaters before they were distributed to three area nonprofits. CET's Corporate Support representative Robert Ashe was the "face" of the sweater drive, appearing in the promotional spots and on location with Daniel Tiger at a local school and Cincinnati Children's Hospital Medical Center before the February event.

\*Think TV expanded the Kids in the Kitchen campaign to be included on the 24/7 channel with increased revenue. <http://www.thinktv.org/kids-family/healthy-kids/>

\*Think TV's development team and education department collaborated to create a summer reading initiative to combat the summer reading slide. We have secured funding for the Dayton Metro Library and will partner with its 21 branches for summer events, on-air messaging, and PBS Kids movie nights. In addition, we created a Summer Reading hub that connects kids and families with PBS Kids resources to encourage summer reading and the Great American Read. <http://www.thinktv.org/education/summer-reading/>

\*Worked with 3 non-profit movie houses in both the Cincinnati and Dayton Ohio markets to present monthly family movie events targeted for the most at risk. Here families could gather for free PBS Kids movies, absorb the educational content and have fun in a co-viewing environment.

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**Q6** Tell us any metrics or benchmarks that show the success of project. Please consider quantitative and qualitative data. (suggested word count 100-250)

The PMC, CET and Think TV Corporate Support Team has been able to leverage internal department collaboration, community engagement, develop numerous community partnerships, and elevate our brands. Our corporate support income was at an all time high in Fiscal Year 2017. The increase in corporate support income from Fiscal Year 2016 to Fiscal Year 2017 was an amazing 57%.

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**Q7** Tell us how the project leveraged national or local content (primetime, KIDS, pop-out, etc). (suggested word count 100-250)

The majority of our partnerships outlined in this nomination leveraged national content.

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**Q8** Do you have any supporting materials or items to upload? (optional) **No**

## 2018 Development Awards - Application Form

**Q32** This year, we've created an online form to streamline the application process. Please tell us what you thought.

**The online form was helpful**

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**Q33** The Development Awards are a key annual project of the Development Advisory Committee (DAC). Please let us know how else the DAC can serve you, your station or the system as a whole.

Thank you for all that you do!

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