



2011 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"Connecticut Public Broadcasting, Inc., adds value to people's lives through programs and services that inform, educate, entertain and inspire our audiences in Connecticut and beyond."



CPTV is a valuable part of Connecticut.

Connecticut Public Television is the state's only locally owned TV station, producing content for distribution to Connecticut's wide-ranging and diverse communities with a mix of educational, news, public affairs, children's, and entertainment programming and services.

In 2011, CPTV broadcast the following local programs:

- From Worst to First: Closing the Achievement Gap in Connecticut Schools
- Education vs. Incarceration: The Real Cost of Failing Our Kids
- Women's Health: A Town Hall Meeting
- Empowering Connecticut
- Retirement Realities: A Town Hall Meeting

CPTV's local services had deep impact across Connecticut.

In 2011, CPTV's local programs raised issues, convened experts, gave voice to the state's residents, and provided actionable information that will ultimately improve the quality of life in our state.

Reaching an audience of over 750,000 each week, CPTV is an integral part of the state of Connecticut. Local programs, especially Town Hall Meetings, initiate discussion and debate on a wide range of issues facing the state and its residents.



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In 2011, Connecticut Public Television continued its commitment to the residents of the state to provide local coverage of relevant and timely issues. Through the production of Town Hall Meetings, CPTV established partnerships with a wide range of organizations, convened experts to define critical issues and move toward solutions, gave voice to those most deeply affected by the issues being discussed, and engaged viewers by providing them with meaningful information about the challenges faced by their communities.

CPTV's Connecting Our Communities (COC) initiative is an important reason for the success of its local content. This innovative partnership model provides a powerful voice for Connecticut's diverse communities through the creation of multimedia program initiatives and outreach services that foster collaboration, inspire understanding, and effect change. For each COC project, CPTV convenes key local community institutions—some with expertise in specific content areas and others with funding capability. CPBN brings nearly 50 years of production and broadcasting expertise to the table, and guides the project toward fruition. As COC partners, we collectively agree to set aside individual agendas and work together for the common good.

CPTV 2011 Key Initiatives

The following highlights key initiatives that CPTV participated in during 2011. Each of these initiatives was made possible through successful collaborations between CPTV and its community partners:

- ***From Worst to First: Closing the Achievement Gap in Connecticut Schools***
This Town Hall Meeting provided a forum for debate and discussion around the recently-released recommendations made by the Connecticut Commission for Educational Achievement, intending to close the state's achievement gap. The recommendations have far-reaching implications for Connecticut's students, educators and administrators. Reaction to this program resulted in production of a 3-part documentary, broadcast in February, 2012.
- ***Education vs. Incarceration: The Real Cost of Failing Our Kids***
A documentary and Town Hall Meeting, *Education vs. Incarceration* was produced to draw attention to an alarming trend which threatens the Connecticut's future: spending on incarceration is greater than on education. Residents from across Connecticut filled CPTV's Chase Family studio to share personal stories about how the state's current policies have affected their lives. In partnership with the Connecticut Juvenile Justice Alliance, this initiative includes a webpage with resources as well as an outreach component comprised of a series of state-wide community forums to discuss this topic – expanding the audience and impact of this effort. Part Two of this documentary is planned for 2012.
- ***Women's Health: A Town Hall Meeting***
In partnership with the Connecticut Department of Public Health, CPTV aired this live town hall meeting to bring awareness to women ages 40-64 about the importance of health screenings and the availability of low or no-cost options in Connecticut for these screenings. This program is supported by an ongoing website, StayInTheGameCT.com and Public Service Announcements on CPTV.
- ***Empowering Connecticut***
Connecticut has some of the highest energy costs in the country and this 3-part series



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- ***Retirement Realities: A Town Hall Meeting***

In partnership with AARP Connecticut, this timely town hall meeting focused on the need for adults of all ages to understand the financial complexities of retirement. With a webpage that contains the full program for online viewing and resources for additional information, Retirement Realities' goal is to provide viewers with accurate information about the current retirement landscape, including state and federal policies, personal savings, pensions, and more.

CPTV Serves Diverse Communities

As a statewide provider of Public television programming, CPTV is keenly aware of the diversity that exists in Connecticut. Race, income, and rural vs. urban are just a few examples of differences present in our state's population and these difference which we celebrate also create challenges that must be addressed.

- *From Worst to First: Closing Connecticut's Achievement Gap* highlights the differences in academic performance between low income and non-low income students. The program discusses recommendations made by a bi-partisan commission to eliminate the achievement gap that exists in the state, currently the largest gap in the country.
- *Education vs. Incarceration: The Real Cost of Failing Our Kids* raises questions about the proper allocation of state resources, which currently spends more, per person, on incarceration of the state's youth than it does on education. Because incarceration rates are disproportionately higher for minorities, this issue is an economic and ethical challenge for our state.
- *Women's Health: A Town Hall Meeting* is one element of a Connecticut Department of Public Health public awareness campaign to encourage women ages 40-64, especially minorities, to get screened for breast and cervical cancer and heart disease. The campaign also reaches out to low-income women, informing them that there are state programs to help cover the expense of the screenings.

CPTV looks forward to 2012 and the opportunity to once again serve the residents of Connecticut through its local programs and initiatives. Through partnerships with local organizations, CPTV will continue to unite and strengthen communities, improving the quality of life for all.



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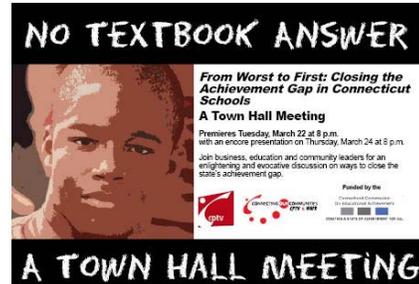
STORIES OF IMPACT

From Worst to First: Closing the Achievement Gap in Connecticut Schools

Air Date: March 22, 24, & 27, 2011

Local Partnerships: Connecticut Commission on Educational Achievement

This Town Hall Meeting examined the recommendations of a non-partisan commission formed to address Connecticut's achievement gap between low-income and non-low-income students.



Women's Health: A Live Town Hall Meeting

Air Date: June 21 & 27, September 4 & 8, October 17, 23, & 26, 2011

Local Partnerships: CT Department of Public Health, United Way 211, Comcast, Clear Channel Radio

This 90-minute live special encouraged women to take time to take care of their health, particularly through breast and cervical cancer and heart disease screenings. Personal stories and health experts reinforce the message that preventative screenings can save lives.



Empowering Connecticut

Air Date: June 23, 2011

Local Partnership: CT Light & Power

In a time of skyrocketing oil prices and dwindling resources, the issue of energy consumption is on the minds of citizens and policy makers all over the world. Empowering Connecticut is a 3-part series that showcases inexpensive ways to conserve energy including proper insulation, installation of "smart controls", and taking advantage of affordable programs in Connecticut.





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STORIES OF IMPACT

Media is Magic: Learning Through a Whole New Lens

Air Date: July 10, 17, 27, August 3

Local Partnership: SAND Elementary

CPTV's Media Lab collaborated with 7th grade students at America's Choice at SAND School in Hartford. The result was a remarkable innovative concept that uses journalism and technical media skills to improve student research, storytelling, and presentation skills. The students' hard work culminated in the CPTV Kids series, *Media Is Magic: Learning Through a Whole New Lens*. The series showcase both the students' finished projects and the process of creating content-based curriculum.



Retirement Realities: A Town Hall Meeting

Air Date: December 15, 2011

Local Partnership: AARP Connecticut

This one-hour CPTV Original features a panel of experts explaining the issues impacting the retirement landscape and how to be better prepared, financially, for retirement. The program also helps Connecticut's young professionals establish a new mindset about securing their financial future.





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Education vs. Incarceration: The Real Cost of Failing Our Kids

Air Date: May 3 and 17, 2011

Impact:

From 1987 to 2006, Connecticut more than tripled its General Fund spending on corrections. Over the same 20-year period, the state's General Fund spending on higher education increased far less dramatically.

Education vs. Incarceration: The Real Cost of Failing Our Kids examines this alarming trend which threatens the state's future. *Education vs. Incarceration* encompasses not only a one-hour documentary, but also a town meeting and a community outreach project. The documentary examines how education, family support, and prevention programs will ensure an educated, productive citizenry as Connecticut seeks to compete in the global marketplace. And, observe the positive difference a responsible society can make in the lives of its most vulnerable citizens, as we hear from those children who have turned their lives around.

Reach in the Community:

The Town Hall meeting attracted organizations and individuals from across the state and filled the studio audience. State agencies, the justice department, educational institutions, youth groups, and community organizations were all represented in this compelling discussion. Those watching the program from their homes had the opportunity to call in or e-mail during the live broadcast with questions and comments.

Partnerships:

CT Juvenile Justice Alliance, CT State University System, Vince & Linda McMahon Family Foundation, Travelers

Impact and Community Feedback:

From October, 2011 through December, 2011, four public forums were held at locations around the state to watch the program and engage in discussion and problem solving afterward. Several additional forums are scheduled in early 2012. Attendees of the forums include BOE representatives, clergy, politicians, teachers, students, non-profit organizations and more. Community response to this issue was strong and CPTV is actively preparing for a Part Two to continue the discussion and keep the spotlight on this critical topic.



“It is our hope that this important and insightful look at Connecticut’s educational challenges and fiscal priorities will inspire meaningful change.”

Linda McMahon of the Vince and Linda McMahon Family Foundation



“Some of our students started out in the 50-percentile range in testing, and those students who participated [in the Media is Magic program] at CPTV went on to master skills at an 80- or 90-percent level.”

– Ms. Latesha Jones, Acting Principal at America’s Choice at SAND School

During 2011, CPTV Partnered with the Following Organizations:

- AARP Connecticut
- Clear Channel
- Comcast
- Connecticut Light & Power
- CT Commission on Educational Achievement
- CT Department of Public Health
- CT Juvenile Justice Alliance
- CT State University System
- SAND Elementary
- Travelers
- United Way 2-1-1
- Vince & Linda McMahon Family Foundation



A member of the studio audience comments during *Education vs. Incarceration: A Town Hall Meeting*.

As the state’s only public television station, CPTV is uniquely positioned to engage the local community and respond quickly to issues and challenges that require attention.
