



EDUCATING. **INFORMING.** INSPIRING.



## 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**





KET is dedicated to providing for the youngest Kentuckians and those that care for them with quality programming, resources and services.

And, in classrooms and community organizations across the state, KET's early childhood experts shared resources and built relationships to serve the kids and families of Kentucky:

- **PNC Grow Up Great + PBS KIDS:** Recruited teachers to co-design and pilot Healthy Me resources with KET and PBS KIDS. Ten teachers were selected from across the state to implement the resources in their classrooms in June and July.
- **Family Math:** KET was awarded Tier 1 Family Math Station Engagement Grant from PBS SoCal. This research-based multilingual program focuses on building math positivity and confidence for families with children ages 2-5. Kentucky parents and caregivers received Family Math Activity Books through back-to-school activities, at home visits and family events. At KET-hosted community events, many parents commented on how excited they were to use activities that improve math learning at home.

- KET partnered with Pulaski County Parents As Teachers to pilot the "Let's Build" Learn Together Bundle. The resources included in this Bundle focus on computational thinking with the learning goals of problem solving and the design process.
- **Let's Learn Kentucky (LLKY):** KET granted 305 LLKY professional development certificates. Let's Learn Kentucky resources were promoted at eight conferences, at KET's annual Super Saturday and Daniel Tiger Be My Neighbor Day events and via KET's Early Childhood e-newsletters.

**HIGHLIGHTS (FY23)**

Early Childhood students served: **161,834**  
**7,772** early childhood educators were trained and **937** certificates awarded.

Kentucky's children experience trusted PBS KIDS programs like *Daniel Tiger's Neighborhood*, *Sesame Street* and *Super Why!*. 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 and on mobile.

KET resources are used in Kentucky classrooms every day. Through the thousands of free online resources KET provides at [KET.org/Education](https://www.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 LearningMedia collections for FY23:



**EMPOWERING EDUCATORS**

More than 14,000 K-12 educators and students in Kentucky were trained through **238 workshops, online courses and events.**

K-12 professional development course certificates awarded: **11,390**

KET's Summer Professional Development Day 2023 was hosted as a virtual event including 5 sessions and **more than 400 attendees.**

# IMPACT AND REACH

KET's *News Quiz* was one of the top-10 resources on PBS LearningMedia nationally, with an **annual average of 175,000 viewers** watching each week from 114 Kentucky school districts, **all 50 states** and 4 countries.

The annual **Young Writers Contest** received more than **2,450 entries in 2023** — a **99% increase over 2022**. 182 Winners and Finalists were selected and celebrated.

In K-12 education, KET has produced **over 3,500 digital classroom resources** – including 88 in FY23.

The **Media Lab** conducted **110 workshops** and served more than 1,857 students and teachers from 50 different districts over FY23.

**3,210 students** used the KET Virtual Physics Labs.



## KENTUCKY ONLINE LEARNING EXPERIENCE COLLABORATIVE (KYOLXC)

Twenty-eight Kentucky school districts joined the collaborative for the 2022-2023 school year. The districts divided into two workgroups based on where they are in their online learning experience journey. Eighteen participating districts/programs received mini grants from KYOLXC to help cover the cost of professional learning, specific to online/virtual program development.

Participants worked together to determine common problems of practice, brainstorm solutions, share data and build skills to provide high-quality online learning experiences for students.

# THE WORLD IS FULL OF POSSIBILITIES, AND SO ARE KENTUCKY'S KIDS

“**Ready Jet Go! Camp** (Pulaski County) My child has come home talking about different missions and the items they built... [they had] learned so much including the names of the planets by singing and dancing to a planet song.”  
- Parent of elementary school student

“**Learn & Grow (L&G) Family Community Learning (FCL) implementation** (Pendleton County) The L&G FCLs are just fantastic! Each one we have done has been completely different. Families are so engaged in activities and breakout groups. It's simple, but it works!”  
- Early Childhood Community Engagement Specialist

"I love how [FCLs] bring people together and how [families] are learning why it's important and how to interact with their children." - Early childhood educator

“**Young Writers Contest** (Statewide) This contest has brought so much passion for poetry to our school and has given hope to students who are facing unimaginable hardships." - Educator (Jefferson County)

"What an amazing gift, to see my son light up and be moved to tears upon hearing that he won! Thank you so much for providing this opportunity to Kentucky students."  
- Parent



KET is Kentucky's largest classroom. Learn more about our educational resources and services at [KET.org/Education](https://www.ket.org/education), on Twitter @EducationKET and on Facebook @EducationKET.



KET's award-winning Adult Education programs enhance the work of educators and adult learners across the country.

## 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

Online academic prep for seven high-demand career fields including manufacturing, healthcare, transportation/logistics, IT, construction, hospitality/tourism, marketing/sales and soft skills.

Annual highlights include:

- Colloaborating closely with GED Testing Service® to build API Integration and streamline processes for FastForward students and their advisors in their GEDWorks™ program.
- Adding transcripts and other features to all FastForward video curriculum improved accessibility.
- Supported Kentucky Department of Library & Archives with materials for statewide Job Fair Week in 38 locations.
- Hosted nearly 50 KY corrections teachers for a professional learning course on collaborative instructional strategies.

### IMPACT AND REACH (FY23)

FastForward learners: **13,627**  
 Workplace Essential Skills learners: **912**  
 Total Users: **14,539**

**Over 770** adult educators trained through workshops and online PD courses.

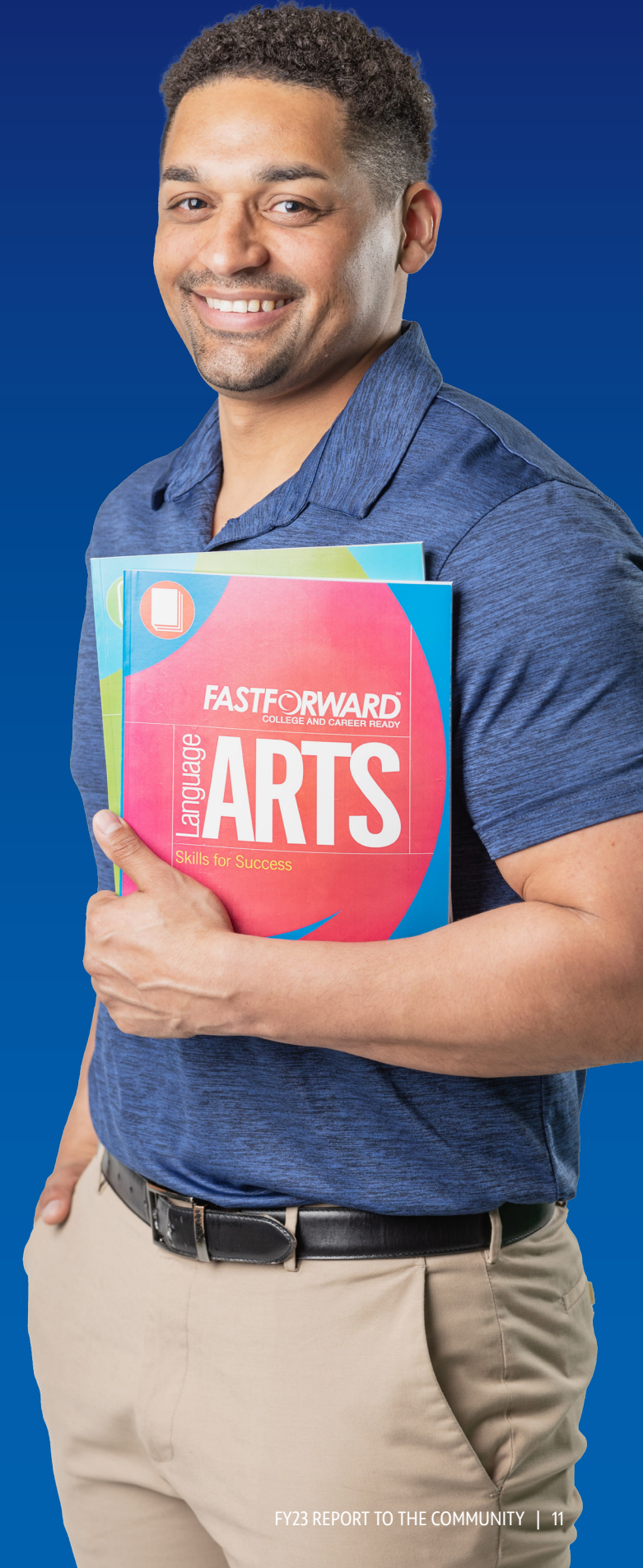


**Holly Heintz**, an instructor with the former Tomlinson Learning Center in west central Florida shared the successes of Kenny Reddick and Aleksandra Perisic.

Both recently passed rigorous testing to earn a GED® credential. KET's online, on-demand FastForward course was part of their preparation.

“Kenny overcame numerous obstacles on his way to earning a GED credential. Very pertinent to his success was his use of KET's FastForward program and the functionality it provides for him to change the background color on the screen. Kenny is legally blind and the ability to turn the screen blue made all the difference for him. We affectionately call the color ‘Kenny blue.’”

“Aleksandra persisted in her studies and found the math section of FastForward gave her the tools and practice she needed to achieve her diploma.”



# MAKING A DIFFERENCE



**KIM SWEAZY**

*Corporate Communications Analyst, Toyota*

"If you grew up in the Commonwealth, chances are you grew up with KET. And I love that programs like *Kentucky Life* show that there are still surprises right here in the Commonwealth, these little treasures that I didn't even know existed."



**DORIAN & ELAINE WALKER**

*Filmmaker, Former Mayor of Bowling Green, KY*

"It's a channel we can always turn to for quality programming and great storytelling. And we often find ourselves, later on, talking about the things we watched on KET."



**DR. ELI CAPIOUTO**

*President, University of Kentucky*

"KET branches out throughout all of Kentucky, and just like our nervous system has different sensory fibers, it listens to Kentucky and speaks to Kentucky with meaningful programming that reaches all age levels."



**KAITLYNNE BOLINGER**

*School Readiness Coordinator, Christian County Public Schools*

"It's something I hear all the time: Caregivers worry they don't have a teaching degree or say they don't feel capable of knowing what to do when they're at home alone with their child to build a solid learning foundation. KET does a great job of helping families feel capable and confident when working with their children and preparing them for school."



**JOHN DOMASCHKO**

*President, MC Squared Inc. | Treasurer and past Chair, Commonwealth Fund for KET, Inc. | PBS Foundation Board of Directors*

"KET strives to provoke thought, not anger. It covers topics, issues and stories that others can't or won't. In a world where there is so much skepticism about the reliability of what we hear in the media, KET is a near singular source of bringing light to the issues of our Commonwealth and our nation."



**J. McCAULEY "MAC" BROWN**

*Chairman, Republican Party of Kentucky*

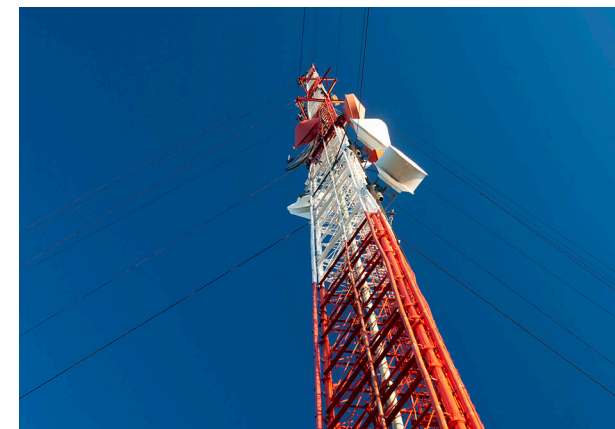
"[KET] really enables you to be there, seeing government in action. KET's coverage helps Kentuckians get to know their leaders, which is so important for us all because what happens in Frankfort affects all our lives, every day."



**COLMON ELRIDGE**

*Chairman, Kentucky Democratic Party*

"What distinguishes KET is there's an integrity to the work. KET really does care about getting it right. And KET's values don't shift based on the political climate. If you're a voter in Kentucky, you know you can come to KET and get a non-biased take on what's going on in Frankfort and across the Commonwealth."



NEXTGEN TV is the latest innovation in free, over-the-air broadcast TV. In FY23, it became available in many major U.S. cities including Louisville and Northern Kentucky/Cincinnati.

- September 2022: KET launched its first ATSC 3.0 station on WKMJ in Louisville. This marked the 15th public television station in the nation to transition to NEXTGEN TV.
- April 2023: KET launched public television's first video-on-demand app for NEXTGEN TV.
- June 2023: KET's second NEXTGEN TV station launched in Covington, in collaboration with WCET, the first NEXTGEN partnership between two public TV licensees.

# TELLING KENTUCKY'S STORIES

## PEOPLE, PLACES, STORIES

KET produced the third 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. Each episode featured several recipes which are available in a digital recipe collection online.

*The Alice and Wade Houston Story* chronicled the lives and careers of one of Louisville's most prominent couples. Beginning with their childhoods in Louisville and Alcoa, Tennessee, the program followed the Houstons as they moved from the segregated worlds of their youth to their multiple successes in the areas of business and sports.

Chip Polston, a lifelong Kentuckian and familiar face on KET, began his tenure as host of *Kentucky Life* with the premiere of season 28, and traveled the state to showcase stories of the Commonwealth's fascinating people and places.

*Inside the Kentucky Derby* took audiences on an insider tour of the "greatest two minutes in sports" – from the track's backside morning workouts all the way to Millionaire's Row – at the storied Churchill Downs.

## PUBLIC AFFAIRS

*Kentucky Edition*, a daily public affairs program covering the latest developments in a variety of sectors across the state, marked its first year on the air and revisited the Eastern Kentucky communities affected by devastating flooding.

Weekly series *Kentucky Tonight*, *Comment on Kentucky* and *Kentucky Health* kept Kentuckians informed about primary election candidates and races, legislative policies and proceedings, and public health issues with video and audio available on-air, online and via podcast.

KET broadcast over 450 hours of Kentucky General Assembly and state Supreme Court coverage. The statewide primary election included the gubernatorial candidate conversations and election night results and analysis.

KET produced *College Financial Aid 2023: Education Matters* which offered insight into the college financial aid application process.

*Child Abuse & Neglect: A KET Special Report* examined the difficult topics of child abuse and neglect in Kentucky. The program presents stories from those whose lives have been upended by mistreatment and examines the challenges and possible solutions to protecting Kentucky's children.



## KET FORUMS

*Understanding Autism*: A KET Forum explored the autism spectrum with doctors, therapists and those affected by the neuro-difference to help viewers understand how individuals with autism learn and interact with the world around them.

*Building Opportunities*: A KET Forum featured a town hall-style discussion about how Kentucky cities and counties are strengthening communities through economic development.

*Honoring Kentucky's Veterans*: A KET Forum discussed the service and sacrifice of Kentucky's veterans and their families.

*Youth Mental Health*: A KET Forum investigated suicide – the second leading cause of death for teens and young adults in Kentucky – and highlighted students, educators and mental health professionals examining the root causes of anxiety and depression and aiding young people in crisis.



## IN THE CLASSROOM

### News Quiz

The weekly series wrapped its 38th season with over 30,000 opinions from students worldwide, coming from all 50 states and 4 countries. More than 180,000 viewers watched per week, an 11% increase from FY22.

This year featured a live show, produced at the STLP State Championship in Lexington's Rupp Arena!

### Kentucky Studies

New resources with support materials brought Kentucky's ecological and cultural diversity into the classroom. Titles included "Elk in Kentucky," "World's Largest Sassafras Tree" and "Post-It Picasso."

### Kentucky Field Trips

KET took students on virtual tours in these high-quality, in-depth and educational videos including:

- Visiting Kentucky's first utility-scale solar farm
- Going behind-the-scenes to see the production process of *New Quiz* from beginning to end for the popular KET-produced resource.
- Exploring the famed geological feature located in the Ohio River best known for its fossilized remains of a Devonian-age coral reef located in its rocky ledges.
- Touring the first net-zero school in the country located in Bowling Green.

### Social and Emotional Learning: The Arts for Every Classroom

Funded in part by the Lucille Little Endowment for the Arts, new videos in the collection offered students the chance to explore the act and feel of moving their bodies to express emotions and using percussion and rhythm to communicate.



# 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 Opportunities: A KET Forum

Child Abuse and Neglect:  
A KET Special Report

College Financial Aid 2023:  
Education Matters

Fancy Farm 2022

Honoring Kentucky's Veterans:  
A KET Forum

Primary 2023, candidate interviews,  
live coverage and highlights

Understanding Autism: A KET Forum

Youth Mental Health: A KET Forum

## **GENERAL ASSEMBLY COVERAGE**

Regular Session live coverage

Congressional Update 2023

Governor's 2023 State of the  
Commonwealth and Budget Address  
live coverage and highlights

Legislative Update daily during sessions

Legislative interim meetings live coverage

Kentucky Chamber Day

## **ARTS & CULTURE SERIES + SPECIALS**

The Alice and Wade Houston Story

The Farmer & The Foodie

Great Conversations

Kentucky Life

Inside the Kentucky Derby

## **OTHER SERIES/SPECIALS**

Governor John Y. Brown Memorial:  
A Capitol Farewell

Severe Weather: Staying Safe 2023

Student Technology Leadership Program:  
State Championship 2023

## **INSTRUCTIONAL RESOURCES, COURSES AND ONLINE LEARNING**

Kentucky Field Trips

Kentucky Studies

Latin Grammar

MLK Jr. March on Frankfort

News Quiz

Social and Emotional Learning:  
The Arts for Every Classroom

Social Studies Shorts

SBDM 101

SBDM Bylaws and Policies

Summer PD Virtual Sessions

# EVENTS

Coming out of the shadow of COVID-19 closures, KET happily resumed offering in-person events 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

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 and livestreams. Available on iPhone, iPad and Android devices and Roku, Apple TV, Android TV, Amazon Fire TV, Chromecast, YouTube TV and DIRECTV STREAM.

## PBS KIDS app

for iPhone, iPad and Android

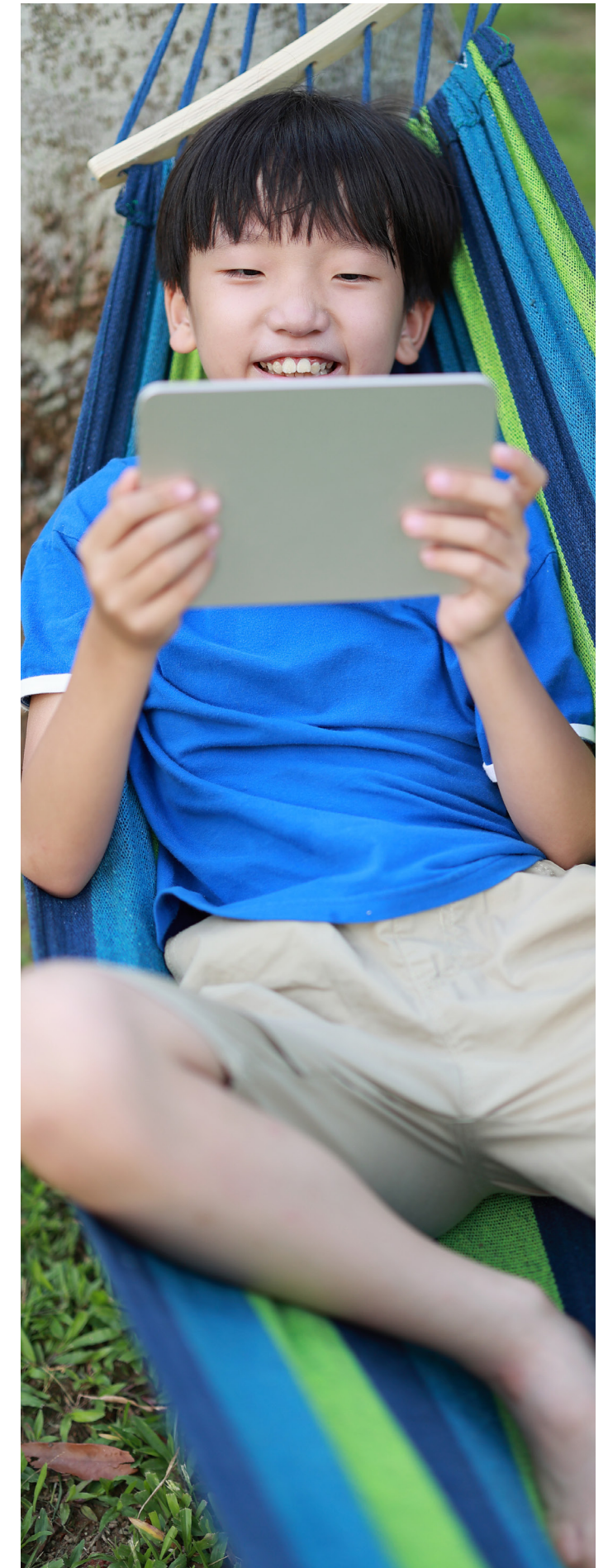
Overall FY23 general audience page views on KET.org were **5.16 million**.

## More than 3.9 million videos

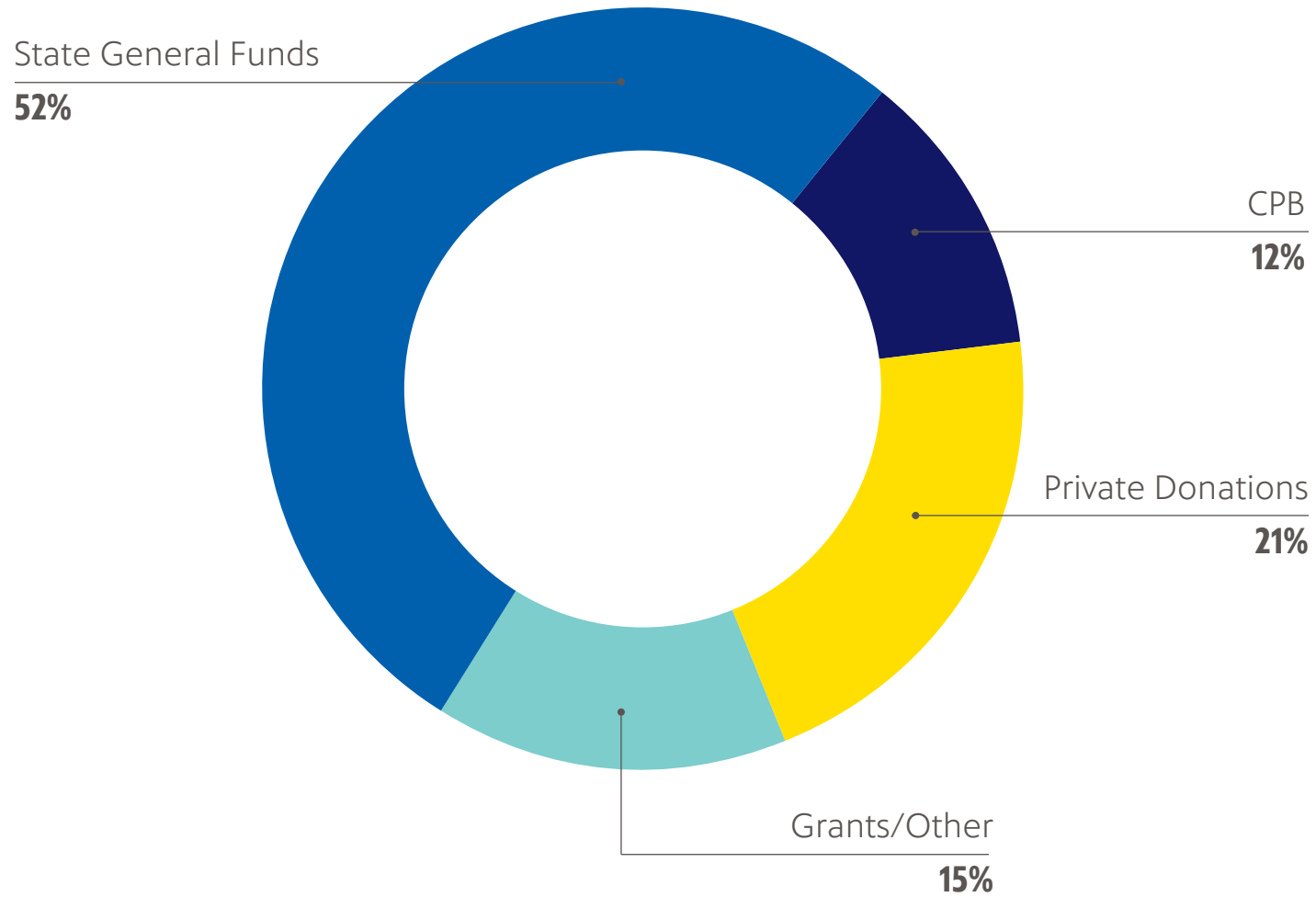
were viewed on KET.org and related video platforms.

## KET drove more than 2.3 million

views of PBS LearningMedia content in FY23: 1 million views of resources by Kentucky students and teachers and 1.2 million additional views of KET-produced resources nationally.



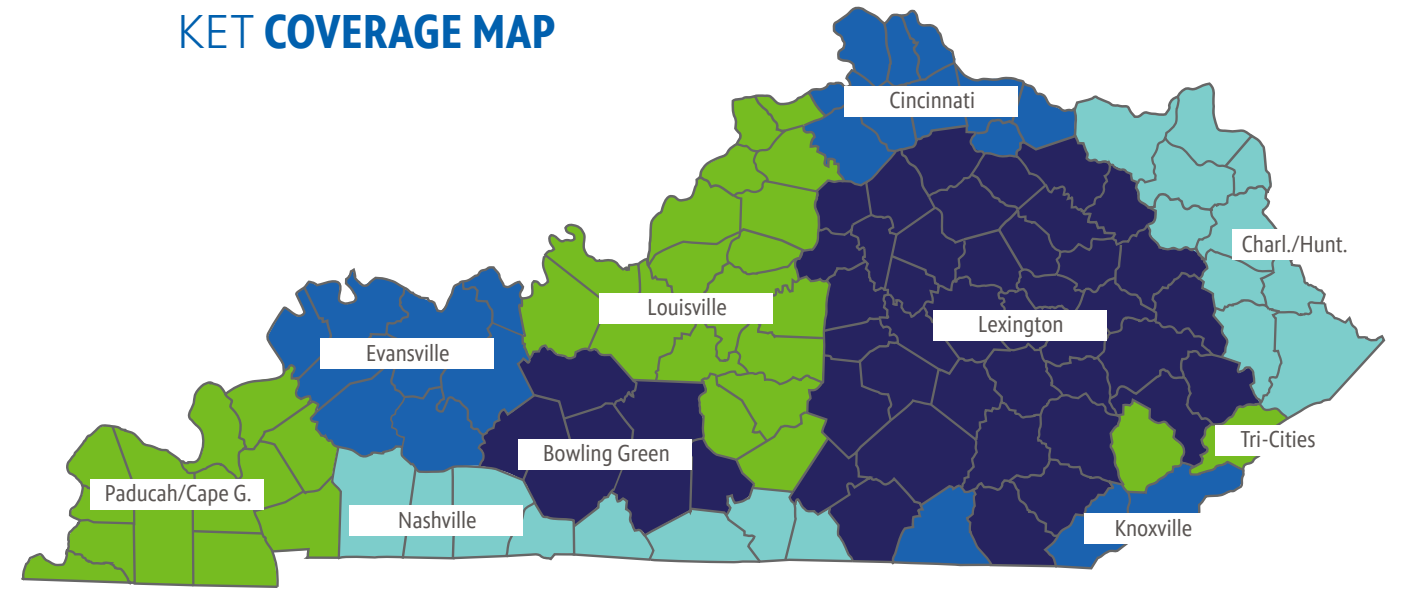
# FISCAL YEAR 2023 OPERATING REVENUE



State General Funds	\$16.8 M
CPB	\$3.9 M
Private Donations	\$7.0 M
Grants/Other	\$4.8 M
<b>TOTAL</b>	<b>\$32.5 M</b>

# KENTUCKY'S ONLY STATEWIDE MEDIA

## KET COVERAGE MAP



DMA RANK	TV MARKETS	KY HH	TOTAL HH
48	Louisville	539,140	707,810
63	Lexington	515,060	515,060
36	Cincinnati	186,330	940,410
79	Charleston/Huntington	104,970	426,870
107	Evansville	112,940	291,550
92	Paducah/Cape Girardeau	96,240	374,420
184	Bowling Green	91,260	91,260
27	Nashville	71,890	71,890
61	Knoxville	24,840	24,840
101	Tri-Cities, TN	12,170	12,170
	<b>TOTAL</b>	<b>1,754,840</b>	<b>3,456,280</b>

## 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

*Great Conversations: Congressman Jamie Raskin and Dr. Fiona Hill* (Silver)

## 2023 OHIO VALLEY REGIONAL EMMY AWARD NOMINATIONS & WINS

*The Farmer & The Foodie* “Dairy,” Magazine Program/Lifestyle

*Kentucky Life* “Wylie Caudill,” Arts/Entertainment

*Kentucky Life* “Charles Williams,” Arts/Entertainment

*Kentucky Edition* “Frankie’s Corner,” Diversity/Equity/Inclusion

*Kentucky Life* “Miners’ Songs,” Cultural/Historical/Nostalgia

*Great Conversations* “Congressman Jamie Raskin and Dr. Fiona Hill,” Interview/Discussion

## 2023 NETA FINALIST

*Kentucky Life* “All-Female Honor Flight,” Content: Military Chronicles

## COMMUNITY AWARDS

2023 Media Award from Mental Health America – Renee Shaw

June 15 Declared Renee Shaw Day (Lexington)

# KEY PARTNERSHIPS

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 Cable and Telecommunications Association  
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 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 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)  
Spalding University  
University of Kentucky  
University of Louisville  
University Press of Kentucky  
Western Kentucky University  
WKU Center for the Gifted Studies

# LEADERSHIP & GOVERNANCE (as of 6.30.23)

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: G. Dan Griffith, Owensboro
- Vice Chair: David Couch, Frankfort
- Secretary: Robert M. Beck, Jr., Lexington
- Executive Committee At Large: Karyn Hoover, Jamestown
- Executive Committee At Large: Leah Adkins, Catlettsburg
- Kevin W. Weaver, Lexington
- Crystal Staley, 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 through April 2023)
- Barbra Ledford, Baxter (Friends of KET representative after April 2023)
- Shae Hopkins, KET Executive Director (Treasurer)

## FRIENDS OF KET EXECUTIVE COMMITTEE

- President: Kelly Green, Frankfort
- President-elect: A. Dale Josey, Louisville
- Secretary: Elizabeth Griffith, Owensboro
- Vice President: Kathy Brauer, Henderson
- Vice President: Jean Dorton, Lexington
- Vice President: Peggy Patterson, Prospect
- Vice President: Ben Talley, Hopkinsville
- Past President: Rebecca Rose, Morgantown
- Nominating Chair: Carol Beirne, Fort Mitchell

## 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
- Mary Butler, Lexington (through May 2023)
- Donna Moore Campbell, Lexington
- Vickie Yates Brown Glisson, Louisville
- G. Dan Griffith, Owensboro
- Shae Hopkins, KET Executive Director
- Alice Houston, Louisville
- William J. Jones, Paducah
- Nana Lampton, Louisville (through May 2023)
- 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

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