



## 2022 Was an Incredible Year for Connecticut Public

We brought hundreds of stories to you in an up close and personal way through our talk shows, news coverage, investigative reports, long form stories, Election 22 debate series, midterm election reporting and more. We brought them to you on 49 platforms, anytime, anywhere, on whatever device you chose. When I got to Connecticut Public in 2019, one of our top priorities was to become a leader in the digital media space in Connecticut. I'm proud to say we have made enormous strides toward that goal every year.



For some, the goal of becoming a digitally savvy media company implies becoming big and impersonal as the focus becomes pumping out more and more content. For Connecticut Public, it means inviting all of Connecticut's citizens to the Reimagined Public Square for rich, intelligent conversations and discussions about the issues of the day, for laughter, to deeply move and challenge us to think beyond the boundaries we may not be aware we place around ourselves, our families and our communities. The Public Square is an open square,

an invitation to engage, participate, enjoy, share, like, follow and come as you are. Like the graphic on the cover of this report, the Reimagined Public Square is open to all, and directly benefits from your involvement.

The 2022 Report to the Community is our way of expressing thanks to you for watching, listening, streaming, following, liking, e-mailing, browsing and reading what we take great care to create for you every day. There is a breadth and depth here, and it is your encouragement that keeps us striving to bring local, regional and global stories of importance to Connecticut 24/7.

**Thank you for joining us in the Reimagined Public Square in 2022. We invite you to stay with us in the year to come.**

**Mark G. Contreras**

President and CEO  
Connecticut Public



*Connecticut Public brings you into the new Public Square... to your communities, to your neighbors, to big ideas, to the issues that shape the day, up close and personal with our programming, journalism and entertainment.*

## Connecticut Public was a Leader in Local Journalism, Building Newsroom Capacity and Expertise

**Truth in journalism is more important than ever.** The rise of the Internet, social media and financial pressures on commercial news organizations have brought about an alarming decline in local news.

At Connecticut Public, we take these declines seriously and instead of contributing to the problem, we have doubled down on our bias for facts. We know facts supported by data, research and the hard work of verifying information from multiple sources is an essential ingredient for a healthy, growing newsroom enabling us to produce thousands of local stories on-air and online every year.

In fact, since 2019, we have grown news resources by 57% and now have 55 hard-working journalists and content staff increasing the amount of Connecticut-based news you and your fellow citizens rely on each and every day. These changes represent many additional reporters, editors, hosts, visual journalists, producers, and support personnel.

**Facts matter.  
Accountability is essential.  
Truth is real.**

Led by Investigative Editor and Director of The Accountability Project (TAP), **Walter Smith Randolph**, TAP projects provide citizens with accurate information and facts, so they can make informed decisions as responsible stewards of their communities.



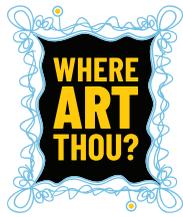
MORE THAN

**1,000,000**

**PEOPLE EACH WEEK**

trusted us to report the truth, including balanced and reliable coverage of politics, the economy, the environment, health, housing, education, business and arts and culture.

Volunteer Jinn Hoang is interviewed by Connecticut Public reporter **Catherine Shen** during the Mid-Autumn Festival at Saint Andrew Dung-Lac Parish in West Hartford



### Recognizing Your Contributions

A grant from CT Humanities made an enormous difference to Connecticut Public in 2022, allowing us to reinforce the idea that everyone's story matters. StoryCorps CT and Where Art Thou? brought intimate stories to life through interviews and statewide tours in search of fascinating people, artists, performers and one-of-a-kind places.

## cthumanities

“Connecticut Humanities was proud to partner with Connecticut Public in 2022 by awarding a CT Cultural Fund Operating Support Grant. We recognize Connecticut Public as a vital organization in its mission to amplify diverse voices and stories across Connecticut's cultural sector, and for its contributions to a stronger and more engaged community.”



**Jason Mancini**  
Executive Director  
Connecticut Humanities



Connecticut Public/Connecticut Mirror Federal Policy Reporter Lisa Hagen interviewed U.S. Senator Chris Murphy for **Cutline: 10 Years After Sandy Hook**. Dr. Khalilah Brown-Dean moderated one of the **Connecticut Public Election 2022** midterm debates brought to our state in collaboration with the League of Women Voters of Connecticut.



### Your Public Square

As New Englanders, many of us are familiar with town and city squares across our state. For generations, these have been sites to gather, greet friends and neighbors, have a conversation, play, enjoy and experience the sights, sounds and “vibe” of life in a particular place.

But what does the Public Square have to do with Connecticut Public? We are Connecticut's only state-wide, radio and television, community-supported public media service. We serve more than one million people each week through our television, radio and digital platforms. Connecticut Public is committed to fact-based journalism, programming and conversations focused on topics of local interest and engaging in partnerships within the communities we serve. We provide numerous opportunities for people to see, listen and learn from each another.

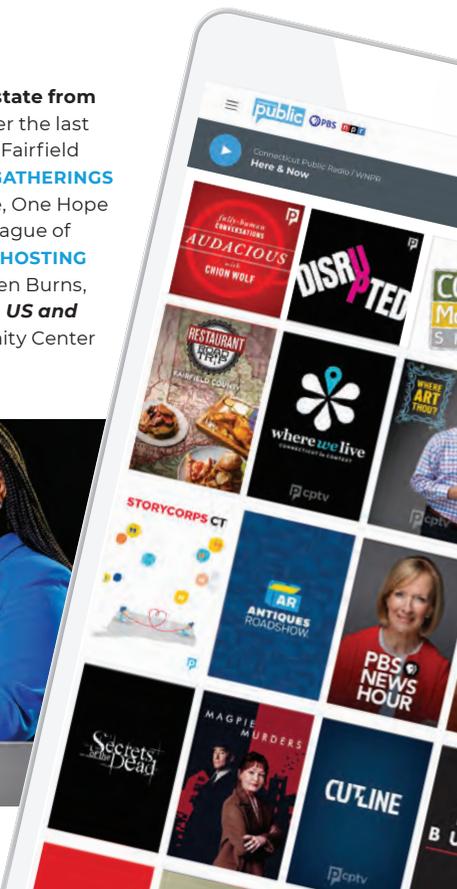


The Colin McEnroe Show is Public Radio's most eclectic, eccentric program. Tackling subjects like Neanderthals, tambourines, handshakes, the Iliad, snacks, ringtones, punk rock and Occam's razor, there's something daily to fascinate and entertain Connecticut audiences.

# WELCOME



The Reimagined Public Square crossed the state from north to south, east to west. For example, over the last year we engaged with viewers and listeners in Fairfield County in many ways including **CO-HOSTING GATHERINGS** with Westport Country Playhouse and Ellevate, One Hope Wines, Hayvn in Darien; **PRESENTING** at the League of Women Voters-Greenwich annual dinner; and **HOSTING COMMUNITY CONVERSATIONS** featuring the Ken Burns, Lynn Novick, Sarah Botstein documentary **The US and The Holocaust** at the Sterling House Community Center in Stratford and The Westport Library.



## Our Curious Families

2022 was a **ground-breaking year with a 20.6% increase in the number of households accessing 24/7 PBS Kids Over the Air (OTA)**, and growth in those accessing *PBSKids.org* on the web from 442,806 to 480,765. In our effort to raise awareness of our free programming, we partnered with libraries, youth-serving organizations and several United Way chapters to distribute 9,000 backpacks with PBS Kids/Curious Families educational resources.



As part of **CPTV Kids Day at Lyman Orchards**, Daniel Tiger visited with 1,200 children and families. We also partnered with United Way of Central CT's sign-up event for the Dolly Parton Imagination Library to distribute PBS Kids school supplies and books.



Nearly **9,000 subscribers** enjoy *Learning Snacks*, a weekly Curious Families newsletter curating entertaining lessons and educational resources to connect learning outcomes to 24/7 PBS Kids programming on TV, online and on the Curious Families website.

## to Your Reimagined Public Square.



### By the Numbers

Our goal is to be there for our audiences anytime, anywhere and in the format that best meets their needs. In addition to consistent viewing and listening on TV and radio, our audiences are responding to our expanded digital presence with significant increases in streaming, social media and newsletter engagement.

**121%**

Increase in audio on demand

**25%**

Increase in video on demand

**72,973**

Newsletter subscribers

**394,137**

Weekly Listeners

**17.1k**  
Followers

**7.1k**  
Followers  
Up 22% YOY

**8.5k**  
Subscribers  
Up 36% YOY

**31.5k**  
Followers



Source: Connecticut Public November 2022 Tonnage Report



### Looking Forward

Never content to rest on our successes, Connecticut Public is expanding our reporting and programming to be more diverse and inclusive, and to encourage community engagement and dialogue to strengthen community connections.

**Bilingual Reporting and Programming** Connecticut Public recognizes Hispanic and Latino residents in Connecticut have risen by 30.1% since the last census in 2010. We're responding by continuing to expand reporting to serve Latino communities, invest in platforms aligned with Latino media consumption habits and explore ways to advance bilingual programming across all channels and collaborations.

**The Civility Initiative** Connecticut Public is launching *The Civility Initiative* which includes a multi-pronged approach to promote civility through journalism and storytelling and to present special programs such as debates, dialogues and community conversations. We're committed and uniquely positioned to provide opportunities for the residents of Connecticut to learn with and from each other.

**Thank you for your generous support of the Reimagined Public Square.** Connecticut Public looks forward to meeting you there in 2023.

**WATCH.  
LISTEN.  
READ.  
SHARE.  
THINK.  
VOTE.**



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