We Reimagined the Public Square.
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 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.

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.

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.

In fact, since 2019, we have grown news resources by 87% 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.

1,000,000

PEOPLE EACH WEEK

more than

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
Our Curious Families
2022 was a ground-breaking year with a 20.0% increase in the number of households accessing CPTV PBS KIDS Over the Air (OTA), and a 121% increase in the number of households accessing 24/7 PBS Kids Over the Air (OTA). In our effort to raise awareness for free programming we partnered with libraries, youth-serving organizations and several other key chapters to distribute 8,000 backpacks with PBS Kids/Kids’ Voting Family packs and related resources. As part of CPTV Kids at Day at lymanclubblue.com, “Tigers” walked with 1,200 children and families. We also partnered with A Gift of Time giving CT’s sign-up event for the Dolly Parton Imagination Library’s Free Non-Profit Kids school supplies and books. Overall, CPTV Kids Day at lymanclubblue.com and 4,800 Connecticuts families accessed PBS Kids educational resources.

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

At 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.

Connecticut Public is proud to partner with Connecticut Humanities to foster a more engaged community.

Recognizing Your Contributions

A grant from the Connecticut Humanities made an enormous difference in Connecticut Public in 2022.

By awarding a CT Cultural Fund Operating Support Grant. We were proud to partner with Connecticut Humanities to bring intimate stories to life through interviews and statewide tours in search of fascinating people, artists, performers and one-of-a-kind places.

Your Curious Families

In 2022 was a ground-breaking year with a 20.6% increase in the number of households accessing PBS Kids Over the Air DTV, and an increase in those accessing PBSKids.org increasing from 442,806 to 480,765. In our effort to create awareness for the programming we partnered with libraries, youth-serving organizations and several other key chapters to distribute 8,000 backpacks with PBS Kids/KidsFirst Family and Early Learning.

As part of DTV Kids Day at Lynn Elementary School/John Tiger Elementary School, 1,200 children and families were also partnered with a Frida Kahlo Day at Gen CTV's sign-up event for the body positive art-education initiative "where Art Thou?" 

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 bolster Connecticut 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 Hispanic and Latino communities, invest in platforms aligned with Latino media consumption and make ways to advance bilingual programming across all channels and collaborations.

The Civility Initiative

Connecticut Public launching The Civility Initiative, a multifaceted approach to promote civility through journalism and storytelling and to present special programs such as debates, dialogues and community conversations. We’re committed and actively positioned to provide opportunities for the residents of Connecticut to learn with and from one another.

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CONNECTICUT PUBLIC

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