

PBS12 2024 IMPACT REPORT



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LETTER FROM ^{the} PRESIDENT



My name is Bobby Springer. I am the incoming President and General Manager of PBS12. I have been working in television for the past 30 years. Nearly 20 of those were at 9NEWS here in Denver, with the past six years at the CBS affiliate, KHOU11, in Houston, Texas. Returning to Denver to lead the incredible team at PBS12 and to serve a community I care about deeply is an incredible honor.

For more than four decades, PBS12 has served as a trusted source of information, inspiration, and connection for Coloradans; delivering insightful public affairs coverage, sharing entertaining musical performances, and highlighting the stories of our amazing communities and fellow Coloradoans. Most importantly, PBS12 is an independent voice for Colorado, removed from any corporate or political influence. This is a rare and precious gift, and it is made possible because of your support.

Looking forward to 2025, the PBS12 team and I look to build upon that commitment, embracing new storytelling formats to bring you more – more Colorado stories, coverage of more topics that impact our lives, and more understanding and deeper connections to the community. Together, I'm confident we'll take PBS12 to new heights and ensure it remains a place of meaningful connection, learning, and engagement for generations to come.

THANK YOU for your continued support and dedication to PBS12. I look forward to meeting you and hearing your ideas about how we can serve our community even better

Bobby

WHO WE ARE

MISSION

PBS12 creates, curates, and distributes quality content that connects Coloradans with their world.

VISION

PBS12 content is educational, informative, entertaining, inspirational, and original.

VALUES

The people of PBS12 are driven by the values of: Respect, Curiosity, Integrity, Inclusivity, Empathy, Trust, Independence, and Joy

PBS12 CULTURE

Working together, the people of PBS12 are striving to create a culture of: Innovation, Transparency, Quality, and Accessibility.

OUR COMMITMENT

The PBS12 team will be good stewards of the brand and its resources to ensure PBS12 will serve Coloradans for generations to come.

COMMUNITY IMPACT

IN PERSON

14

community
events in 2024

27

community
partners

1,013

total event
attendance

8,700

members

DIGITAL

408,000

total google
impressions

3.98M

total social
media
impressions

945

accounts
reached on
FB and IG

9M+

total hours
watched
over the air

708

new
youtube
subscribers

4,347

total youtube
hours
watched



REAL LIFE IMPACT

Decode Colorado: Social Determinants of Health

"I was surprised to see the lack of resources in rural communities... it was truly shocking. It makes me think about how fortunate we are to live in a city with ample resources for healthcare of all kinds!" - Marie, Denver resident



Colorado Inside Out: Election Security Special

"I've heard so much in the news lately about mail in ballots and how much fraud potential exists with it. But as a Colorado resident, I get my ballot mailed to me regardless. The information break down in the special episode was helpful in clearing up what happens after I drop my ballot in a box and that it's actually incredibly secure." - Chris, first time voter



Humanize: Stories of Immigrants

"PBS12 showed me that my story matters. Being at an event with this many immigrants from all over was amazing - seeing people who look like me on screen... so powerful. I am very grateful." - Omar, Sudanese refugee



FUNDRAISING

REVENUE

Auto Donations	\$19,944
Membership	\$1,298,892
Major Donors	\$172,482
Bequests	\$314,330
Corporate Giving	\$71,840
Underwriting	\$56,041
Concerts	\$1,646,610
Grant Income	\$57,802

This year, PBS12 demonstrated the power of a diverse fundraising strategy, achieving remarkable success across multiple revenue streams.

In 2024, we received **38,995 individual gifts** from **8,699 unique donors** at an average gift amount of **\$37.86**. Our **Colorado Gives Day** results exceeded our goal, raising **over \$70,000** to support PBS12 original programming efforts.

The standout achievement of the year was our **Red Rocks Summer Concert Series**, which generated a record-breaking **\$1,646,610**, underscoring the importance of engaging cultural programming.

Meanwhile, our inaugural **Confluence** event added **\$12,972** in net revenue, showcasing the potential of signature events to contribute meaningfully to our goals.

Collectively, these achievements reflect a year of innovation, dedication, and community-centered focus.

THE CONFLUENCE

"Minds are rarely changed by well formulated arguments, but minds are changed everyday by well told stories."
- Ken Burns

In September 2024, PBS12 hosted its inaugural Confluence event, presented by Mile High United Way and emceed by *Sounds on 29th* host Stephen Brackett. The event convene people in the business, nonprofit, and government sectors to discuss some of the topics that are top of mind for Coloradans - access to mental health resources, affordability, and access to the caring economy for both seniors and children - with the hope that the gathering would catalyze change. Through storytelling, we can better understand and unify communities around our shared challenges and ideas for impactful solutions.

In addition to sharing stories of three individuals impacted by the challenges of access to mental health, affordability, and access to the caring economy through the lens of PBS12's original series *Humanize*, we honored community leaders Caring for Denver Foundation, Andrea Loudd, and AARP Colorado in each of those respective areas for their work to better communities across the state.

123

total
attendees

8

new-to-PBS12
sponsors

56

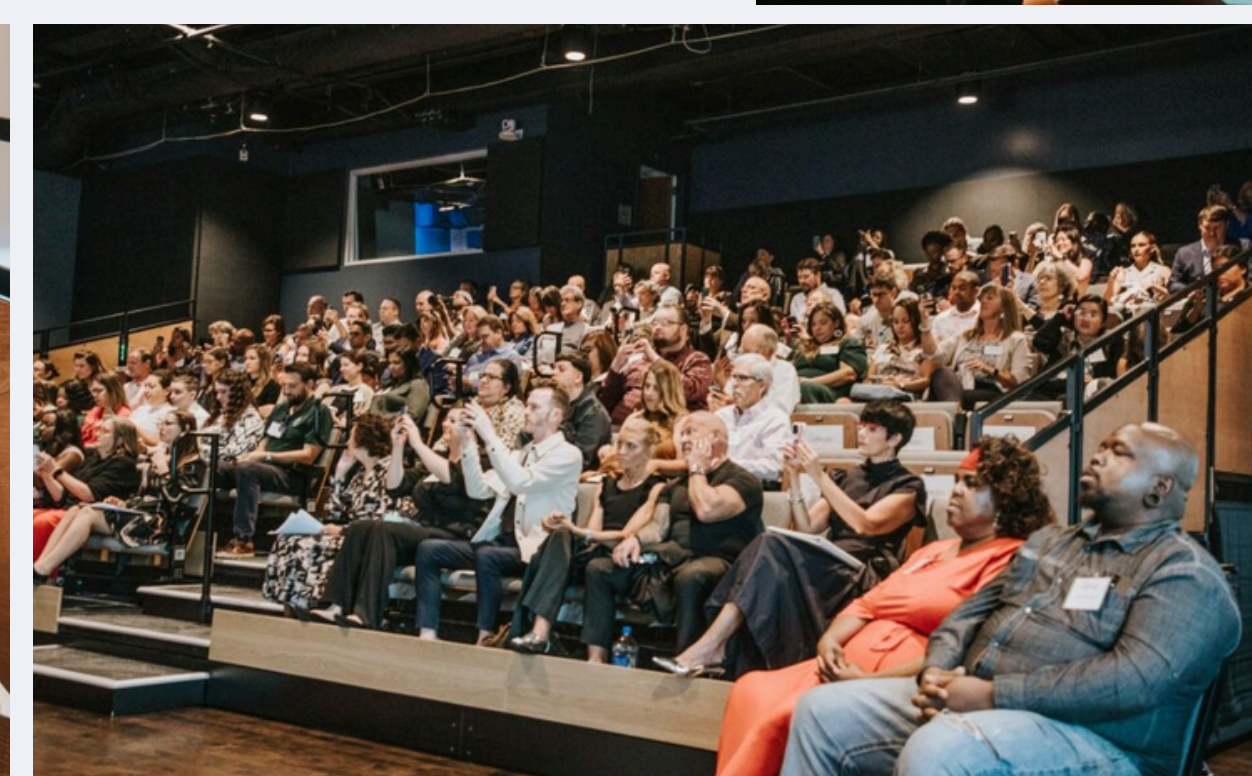
businesses
represented by
guests

3

award
winners

\$12,972

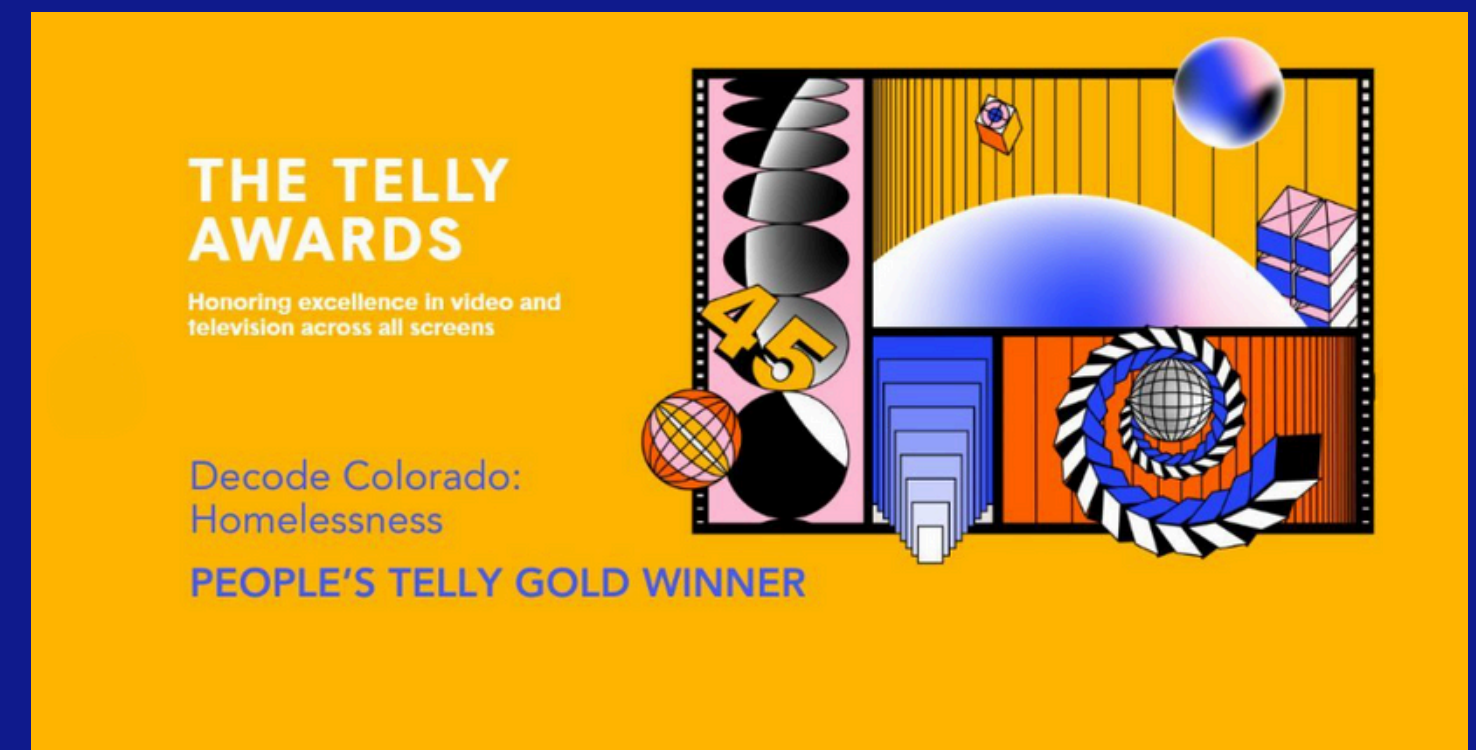
net
revenue



PBS12 ORIGINALS

In 2024, PBS12 created or partnered on 12 original programs

- Big Little Moment
- Business Minute
- Colorado Inside Out
- Colorado Inside Out Special: Election Security
- Colorado Inside Out Special: Social Security
- Colorado Soundstage
- Decode Colorado: Social Determinants of Health
- Humanize Stories of Immigrants
- Humanize Newcomers
- I Am More Than
- Project Kaboom
- Sounds on 29th



THANK YOU

We are incredibly grateful for the support our members,
donors, and community showed to us this year

WITH GRATITUDE

Foundation Partners

ADP Foundation

Benevolent Incentives Foundation

Bonfils-Stanton Foundation

Clinton Family Fund

Charities Aid Foundation of America

Community Shares of Colorado

Colorado Gives Foundation

Colorado Health Foundation

Fidelity Charitable Gift

Francoli-Shippy Education Fund

Give Lively Foundation, Inc

Glover Family Foundation

Hewlett Packard Enterprise Foundation

Lerner and Reilley Charitable Fund

McKesson Foundation

Merganser Fund

Stone Family Foundation

Xcel Energy Foundation

WETA

WITH GRATITUDE

Corporate Support Partners

AARP

Adobe Inc.

ADP

Alaska Airlines

American Family Insurance

Ameriprise

Ball Corporation

Bank of America

Benevity

Better Together Productions

Boeing Gift Matching Program

Booz Allen

Brightspeed

Caruthers Family Foundation

Colorado Access

Colorado Housing and Finance Authority

Community Shares of Colorado

CSU Spur

DaVita

Delta Dental

Emerson Energy

Fidelity Brokerage Services LLC

Girl Scouts of Colorado

Google

Hearst

Illinois Tool Works

IN Bank

IMA Financial

Kaiser Permanente

Keysight Technologies

Lumen

Mastercard

Mile High United Way

Moss Adams

Morgan Stanley Financial

NIKE

Ovintiv Canada ULC

Pinnacol Assurance

Raytheon Technologies

WITH GRATITUDE

Corporate Support Continued

Thrivent Choice

United Health Group

University of Colorado - Boulder

Schwab Charitable Fund

Workday

Legacy Gifts

Marjorie Jean Allen Estate

Ruth Eva Dewton

Robert Godfrey Estate

Wilma Godfrey Estate

Tamara Krenz Living Trust

Marilyn Shaw Estate

Consider leaving a lasting impact by including PBS12 in your legacy giving or bequest plans. Your support ensures future generations continue to enjoy independent, thought-provoking programming that informs, educates, and inspires.