



2011 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

**Iconoclasts.
Dreamers.
Adventurers.**

Welcome Here.

Every day, Colorado Public Television (CPT12, channel 12), sets ourselves apart by creating and curating an unparalleled schedule of local, independent, trusted “community voice” programming on three digital channels.



For an independent public television station with humble beginnings and big goals, 2011 has been a welcome year. Three years in a row, we’ve won an Emmy award for “Best Interview/ Discussion” program and Colorado Broadcasters Association honors for “Best documentary” and “Best Public Affairs Program.”

Add to that a significant strategic shift into community-focused engagement work, on-air, online and in person, connecting people to helpful resources and developing partnerships that create lasting value. We are better for it and our Colorado-wide community is better for it.

In 2011, Colorado Public Television provided these key local services:

- Every week we produce five hours of local public affairs programming, covering the issues that are important to Coloradans.
- Even in an off election year, CPT12 provided in-depth election and issues coverage of the Denver Mayoral race.
- Together with key community partners, CPT12 shined a light on Colorado’s high school dropout crisis, developing public service announcements to inform and connect people to resources for help.

Colorado Public Television’s local services had deep impact across the state.

From the thousands of families who sought dropout information and resources to the voters, students, parents, children and citizens who widened their view, CPT12 is making a difference.

We believe in:

- Literacy
- A well-informed citizenry
- Entertaining and informative programming
- Challenging assumptions and exploring new ideas.

“I can’t thank you enough, Tamara, for brightening an otherwise rather dismal winter’s evening with your always gorgeous smile and your outstanding program on Colorado’s space programs! The panel, especially Bruce McAndless, was outstanding, and your childish delight at their achievements mirrored my own...”

- Mark Brennan, to Studio 12 host, Tamara Banks



2011 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

As Colorado Public Television begins another year serving our community, I want to share with you a few of our key accomplishments during 2011, all of which were made possible through the generous support of CPT12 members like you. They include:

- Being an Emmy Award winner for the third year in a row, for Colorado Inside Out (CIO)
- Winning two Colorado Broadcasters Association (CBA) honors for best mini-documentary and best public affairs program.
- Launching our new branding campaign, "Welcome Here" and fully harnessing the power of social media to share and interact with our viewers.
- Developing a dropout awareness initiative, "American Graduate," to help kids and families get back on track to graduate from high school, as part of a strategic focus on community engagement.
- Celebrating another great live concert season at Red Rocks with more than 24,000 tickets sold.
- Expanding carriage on Comcast cable in new regions throughout the State (Roaring Fork Valley, Grand County and Pueblo).

During the past year we have made important strategic and staffing changes internally, to become more agile, collaborative and connected to our community. While we've stayed committed to our public affairs programming that resulted in my naming as the *Denver Post's* 2010 Television Person of the Year, we've embraced our musical and alternative roots with the debut of *Sounds on 29th* and more special episodes of *Studio 12*, *Out of Order* and *Colorado Inside Out's* "Time Machine."

We've adopted new fundraising methods like 2011's revenue share partnerships with Whole Foods, Buffalo Wild Wings and The Melting Pot during which a percent of all sales came to CPT12 in exchange for valuable visibility on our air, online and in email inboxes. And we're expanding web and on-air content partnerships that offer the kind of quality and trustworthiness that so closely align with the CPT12 brand.

2012 is shaping up to be an exciting year on several fronts. It will be our namesake year, and to celebrate it we intend throughout 2012 to offer Coloradans a full array of public affairs, local cultural events, children's and international programming. Because 2012 will be a pivotal political year, CPT12 will be providing even more of its usual election coverage through its highly lauded "Colorado Decides" series and other efforts to inform and educate Colorado citizens about the major civic issues in the State.

Every story you experience on Colorado Public Television begins with you.

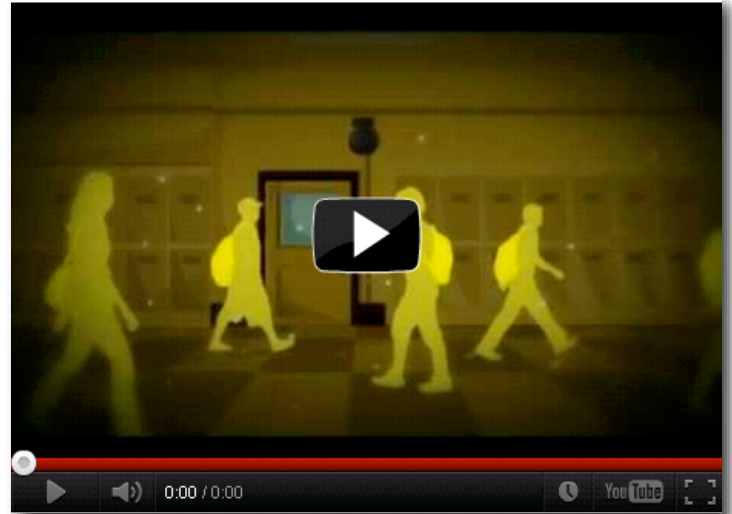
Thank you for your generosity.
Wick Rowland
President and CEO

"Thank you for your World-View programming...I am so thankful I can receive information on the catastrophe in Japan and appreciate the un-edited, non-biased coverage."
-Mike Steele

Dropout Crisis Initiative

CPT12 took on Colorado's startling dropout rate in 2011, examining the crisis from the perspective of lesbian, gay, bisexual, transgender and questioning (LGBTQ) youth. This community faces even greater hurdles to graduation than the general population with bullying and endangerment topping the list of reasons for leaving school.

Together with community partners, CPT12 has begun to raise awareness of the issues and is helping families get the help they need to get back to school.



Local Programming

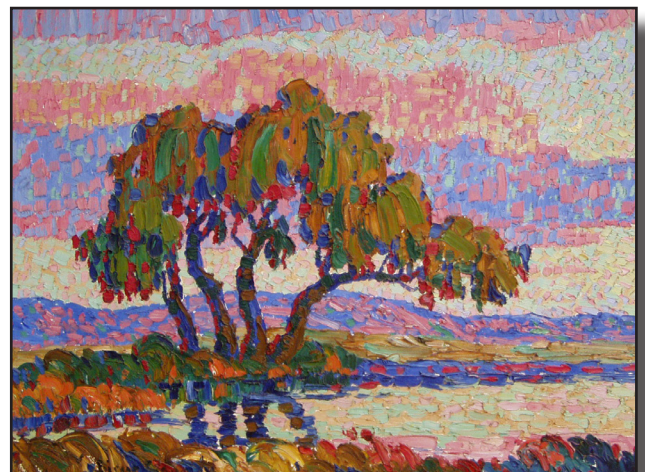
Each week, CPT12 produces five hours of programming that looks at the issues, ideas and ingenuity important to Colorado. Studio 12, hosted by Tamara Banks and Steffan Tubbs, (pictured) is the only live call-in TV show in Colorado, inviting the audience to participate in the discussion.

Other local productions include Colorado Inside Out, featuring a panel of journalists, pundits and professional who's who along with host Raj Chohan. We explore Colorado's thriving art's scene on InFocus with Eden Lane. Devil's Advocate, is a lively, sometimes heated look at issues, hosted by free-marketeer Jon Caldera; and Head On, provides a punchy point/counter-point on timely issues with Susan Barnes-Gelt and John Andrews.



Documentaries that Inspire the Community

We're known for our beautifully produced arts and culture documentaries, most recently featuring the work of Swedish-turned-Colorado artist Birger Sandzén in Sandzén: Ecstasy of Color, right. Beyond the broadcast, CPT12 and producing partner, Joshua Hassel, bring the documentaries to the community through schools, libraries, museums, retirement communities and universities. Along with complimentary copies of the documentary DVDs, Hassel is available to give talks about the artists, their work and the art and craft of documentary filmmaking.



American Graduate: Let's Make it Happen in Colorado

This year CPT12 became the hub of engagement around the high school dropout crisis for the state of Colorado. Funded by generous grant from the Corporation for Public Broadcasting (CPB), we were part of "American Graduate," a network of public television and radio stations across the country. Together with public radio station, KUVO, and key non-profit and for-profit organizations around the state, CPT12 has worked to inform our community about the risks, costs and resources for dropping out of high school, particularly for young Gay, Lesbian, Bisexual, Transgender and Questioning (LGBTQ) people.

Reach in the Community:

We presented this issue through a series of public service announcements, community meetings, social media awareness messaging and interactions and a focused hour-long special program featuring panels of experts to frame the issues and present statewide resources for affected and concerned citizens.

The station is working with community and government partners who are helping us to raise awareness of the dropout crisis in our community.

From telling stories about the risks and costs of dropping out to encouraging those at risk to call 2-1-1 for referrals to resources that can help them, CPT12 is working to give hope to families in Colorado.

"Our household proudly supports CPT12 for its alternative, must-see programming. Thank you!"
-Greg, Denver



Partnerships:

Special thanks to Colorado Youth for a Change, Urban Peak, United Way's Colorado 2-1-1, The Gay, Lesbian, Straight Education Network (GLSEN), The Gay & Lesbian Center for Colorado's Rainbow Alley and Parents, Families and Friends of Lesbians and Gays (PFLAG) for their guidance, insights, expertise and friendship as we've begun to understand and tell this story. With new funding sources and partners, we will continue to build on this important work over time.

Impact and Community Feedback:

CPT12, along with our partners, reached thousands of Colorado families with our messaging, raising awareness of the state's dropout crisis and driving people to take action. At least 75 families reached out for help directly through Colorado 2-1-1, and 675 people sought information online. Together we helped Coloradans understand the issues in a personal way.

Evaluating Outcomes, Measuring Impact



the center
rainbow alley

Colorado
Youth
for a
Change



cde Improving
Academic
Achievement
Colorado Department of Education



URBAN PEAK

Real life. Real change.

"By partnering with Colorado Public Television for this special project, we were able to educate more Coloradans (including CYC's donors) about the dropout crisis - especially as it pertains to LGBTQ youth. Additionally, we leveraged this partnership in a grant submitted to a local foundation to underscore our work with LGBTQ youth, and the result was \$20,000 in seed money to jumpstart our outreach to these vulnerable youth."

- Steve Dobo, CEO, Colorado Youth for a Change

When we look back at the work and results we achieved in 2011, American Graduate is a shining star for our reporting. We can now point to another significant, in-depth program that has led to quantifiable results in the community.

The entire staff and board of directors for CPT12 is very committed to this kind of engagement work and any next steps revolve around the search for funding and continued conversations with community partners who now know the value of having a broadcast partner in their own efforts.

"We were very fortunate to be a part of the American Graduate project with CPT12. It created awareness of the work we are doing at Urban Peak for the homeless youth in our community, especially in the area of education, and to demonstrate resources available to this vulnerable population. CPT12 was (and continues to be) an amazing partner. Our staff, board and youth felt a sense of pride for being part of this important endeavor, and appreciated the PSAs and shows that were produced."

-Robert Ham, Media Director, Urban Peak