



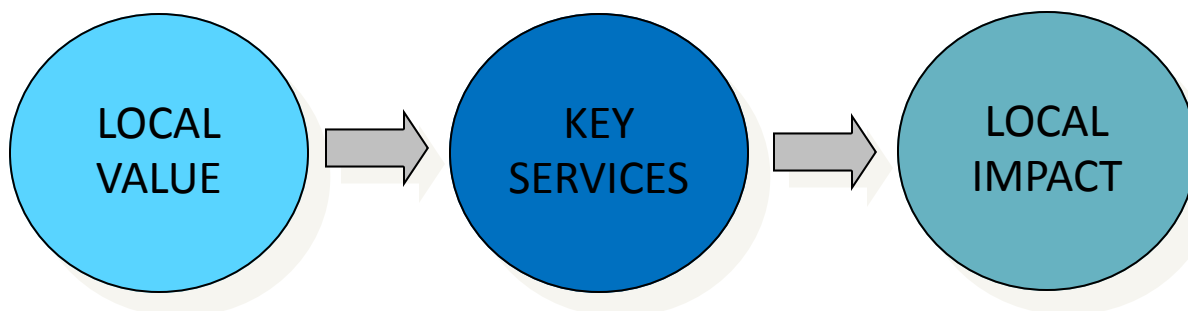
COLORADO 12  
PUBLIC TELEVISION

## 2012 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 more than thirty years, CPT12, formerly known as KBDI, has been a steady presence in our community, providing insightful, unbiased coverage of issues that matter most to Colorado. From public affairs and election coverage to the arts and education, CPT12 has dedicated countless hours to locally-produced programming for a well-informed citizenry.

In recent years, CPT12 has redoubled its engagement ethos with gusto and Colorado non-profits, as well as Colorado’s public television viewers, are the better for it.

Building from one of its core values of supporting education, CPT12 applied for and was awarded its first in a series of community engagement grants in 2011.

With “American Graduate: Let’s Make it Happen,” CPT12 continues its work in supporting education by working with community partners, tapping into their expertise, and serving as a megaphone for telling the compelling stories of the work these partners are doing to help mitigate Colorado’s dropout crisis.

Beyond education, there’s another very important engagement philosophy, rooted in collective impact, that has taken hold at CPT12 and it’s called, “CPT12 Gives Back.” Each month during 2012, CPT12 selected a local non-profit organization that aligned with our mission and values.

From education to animal welfare and environmental stewardship non-profits, CPT12 provided each organization with a 30-second on-air public service announcement and visibility using CPT12’s social media presence.

Additionally, each month, CPT12 staff offered to volunteer for that month’s featured non-profit, helping with everything from serving food to gardening to helping train service dogs. CPT12 also made the video available to each non-profit selected for their own use on their own web sites and other promotional applications.

Many non-profits cannot afford to produce their own video spots, and these videos helped them tell their message to our communities.



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## CPT12 Gives Back

The non-profit organizations that received the “CPT12 Gives Back” exposure and benefit in 2012, beginning in January, included:

Urban Peak  
Freedom Service Dogs  
Women’s Bean Project  
Project Angel Heart  
Karis Community  
Bicycle Colorado  
Colorado Trail Foundation  
The Action Center (Jeffco.)  
Peace Jam Foundation  
Sense of Security  
Judi’s House  
Colorado Coalition for the Homeless

Here’s one comment from E.J. Barklage, Executive Director of Karis Community, a therapeutic community for men and women recovering from a serious and persistent mental illness, and the feature organization in May, 2012:

*“We received an increase of referrals by 20% during the month. I personally spoke with 8 people who were calling as the result of seeing spots on Channel 12 regarding Karis Community! We are so grateful for the generosity of Channel 12 and the positive difference you have made in the life of our community.”*

And another comment from Amy Morfas, Deputy Director of Bicycle Colorado:

*“Bicycle Colorado was grateful to be selected as a featured non-profit on Colorado’s Channel 12. We were able to gain exposure to a broader audience (outside of our dedicated bicyclist supporters) about the work we do and the positive impact bicycling has in making communities safer and healthier. And getting our message out during Colorado Bike Month was perfect timing!”*





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## Evaluating Outcomes, Measuring Impact



American GRADUATE  
Let's make it happen

### American Graduate: Let's Make it Happen in Colorado

In the first phase of "American Graduate," CPT12 focused on Lesbian, Gay, Bisexual, Transgender and Questioning (LGBTQ) youth, at particularly high risk for dropping out, by partnering with Colorado Youth for a Change (CYC), Urban Peak, The LGBT Center of Denver's Rainbow Alley, Parents, Friends and Families of Lesbians & Gays (PFLAG) and Mile High United Way's 2-1-1 Resource group.

Together a series of public service announcements were produced, broadcast and shared to inform the community on the updates and severity of the dropout crisis, spotlighting the non-profit organizations that are working to solve the problem, and finally, directing people to 2-1-1 for more information and assistance for youth at risk and their families.

In 2012, in phase 2 of "American Graduate," CPT12 widened its focus to include the participation of at-risk students in a "youth voices" digital storytelling workshop that provided an intense skills learning experience for the participants, and instilled a sense of pride and accomplishment through their creation of video stories that CPT12 and other stations are broadcasting and sharing.

Phase 2 also included a youth town hall meeting during which young people led a discussion with educators, parents, non-profit participants and civic leaders on the state of education from their perspectives.

#### Reach & Impact in the Community:

We presented this issue through the nine youth digital stories that were created, social media awareness messaging and interactions and a focused hour-long special program featuring the teen filmmakers and a panel of experts to frame the issues from the perspective of young people.

We also partnered with Drop In Denver, a guerrilla marketing effort to reach young people who have already dropped out, in an effort to get them back to

CPT12 is working with community and government partners who are helping us to raise awareness of the dropout crisis in our community.

Special thanks to our 2012 community partners including Colorado Youth for a Change, Drop In Denver, Environmental Learning for Kids, GOAL Academy, Futures Academy, and The Center for Digital Storytelling 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.

“ We are now over 1000 hits on the website, 65 texts, helped 11 students get back to school to count for October count, working with 15 currently to return, and helped 20 students 21-25 years old get connected to GED programs- we are currently working on version 3.0 of the website- thanks for your help on this! ”  
-Steve Dobo, CEO, Colorado Youth for a Change & Drop In Denver Founder



school. We created a Public Service Announcement (PSA) featuring Denver's Mayor, Michael Hancock, and aired and shared the message on-air and online. More responses came into Drop In Denver via the PSA than any other marketing tool used in the campaign. The program is serving as a pilot for other communities looking to re-engage students.



## IN THE COMMUNITY

At CPT12, we believe in:

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

2012 was a year for great impact and results. Among the accomplishments that CPT12 is celebrating are:

- The CPT12 Gives Back program honoring 12 non-profit organizations throughout the year in celebration of 2012, our namesake year.
- Partnering with the Cancer League of Colorado as their 2012 Media Sponsor with broadcast and online promotions and helping them raise close to a million dollars for local cancer research.
- Ongoing work on “American Graduate” dropout crisis engagement including hosting a youth voices digital storytelling workshop and town hall meeting with local non-profit partners Colorado Youth for a Change, Environmental Learning for Kids, and GOAL Academy.
- Working with local and national non-profits to help magnify their efforts through our media sponsorships of Colorado Gives Day, the Peace Jam Foundation Luncheon, and the Denver Film Society’s Annual Film Festival.

On the programming front we have much to celebrate too! Every day our studios are abuzz with productions like:

- “Studio 12” that in 2012, featured specials on Uganda, Rwanda and Sudan and was nominated for an Emmy for the episode, “All that Jazz;”
- “Sounds on 29th,” featuring 20 episodes of CPT12’s new signature music series;
- “Colorado Inside Out” and the annual CIO Time Machine: 1951 episode that has earned us Emmy nominations the past five years and Emmy wins for the past three;
- “Out of Order” episodes with fresh, innovative content collaborations with the Young Filmmakers Workshop and the Center for Digital Storytelling;
- “Edgar Payne: The Scenic Journey,” the latest in our artist documentary series;
- “Colorado Decides” election coverage in partnership with CBS 4; and
- Colorado Broadcasters Association’s Awards of Excellence for Best Membership Appeal and Best Mini-Documentary.

When we look back at the work and results we achieved in 2012, American Graduate and CPT12 Gives Back are great examples of the engagement work that public broadcasting stations can do in our communities. Through this work, we can now point to quantifiable results of change and impact in the community.

Combined with relevant local and national programming, the services that CPT12 brings to the community have extraordinary value.

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.