

"It was a huge success! Everyone I've talked to loved it and feels so inspired!"

~Emily O'Winter, Healthy Schools Coordinator,
Jefferson County Schools



2013 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

Colorado Public Television's vision is to enrich and strengthen the culture of the state and region through innovative, high-quality programming and services that address substantive social and educational needs.

LOCAL VALUE



KEY SERVICES



LOCAL IMPACT

Colorado Public Television had a 2013 that gave us much to celebrate. This report highlights some of the accomplishments by pointing to our growing range of community partnerships and our expanding services throughout our rich and diverse state.

In 2013, not only did we set a new standard in Colorado broadcasting for locally produced on-air programming in public affairs and the arts, we continued to expand our content into new areas including health care and education.

2013 was the year we launched the CPT12 Independent Media Award, the first of what will be an annual part of a major donor luncheon. In its inaugural year, we chose recipient and dropout prevention partner, Daniel Weinshenker from the Center for Digital Storytelling, for his work with at-risk high school students in conjunction with CPT12's American Graduate work.

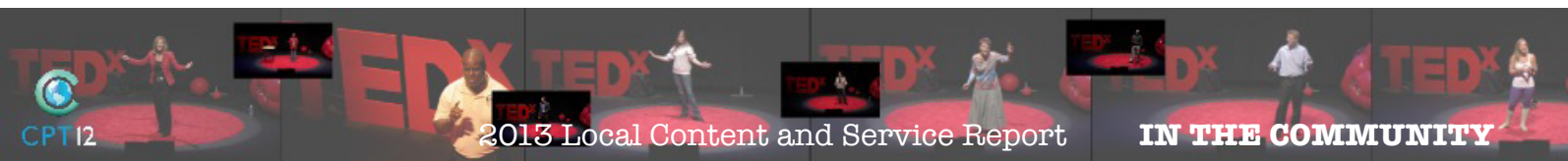
CPT12 has built a network of partners and a solid reputation within our community for addressing the dropout crisis in Colorado. Over the course of three years, we have engaged with educators, students, non-profit organizations, Colorado's state and local government, school districts and the foundation and corporate community to deliver and expand on American Graduate initiatives.

Again and again we have turned to our partners to co-develop content and community events that address the dropout problem and to better understand the needs of dropout students. And we have created a body of content for broadcast and web that has explored the dropout crisis throughout the state and have dedicated a great amount of staff resources and expertise to this issue.

Community engagement work has always been a cornerstone of the Colorado Public Television mission, from our extensive work on elections and debates to our thirty-plus years of reaching underserved audiences to tell their stories and work toward action on tough issues. We believe that everyone has a unique story to tell, and that by sharing those stories, we create a better understanding of those who may be different from ourselves.

2014 means rededicating ourselves to programming that serves the people of Colorado through our full array of public affairs, local cultural events, children's and international programming. And we re-commit ourselves to social innovation with engagement work that helps those in need throughout Colorado.

Every story experienced on Colorado Public Television begins with our community.



Gardeners. Dog lovers. Artists. Welcome here.

Making a positive difference in our community every day is the carrot that we chase at Colorado Public Television, and the gardener in me really loves that.

I'm Kim Johnson; and in addition to being a passionate advocate of local public media, I'm a glass artist, a dog lover, and a gardener. Each is a role that defines me as much as the almost 25 years that I've been working behind the scenes at Colorado Public Television (CPT12). In stepping into an interim role as general manager, I wanted to provide a bit of insight into the heart and soul that is CPT12.



Kim Johnson, CPT12
General Manager

Careful management of our membership dollars has kept the business aspect of our operations moving steadily along. But it's more than budgets and technical capacities that inspire me to rededicate myself to our mission everyday. I am part of a team comprised of individuals with interests and passions outside of work, that feed the ideas that make our programming so unique. Like our audience, we're citizens and consumers that see our viewers as individuals, not merely Nielson rating numbers. We know that our members are not just financial donors; you are the backbone of a community doing what you can to improve and enrich the lives of others.

In 2013, the music lover in me was proud of our second full, 20-episode season of *Sounds on 29th*, our local music and comedy program that turns the spotlight on Colorado musicians and talent. In turn, the artist in me delighted as we produced and aired seven short-format feature video pieces on Denver's River North (RiNo) arts district, focusing on the creators of multi-media art, food, and even the thriving beer, wine and distillery businesses in RiNo.

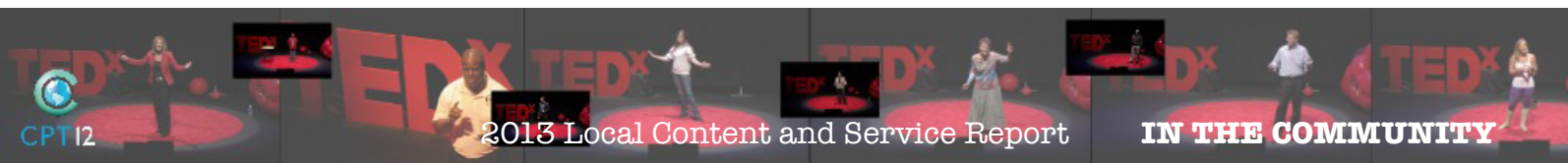
With that same passion for feeding the curious and engaged citizen in all of us, and mindful of the trust placed in us to be stewards of our community's financial support to provide compelling programming and community engagement, I'm enormously proud to report that CPT12 is thriving! And while fiscal health is the foundation from which we continue to provide our services, the big juicy carrot for me and for my colleagues is having the opportunity to live our passions everyday by making CPT12 the critical community asset that it is.

As I make my way into the office each morning, I am inspired by the people who walk through our front door on a daily basis. A business card or volunteer badge identifies them as employees or advocates of Colorado Public Television; but put that title down and you'll see artists, athletes, musicians, world travelers, glass blowers, car experts, gardeners and students of life-long learning with rich, multi-faceted lives, just like you.

We take that same inspiration, passion and commitment into 2013. And the gardener in me looks forward to continuing to tend this garden.

Sincerely,

Kim Johnson
General Manager



Key CPT12 Achievements for 2013:

- CPT12 hosted a TEDx Talk, “*The Education Spark*” for American Graduate: Let’s Make it Happen that featured 12 education experts who shared compelling stories for a live and on-line audience.
- We developed a six-part series on the artistic River North (RiNo) district in Denver. From food and drinks to architecture and art, you’ll want to visit RiNo!
- Closed captioning on all of our local content for the deaf and hard of hearing community helped CPT12 be “heard” by a whole new audience.
- We proudly won Colorado Broadcaster’s Association Awards for our local content including:
 - Best News/Public Affairs Special – Studio 12: Aurora Movie Theater Shooting
 - Certificate of Merit – Studio 12: Honoring America’s Heroes
 - Certificate of Merit – Best Mini-Documentary or Series – Sounds on 29th
- CPT12 was first to air exclusive independent content including *Seeds of Death*, *Split Estate*, *FrackNation* and *Ethos: A Time for Change*.
- We were the fiscal agent and presenting PBS station for *Brit Floyd at Red Rocks*, set for national distribution.
- We produced 20 new episodes of *Sounds on 29th*, CPT12’s local music and comedy show.
- Citizens around the state continued to learn the story behind the story on legislation, ballot initiatives and issues facing Colorado on *Colorado Inside Out*, *Studio 12* and many other programs.

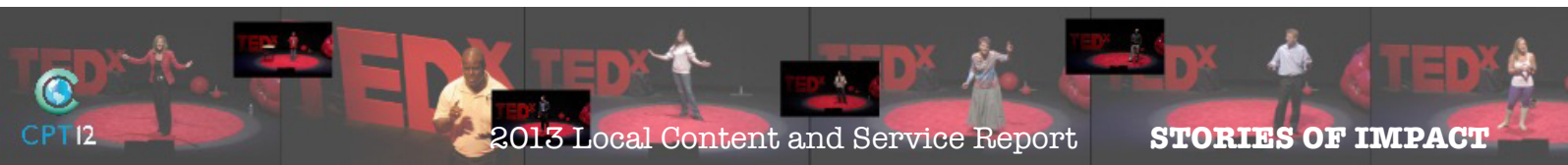


Colorado Public Television’s “Pinterest” style 2013 Annual Report highlighted some of the ways CPT12 had impact in the community and featured sharable, infographic blocks that were shared on Facebook, Twitter, Pinterest, and LinkedIn.

Welcome Here Brand Campaign

Colorado Public Television differentiates our explorer brand with a campaign designed to highlight the individuality, adventurousness, and diversity of our audience. We call it “Welcome Here” and we do indeed, welcome all kinds of lifelong learners, explorers and seekers into our inclusive tent.

Activists. Adventurers. Animals. Artists. Believers. Children. Creators. Dancers. Donors. Dreamers. Enthusiasts. Environmentalists. Explorers. Fans. Foodies. Free Spirits. Friends. Gardeners. Hikers. Historians. Hipsters. Hobbyists. Iconoclasts. Idealists. Innovators. Kids. Locavores. Mavericks. Musicians. Non-conformists. Originals. Parents. Realists. Rebels. Recyclers. Risk takers. Romantics. Seekers. Seniors. Skeptics. Teachers. Travelers. Underdogs. Visionaries. Wanderers. **Welcome Here.**



TEDx CrestmoorParkED

x = independently organized TED event

The Education SPARK

2pm Thursday October 24, Lakewood Cultural Center

American Graduate continues to be the centerpiece of Colorado Public Television's community engagement work in education. In 2013, with funding from the Corporation for Public Broadcasting and WNET Public Television in New York, CPT12 was able to produce a TEDx event focusing on the positive impact that physical movement plays on students when it's part of every school day.

Partnerships

CPT12 partnered with the Dropout Prevention and Healthy Schools Departments of the Jefferson County Public School District (Jeffco) in the metropolitan Denver area. Additional partners included our TEDx licensee, The Journey Institute and Zero Dropouts, a Colorado non-profit that is leveraging technology and relationships to help kids return to school.

Jeffco was selected because they have been conducting a multi-year experiment with SPARK, a revolutionary brain and fitness initiative designed to directly impact learning performance by leveraging the benefits of physical activity on brain function. By getting students moving during school, and enjoying the brain wake-up that is a result of the aerobic activity, SPARK has been showing incredible academic improvements.



The initiative is based on the book, "SPARK," by Harvard MD, Dr. John Ratey, that argues the link between improved academic performance (test scores),

better attendance and reduced behavioral issues, and physical activity when included in every school day.

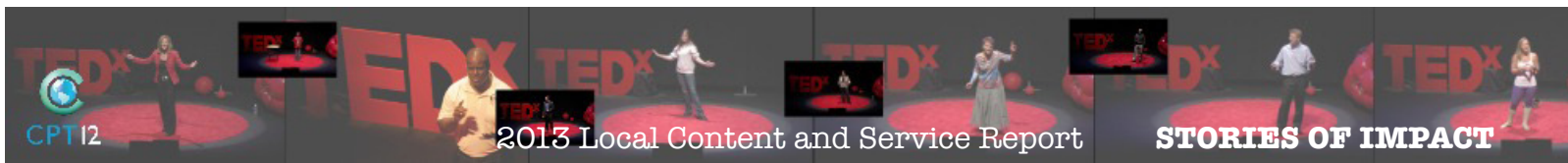


Ratey's research is compelling. School district after district have implemented a version of the SPARK philosophy in their academic day and have seen test scores and student confidence rise, while behavioral issues have fallen.

In Naperville, Illinois, the children at Naperville Central High School, after the SPARK implementation, scored first in the world in science test scores and sixth in math, behind only Asian countries. At the five Jeffco schools where SPARK was being implemented in the Denver area, students who were previously part of the "frequent flier group" to the principal's office, had not been sent to the office in the first year of the experiment. While anecdotal for the Jeffco experiment, the evidence was clear that including at least 25 minutes of vigorous exercise in a school day, leads to better school performance and cuts down on the factors that lead to school disengagement and dropout.

Reach in the Community

In October 2013, we presented 12 education experts in our TEDx lineup along with video segments produced in advance that framed the SPARK concept and CPT12's American Graduate work. Together with community organizations, foundations, teachers, school administrators, parents, corporations and subject matter experts, CPT12 was able to develop a



program that offered compelling live content which then became material for extending the reach of the key messages. Each talk was taped and edited and then loaded onto TED's YouTube channel and the CPT12 website.

Our speaker line up featured A-list experts from Colorado including teachers, dropout experts, students, movement/learning specialists, principals, alternative learning experts and even a former Denver Bronco, Reggie Rivers, who works with kids to promote learning and goal setting and achievement.

In addition to the official TEDx event, we produced a one-hour special episode of our live weekly call-in program (the only one of its kind in Colorado), Studio



12, that featured four live in-studio expert guests and Dr. Ratey via Skype.

Impact and Community Feedback

Positive outcomes from this event included financial support from several foundation and corporate sponsors for the project, culminating with The Colorado Health Foundation coming on board as the presenting sponsor. Additional financial sponsorships

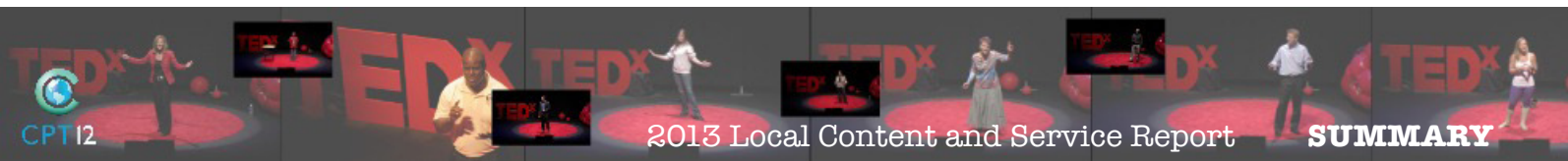
came from: Comcast, Frame de Art, Eldorado Artesian Springs Water, Sports Authority and Whole Foods. We had in-kind support from: The Denver Film Society and Jefferson County Schools. Additionally, CCS AV Solutions donated a Smart Board for use at the event and for permanent use at CPT12 and Integrity Print Solutions donated printing for a 20-page 4-color program and signage for our event. The financial contributions exceeded the amount of our grant award.

Our TEDx event quickly sold out (316 seats) and 235 people joined the live-streamed event online. Following this event, we have had great success with social shares and views. Since posting the TEDx presentations online, we've garnered more than 12,000 (and growing!) post-event views.

"After attending the event, several Jeffco Schools are working on implementing all school movement into their school days, and Jeffco is expanding its SPARK initiative to increase physical activity during the school day in an additional seven schools this spring, with more schools slated to join Jeffco's SPARK Initiative in the fall of 2014. We are grateful for the collaboration with CPT12, this was a terrific project and a very successful event."

~Emily O'Winter, Healthy Schools Coordinator, Jeffco Schools

**Check out all of the
TEDxCrestmoorParkED:
The Education Spark
content at:
<http://bit.ly/1gLdny3>**



Colorado Public Television has a long and celebrated history of serving as an independent voice for underserved audiences. In the early 1990's, CPT12 collaborated with Brian McNaught on gay rights issues, receiving national content distribution (for which the station endured bomb threats because the topic was so controversial.)

The station has also been actively involved with those living with physical disabilities. Working with renowned Craig Hospital and Coalition for Disabilities, we have produced content that elevates these voices that have too long been in the shadows.

More recent work with the Tri-County Health Department on public service announcements, in both English and Spanish, encouraged movement and healthy eating in at-risk populations and became part of a national discussion for diabetes prevention awareness.



In addition to our American Graduate work over the past three years as articulated earlier in this proposal, Colorado Public Television is committed to a community service model for impact as evidenced by our "12 for Twelve" initiative. Launched in 2012 in honor of our namesake year (we're known as Channel 12), we have created a model to honor 12 Colorado nonprofits each year, one for every month.

Our goal is to bring visibility to our state's nonprofits, with an emphasis on smaller-sized organizations, and help them thrive as a vital part of Colorado's community. Each month, we select a new non-profit to highlight with a month-long broadcast, web and social media campaign. Perhaps as important is our staff's commitment to support 12 for Twelve by volunteering at our featured organizations. We have recently engaged our Community Advisory Board to assist in the identification and selection of new nonprofits that will benefit from 12 for Twelve.



Colorado Public Television will continue to lead the way in new, independent and innovative programming and community engagement initiatives that help our audience live richer, healthier, more thoughtful and interesting lives.