



COLORADO 12
PUBLIC TELEVISION



IS COLORADO



WHY COLORADO PUBLIC TELEVISION?

Broadcasting throughout Colorado CPT12 seeks: To cultivate an informed, energized community in Colorado by connecting diverse people through education, shared experiences, and reflective civic discourse.



**NATIONAL PBS
SHOWS, LOCAL
FOCUS...**

We air the national shows that you have come to love and respect, from Masterpiece, to Antiques Roadshow, to Frontline, and we create local programming that is original and seeks out the heart of Colorado and the Denver Metro Area.

Sounds on 29th

COLORADO

12^{tv} INSIDE OUT



OpenAir[®]
New music from
Colorado Public Radio

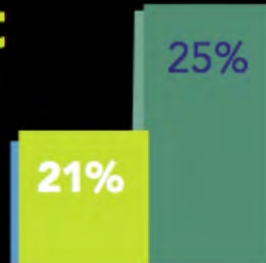
LIVE & LOCAL

...and more, Colorado Public Television provides original independent programming that celebrates Colorado, analyzes vital news, and explores the heart of this state we call home.

LOCAL PROGRAMS

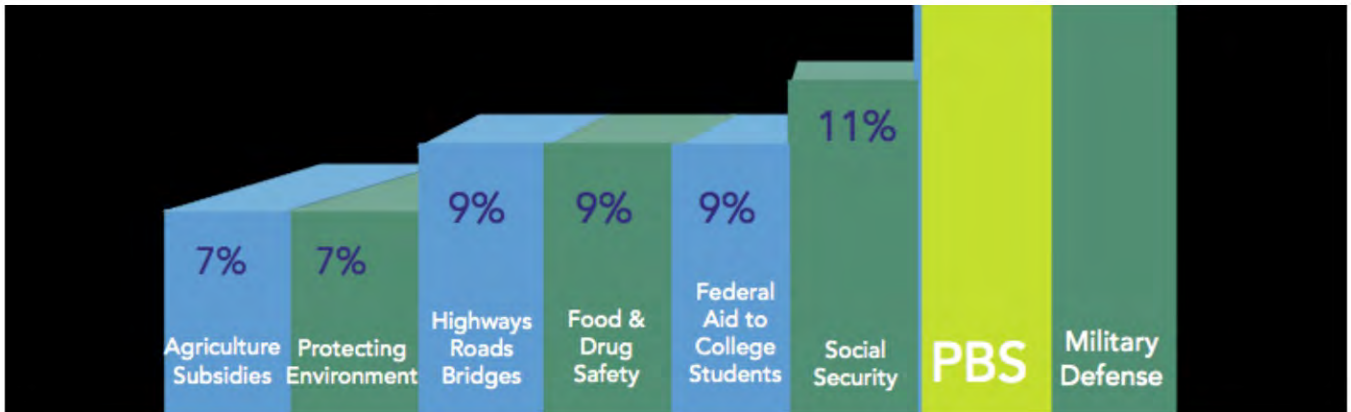
Americans believe...

PBS provides excellent value for tax dollars



TESTIMONIALS

PBS is one of the most trusted brands in the United States
--Roper Poll, 2016



PBS offers programming for a wide range of ages, interests and genres. Each month, nearly 100 million people through television and nearly 33 million people online explore the worlds of science, history, culture, great literature and public affairs through PBS' trusted content. **A Trusted Window to the World**

Activists. Adventurers. Animals. Artists. Politicians. Coloradans. Democrats. Educators. Fans. Filmmakers. Historians. Kids. Localists. Lovers. Members. Models. Politicians. Rebels. Seekers. Trailblazers. Underdogs.

America's Biggest Classroom

PBS is available to **all** of America's children – including those unable to attend preschool – preparing children for success in school.

PBS is the No. 1 source of online and on-air content for parents **and** preschool teachers that is proven to improve critical literacy skills in young children.



54% Support early childhood education

51% Support access to arts, culture & performances

45% Promote an understanding of science & technology

45% Promote an understanding of American history

39% Help children prepare for success in school and life

39% Improve literacy

34% Inform people about America's ethnic & racial diversity

34% Provide access to a variety of viewpoints

34% Inform people about political & social issues



PBS is the #1 place to look for the Arts

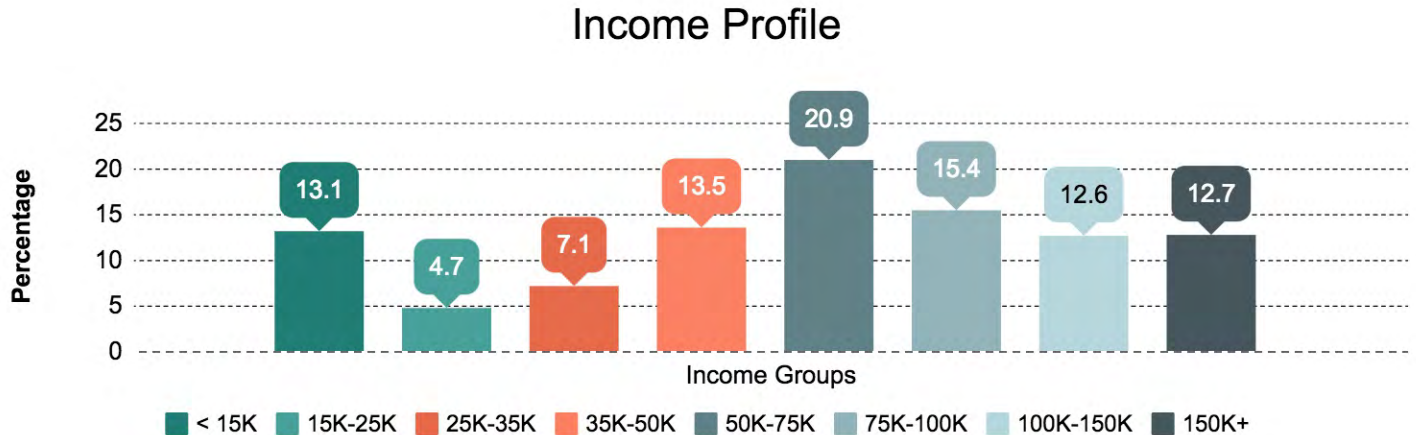
America's Largest Stage

At a time when funding for music and arts within our schools is being cut, PBS is helping to keep the arts alive today and for generations to come by ensuring the worlds of music, theater, dance and art remain available to all Americans.

PBS is a leader in addressing important issues

A WEALTHY WELL-EDUCATED AUDIENCE

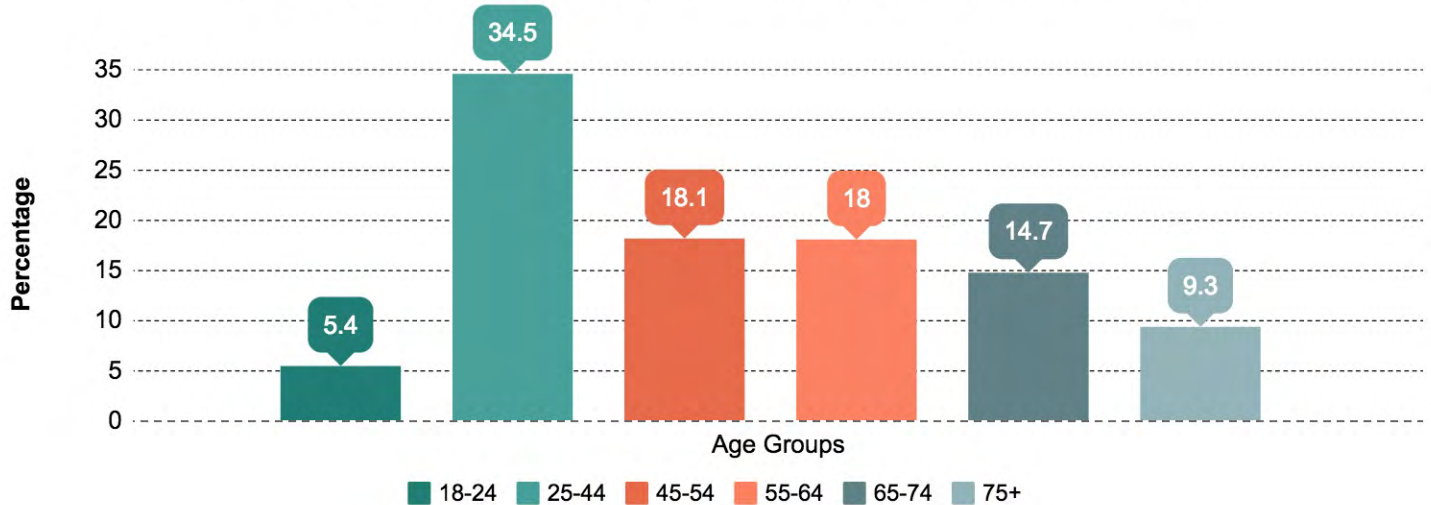
Our audience represents the diversity of Colorado, holds value in higher education, and is fiscally capable, and our audience members are well represented by mature millennials, baby boomers, and aging populations alike.



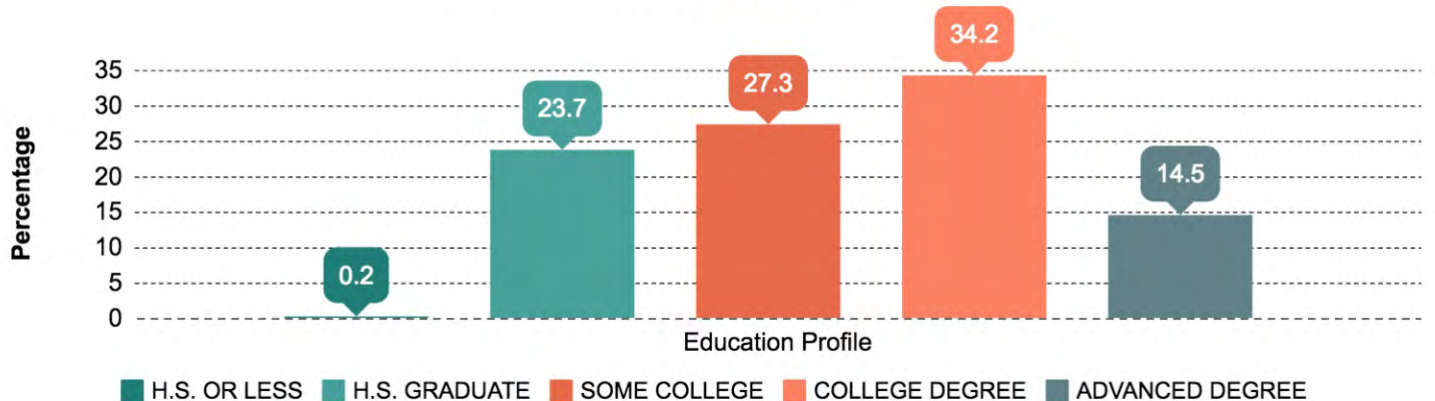
61.6% of our audience members makes more than \$50k a year.

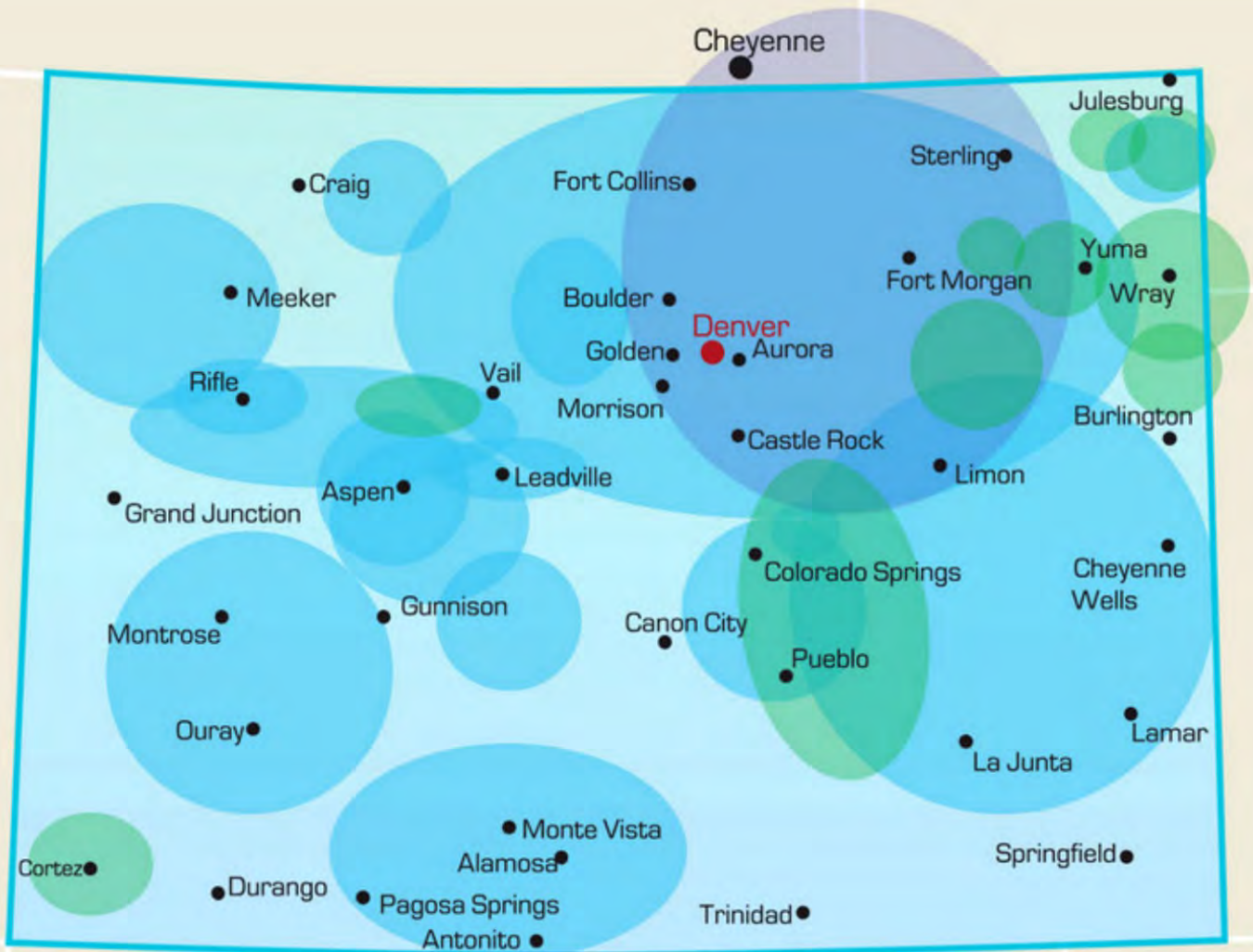
With 25% of our audience making more than \$100K a year.

Viewership Is Strong With Millennials And Boomers



And Our Audience is Well-Educated







12.1



Discussion.



12.2



Connection.



12.3

Exploration.



12.4

Discovery.



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IS COLORADO

**A place to support, a place to grow, a place to love.
Colorado Public Television. You Are Welcome Here.**