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.
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.
...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.
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**

**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.

**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**
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.
Discussion.

Connection.
12.3

Exploration.

12.4

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