

Our 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.



Colorado Public Television was founded on the vision that individuals in our great state deserved a greater voice in media. Our founders believed that corporate media didn't provide a sufficient forum for all people to be heard, and to share their diverse, independent, and interesting stories.

Now more than ever, we believe our unique Colorado voices need to be shared and we continue to re-dedicate our work toward this goal. It's our mission to find content that reflects -- and is representative of -- our independence. From our three channels that offer an exceptional mix of PBS, First Nations (FNX), Megahertz (Mhz) and independently produced programs, to our original feature and shorter length content, CPT12 delivers a viewing experience, on-air and online, like no other station.

Throught community engagement, we hope to inspire action on tough issues by sharing differing perspectives. By welcoming stories that reflect opinions and life experiences different from our own, we broaden understanding, expand our tolerance and become open to new ideas.

Our American Graduate initiative has been a key focus over the past five years, as we've helped to address Colorado's dropout crisis. Along with a network of nonprofit, government, education and student partners we've produced content designed to give voice to young people at risk and encourage the community to help. This project is detailed in the "Stories of Impact" section of this report.

In 2015 we've also focused on topics like mental health, the environment, and food safety with programming and live panel discussions with experts from our community. Together with social media engagement, these issues become a focal point for discussion and empathy.

And the exciting part of our storytelling is that our Colorado community has stepped up and told us they want to be a part of the solution. We believe we're all better stewards of our state when we understand the issues and how we can individually make an impact.

From all of us at CPT12, thank you for supporting our mission. Our work depends on you.



2015 Local Content & Service Report In the Community



World View, Community Voice.

Those words are more to us than just our tag line -- they guide our content choices, inspire our partnerships, and remind us that everyday -- we have the privilege of welcoming your voice into our public media service to Colorado.

Since 1979, viewers like you have helped us to broaden our programming service by sharing your life experiences, your views on local and global events and your commitment to nurture the hearts and minds of our young people. Together, we've addressed our community's toughest challenges through local content that welcomes diverse perspectives with sensitivity and integrity. Together, we champion our triumphs and our trials. This is the relationship we have built with you and it reflects the respect we have for your viewpoints and your values.



Kim Johnson, CPT12 President & General Manager

Let me share with you a few highlights of what we were able to accomplish in 2015 with your influence and your support:

- We launched a new programming service to Colorado called FNX (First Nations Experience), bringing our viewers a rich array of documentaries, dramas, dialog and artistry from Native American and Pacific Islander experiences. In 2016, look for local content that we are producing in partnership with members of our Native American community that will augment this new programming service on channel 12.2.
- Wednesday nights are curated around alternative ideas and critical thinking. Every Wednesday night, tune in to our channel 12.1 for newly acquired, independent documentaries that will enlighten, challenge, entertain and inspire. We have a robust history of acquiring and producing programs that confront the status quo and we're adding even more.
- Kids matter more than ever. We've continued our work as a national partner in the American Graduate initiative, seeking to improve graduation rates among our young people, particularly those living in poverty. We help elevate student voices through our *Both Sides of the Story* series and in our award-winning line up of children's programming every day.
- Promoting a stronger Colorado. We believe that when Colorado's non-profit community is well supported, we all benefit. For the sixth consecutive year, CPT12 has served as a media partner for Colorado Gives Day, producing promotional spots to encourage statewide giving.

Working together we can move the needle in so many positive directions, and we look forward to another year of sharing experiences and building even greater connections to those whose life experiences and perspectives are different from our own. Please stay tuned, stay engaged and let us know how you think we're doing. Your voice matters and we're listening.

Sincerely,

Kim Johnson

Kim Johnson

President and General Manager

P.s. We're excited to bring back our *Colorado Collectibles* event in August, 2016 at the Forney Transportation Museum. It's our very own "Antiques Roadshow" that brings you face-to-face with appraisers, our cameras and your treasures!

Key CPT12 Achievements for 2015:

- For the 8th consecutive year our program Colorado Inside Out: Time Machine was nominated for an Emmy Award in the Best Interview/Discussion Program category. It also earned a Colorado Broadcasters Association (CBA) Certificate of Merit for the Circa 1964 episode and we received a CBA Certificate of Merit for an end of year membership appeal.
- In 2015 we premiered our new magazine format



program, "Street Level," which features food, music, shops, museums, events and other local happenings, neighborhood by neighborhood in Colorado. The series is a collaboration with different guest hosts and

local production companies.

 Our broadcast premiere of "Walking Man" along with a live panel discussion and Twitter chat brought mental health and teen suicide issues into focus at the local level.



- We introduced a great new event to our community. Colorado Collectibles brought together viewers and antique appraisers at an Antiques Roadshow-like fair and our cameras were there to capture the fun. The episodes will air in 2016.
- May of 2016 meant City Council elections in Denver and CPT12, in conjunction with AARP, covered each of the seven seats with on-air debates.
- The completion and broadcast in December of the "Frammenti Della Vita:

Jefferson Rubin" documentary was the result of many years work on this true labor of love.



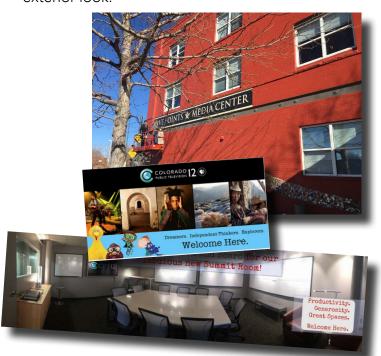
- We presented four concerts at Red Rocks Amphitheatre including Brit Floyd, 1964: The Tribute, ABBA: The Arrival, and Get the Led Out in front of 36,000 friends and supporters.
- Our website, CPT12.org went mobile-friendly

with a great redesign making it responsive and more accessible. You can watch our great content anywhere you go!



We got a facelift!
 We've spiffed up our

office with the help of corporate partners Room & Board, BCC Painting, and EMW Carpets. Improvements include a new, interactive conference room, a welcoming lobby, branded signs throughout the office and a beautiful new exterior look.



THANK YOU

Everything we do at Colorado Public Television is a result of the support we receive from the community. You inspire us to reach higher everyday.



2015 Local Content & Service Report Stories of Impact



merican Graduate continues to be a cornerstone of CPT12's community impact work and we're thrilled to report that in 2015, we were able to serve hundreds of vulnerable kids through our youth voices initiative.

We hosted seven storytelling and arts workshops for students attending Denver Public Schools' GED Plus program, giving young people the chance to learn skills like video editing, script writing, music production, poetry, public speaking and photojournalism. In each workshop, facilitators trained students on how to tell their story in a particular artform.

And we captured the journey that each student took, from initial fear and reticence to the final expression of their unique pathway. It was truly an unfolding of heart and tragedy and hope and potential. And their stories gave us the opportunity to provide context and information to our audience on the importance of caring, consistent adults, mentors, and listening in every child's life.



In turn these videos have found life on our air and online, inspiring people to reach out and connecting at-risk young people to resources that can point them back to success. And our research tells us that not only does our audience understand the dropout crisis in Colorado, they want to be part of the solution!

To watch our American Graduate student video series, go to http://americangraduate.cpt12.org/home/







Partnerships

We couldn't do this engagement work without our community partners. We are always astounded by their commitment and caring for Colorado's vulnerable kids, showing up and going the distance to help get each and every child across the graduation finish line.

We've worked closely with Denver Public Schools' GED Plus program during its pilot year of offering every GED student the wraparound resources that these kids need in their very complicated lives.

#AmGradCPT12

The Denver Opportunity Youth Initiative (DOYI) is another guiding partnership that is comprised of many youth-focused organizations working together to build a backbone of support services for vulnerable kids. DOYI is an initiative funded by the Aspen Institute, within in markets across the U.S.

Finally, we're working with organizations like Zero Dropouts, Colorado Youth for a Change, and KUNC Public Radio to identify American Graduate Champions, and Mile High United Way's 2-1-1

2015 Local Content & Service Report Stories of Impact



service to direct people who want to help with organizations that need them.

Reach in the Community

We're leveraging the reach and trust of our creative community partners to extend the foot-print of our work. Each American Graduate video segment showcases the work of these partners in addition to the powerful stories we're telling.

These partners: The Center for Digital Storytelling, Youth on Record, Picture Me Here, Art From Ashes, and Minor Disturbance, have shared and harnessed their visibility and impact.

And our outreach efforts have paid off in terms of recognition for our work. *The Denver Post* told the story of our Picture Me Here photojournalism workshop with a Sunday edition feature story on the front of their Arts & Entertainment section.

Impact and Community Feedback

At the end of the day it's our impact that matters. We know from our research that 60 percent of our audience understands Colorado's dropout crisis be-



cause of our on-air and online messaging. Even more important, they're poised to take action.

And we know that each and every student that's had the opportunity to attend a workshop and learn new skills, have gained confidence in their abilities and has felt heard.



If Not Us

Together with East High School, Warm Cookies of the Revolution, the Center for Digital Storytelling, and Buntport Theatre, we produced and broadcast the documentary, *If Not Us*, illustrating how different generations make themselves heard through personal storytelling on their own journeys toward social justice.





Education, Inc.
We brought local relevance
to the 2015 school board
elections (and recalls) in
nearby Douglas and
Jefferson Counties with our
broadcast premiere of
Education, Inc. Together

with a follow up live panel discussion and Twitter chat, these nationally-covered races became the perfect way to talk about education and big-money campaign control issues. During our hour-long discussion, 905 tweets were sent by 139 participants.

We received more than 600 website visits and 720,000 impressions.



2015 Local Content & Service Report





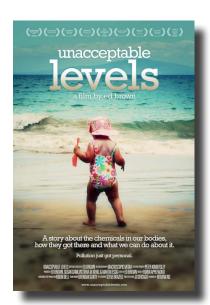




In 2015, for the sixth straight year, CPT12 was a media sponsor for Colorado Gives Day, helping to promote this one day of philanthropy across the state. We also sponsored a media prize for small nonprofits, giving them a chance to win an on-air and online campaign on channel 12.

We also leveraged a \$10,000 Newman's Own Foundation challenge grant to raise money for CPT12 and our community stepped up!

CPT12 Sheds Light on Issues and Ideas



CPT12 continues to be a leader in providing independent content and information not adequately addressed in mainstream media including natural, alternative and preventative health and wellness, food and farming, and animal welfare issues.







We want to hear from you.

Share your thoughts and ideas with us online at www.CPT12.org, on our social media channels, by phone at 303-296-1212 or in-person while we're out and about in the community.

By joining the conversation, you inform everything we do. Thank you.







/ColoradoPublicTV