

2018 Local Content & Service REPORT TO THE COMMUNITY

Our mission is to cultivate an informed, energized community in Colorado by connecting diverse people through education, shared experiences, and reflective civic discourse.



CPT12 is proud to be your Colorado neighbor! We are a community-supported, locally-owned independent PBS station. We welcome viewers with diverse viewpoints and partners who want to connect with life-long learners of all stripes and ages.

We're a trusted storyteller, creating engaging content that showcases the issues, ideas, places and people of Colorado.

With our four-channel lineup, we offer the best of PBS programming plus independent and local documentaries, children's educational programs, and the finest in national, and international programming.

We are inspired by Colorado! We resonate with the Colorado vibe and we seek to reflect that spirit through all that we do, from content development to community engagement.

Through local partnerships we're focused on the common good, not just what's good for CPT12. We partner with organizations that share our values and look for ways to enhance the impact and reach for

organizations that are trying to make the world – and Colorado – a better, more connected place.

We celebrate diversity and provide programming that bridges divides and promotes understanding. We welcome all voices and encourage respectful debate.

We connect with our Colorado Community on-air and online through robust engagement on the web, across social media, and via e-mail. We encourage conversations and delight in bringing our neighbors together over interesting and thought-provoking information.

We stand up for what we believe in and share the passion of change-makers and problem-solvers who want to find solutions.

In the end, it's our community, our neighbors and the stories we're able to share that bring Coloradans from different perspectives together.

From all of us at CPT12, thank you for supporting our mission and watching.



2018 Local Content & Service Report IN THE COMMUNITY

We're elevated by our Colorado neighborhood!

It's an honor and privilege to consider ourselves an integral part of the Colorado neighborhood. It's a community of old and young, legacy and change, tradition and breaking new ground; all that our vibrant, dynamic state offers. We're elevated by the challenges and chances that Colorado presents and embrace the role we can play as a trusted storyteller that holds a mirror to our community.

As we lead up to our 40th anniversary, we have the opportunity to reflect on the impact CPT12 has had and look forward to the role we can play in the future. I believe that independent, locally-focused, and trusted media are more important than ever. Our place in Colorado's conversation continues to evolve and we find ourselves even more relevant than on our founding almost four decades ago.



Kim Johnson
CPT12 President &
General Manager

Let me share with you a few highlights of what we were able to accomplish in 2018 with your support:

- We launched an on-demand documentaries web page - Docs on Demand - available free to any one on CPT12.org/docs.
- We upgraded our studio to high definition, enabling us to work closely with community partners to communicate their mission.
- We expanded our coverage and our team of collaborators to provide comprehensive mid-term election debates and analysis.
- We traveled to Leadville and created two all-new episodes of our original program, *Street Level*.
- We partnered with the Colorado Environmental Film Festival on-air to feature highlights of their programming on CPT12 and in-person to showcase our dedication to the environment.

As we continue to shine a light on the people, ideas, conflicts, and culture of Colorado, we're on the channels that you're using, on-air, online and on social media. We're available anytime and anywhere with CPT12's unique curation of content.

We have the honor of beginning each work day energized and excited because of our Colorado neighbors. Your voice matters and we're listening.

Sincerely,

Kim Johnson
President and General Manager

- We won two Emmy Awards - in the Best Interstitial category for our short films, *Veterans Find Hope & Healing Through Mindfulness and Horses*, and *Veterans Find Hope & Healing With Alternative Therapies*. These stories were created as part of the local outreach that accompanied the Ken Burns *Vietnam War* series.

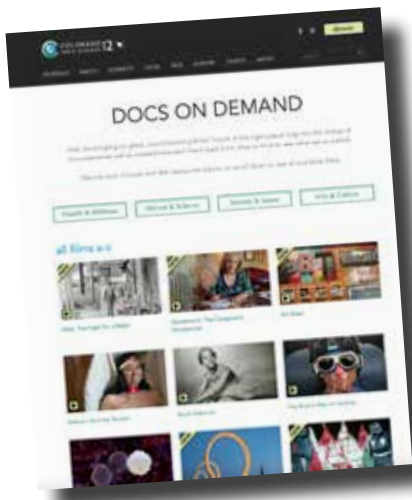


- We hit the road and headed to Leadville, Colorado for our original program, *Street Level*, to capture the unique story of this mining town that enjoys robust winter activities.



- We held our fourth annual Colorado Collectibles antiques appraisal fair event in August and captured stories for our 2019 on-air season, breaking attendance records! The Forney Museum of Transportation in Denver served as the perfect backdrop for all of the excitement.

- We launched an on-demand documentaries page on CPT12.org featuring local and independent filmmakers and documentaries in key genres like the environment, health, and social justice. It's been a favorite destination for our viewers ever since.



- To the delight of the civically-inclined across Colorado, we introduced a new politics "celebrity" named "Votey McVoteFace" as part of our 2018 midterm election coverage.



- We presented four concerts at Red Rocks Amphitheatre including *Killer Queen*, *Brit Floyd, 1964: The Tribute*, and *Get the Led Out* in front of more than 37,000 friends and supporters.



- We partnered with the Colorado Environmental Film Festival to showcase the artistry and compelling messages that are part of the week-end-long festival each February.

Along with a special night of curated environmental content that aired on CPT12, we were proudly featured as the presenting sponsor at the event.

- We upgraded our studio to high definition and in the process, have increased our capabilities to serve commercial and nonprofit clients with video storytelling that enhances their brand.

- Finally, we completed the 26th anniversary season of our flagship public affairs program, *Colorado Inside Out*.

With the finish of the 2018 calendar, it became the longest-running public affairs program in Colorado!





2018 Local Content & Service Report

STORIES OF IMPACT

Election Coverage

In 2018, CPT12 expanded our election coverage, *Colorado Decides*, in both the primary and mid-term races. We also expanded our partnership core to include two additional organizations that have strong reach online and via radio.

Together with CBS4 Denver, KOA Newsradio, KHOW, and online newspaper newcomer, The Colorado Sun, we produced 10 debates throughout the election season.



Coloradans know they can turn to CPT12 for comprehensive coverage of candidates, ballot issues, and other election-related information.

And this year, we introduced an online “celebrity” in the world of civic engagement, “Votey McVoteFace!” The face of Votey McVoteFace is our very own host of our public affairs program, *Colorado Inside Out*, Dominic Dezzutti.



Designed to bring a light-hearted approach to tough issues, Votey McVoteFace episodes were short

video segments that each tackled a new topic related to voting, the election, and civic engagement.

For the first time in Colorado history, unaffiliated

voters were allowed to vote in the Democratic or Republican primary and Votey McVoteFace provided the information Coloradans needed to engage in new ways.

For our “Votey” segments we solicited input from our viewers and fans on topics they would want covered and used their feedback to develop future episodes.

Once the mid-term election season began in the Fall, we covered all of the statewide races for office include the race between now Governor Jared Polis and Republican challenger Walker Stapleton.

We also covered all of the statewide ballot issues in debates that were argued by proponents and opponents of each issue.

Finally, we spent election night providing live coverage with our partners both on-air and across our social channels.

Both Sides of the Story

In addition to our election debates, each year we produce a student debate tournament called *Both Sides of the Story*. In each half-hour episode, students from Colorado high school debate teams examine issues important to Colorado. The rub? Students don't know which side of the issue they'll be debating so they must come prepared to argue either side.



As the season progresses, winners from each round progress to a semi-final and ultimately a final debate in which one student and their school is crowned the winner.



2018 Local Content & Service Report

STORIES OF IMPACT

Upgrading Studio Upgrades Connections

With our high definition studio upgrade came an ability to better serve our community. Together with state-of-the-art field camera kits and a new automation system, we now provide commercial quality production capabilities to nonprofit and for-profit community partners.

CPT12 has been able to leverage these upgrades with local nonprofits for production services that magnify their storytelling.

With Freedom Service Dogs, a nonprofit dedicated to training rescue dogs to assist veterans with PTSD free of charge, we created two videos that have helped them better tell their brand story but that have assisted them in raising 20% more money at their annual fundraising gala.



We've also worked with Comeback Yoga, an organization that provides free trauma-informed yoga to veterans and their spouses and families throughout the Denver region. We were introduced to their important work through our local engagement in

Reach in the Community

We've been hard at work integrating digital and broadcast strategies, growing our social media audiences to almost 60,000 people (from 8,000 in 2015). We've shared our content and message to reach viewers, members and non-members alike, building our brand in the process.

Impact and Community Feedback

We've been highly focused on our brand impact in the community and in turn, we've developed new and better ways to engage with our audiences. Whether on-air, online, or in-person, we're presenting content that connects deeply in Colorado.

connection with the 2017 Ken Burns film, *The Vietnam War*.

Comeback Yoga approached CPT12 to create a on-air and online series of short yoga videos that communicate their unique value in the community.



We worked with Comeback Yoga to create a fundraising video that showcased their work and helped to raise more than 20% more than in past years.



Finally, we worked with Adoption Options, a Colorado organization that works to help foster children find their forever homes, to create their annual fundraiser video story.

The video was presented at their gala and the impact was tremendous, helping to raise 20% more than in previous years.

CEFF

We jumped at the chance to be the presenting sponsor of the Colorado Environmental Film Festival, both giving rise to excellent exposure in front of the CEFF community, but also providing an opportunity for CPT12's viewers to watch more great stories about our environment.

In February, 2018 in Golden, Colorado, CPT12 not only had an in-person presence in the exhibit hall, but a sample of CPT12's programming was played before each film in the festival. Plus, we had great visibility in the program and even had a theatre named for CPT12!

CPT12 Raises Money With Women’s Bean Project

In 2018, CPT12 worked with the Women’s Bean Project to raise awareness of the essential services they offer to women who are making their way from homelessness to independence. We love their model of workforce learning through social enterprise, giving women real work and life skills to launch into fruitful careers.

In conjunction with the program *FarmHer*, members from Women’s Bean Project joined CPT12 on-air to talk about their mission and their products. In turn, people who joined CPT12, enjoyed a package of Women’s Bean Project soup mix.



We view our digital channels as new sources for content and conversation and welcome the chance to interact with viewers and members in a more meaningful way.

Join the conversation!

THANK YOU

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

