



2019 Local Content & Service Report REPORT TO THE COMMUNITY

Our mission: We're dedicated to sharing the real, personal stories of the Colorado experience that celebrate our lifestyles and tackle the issues that define our state.



PBS12 is a different kind of PBS station.

We're your neighbor. We're rooted in independence and different viewpoints. We champion diverse voices, celebrate community, delight audiences, and expand perspectives for all Coloradans.

We promise to be PBS in a whole new way and we deliver on that promise with our four-channel lineup.

On PBS12.1, we offer the best of PBS programming plus independent and local documentaries, children's educational programs, and the finest in national and international programming. PBS12.2 offers an additional mix of PBS12.1 favorites and FNX, First Nations Experience, programming that celebrates Native and Indigenous people and culture.

We're excited to announce that we've added DW (Deutsche Welle) to PBS12.3, programming from Germany that features European news and stories. On PBS12.4, we offer NHK World Japan, news, lifestyle and other stories focused on Japan and Asia.

In a recent survey we conducted among current and potential viewers, we learned that people turn to PBS12

for civil conversations and a place to get perspective in a time where partisan divides threaten our culture. And our audience loves international content, for context and a bigger picture and where they find trusted facts.

At PBS12 we stand for four brand pillars: curiosity, trust, community and diversity, that guide our strategic decisions. These pillars effect our content, our culture, and how we define success. We stand up for what we believe in and share the passion of change-makers and problem-solvers who want to find solutions.

Seekers and the **civic-minded** rely on us to help decipher and explore current topics in politics, science, history, nature, the nation, and the world. **Enthusiasts** and **dreamers** come to us for a journey into the worlds of travel, drama, music, art, and dance. **Rebels** depend on us to continue taking risks and welcome alternative, independent voices.

From all of us at PBS12, thank you for watching and supporting our mission.

Your neighborhood. Your world.



2019 Local Content & Service Report IN THE COMMUNITY

We're a different kind of PBS station.

2019 was an incredible year for laying the foundations of success at PBS12. You might have noticed we have a new name -- PBS12!

And along with our new name, we have a renewed dedication to the bold origins of the station (once known as KBDI). As we enter our 40th year of public media service, we embrace the trust of the PBS brand and trust we share with our viewers.

But that's not all. We have a new tagline, "Your neighborhood. Your world." that really articulates how we endeavor to serve our community. It's a nod back to Mister Rogers and the importance of our local community, and a look forward to our globally-connected world. It also serves as a KBDI-style provocation to take ownership and care about both. They are not just words to us, they are the reason we exist.

Here are some additional foundational elements we set up with your support in 2019:

- We launched our video-on-demand member benefit, PBS12 Passport. Every PBS12 member at the \$60 per year level now has access to 1,500+ hours of PBS programs anytime and anywhere.
- We launched two new micro seasons of *Street Level*. *Street Level: Startups*, featuring the amazing entrepreneurial community in Colorado, and *Street Level: Community*, celebrating the people, places, and ideas that make our Colorado home so special. You can stream all of the episodes at video.PBS.org.
- We added new programming traffic and automation software for smoother on-air scheduling.
- We upgraded our accounting software to be even better stewards of your giving.
- We invested in a new customer relationship management tool to better serve our members.

While some of these achievements might not seem apparent to our viewers, they are essential building blocks for a leap forward in 2020. We begin the critical election year poised to provide our viewers with a space for civil conversations and international context. We stand ready to provide our own lens on Colorado's politics. And we start the year with renewed vigor and energy of our new brand's promise across audiences and platforms.

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,

A handwritten signature in cursive script that reads "Kim Johnson".

Kim Johnson
President and General Manager



P.s. You'll find additional achievements on the next page.

- We launched two new micro seasons of our longtime program, *Street Level*. The first focus was on Colorado's booming entrepreneurial scene, called *Street Level: Startups*. In each of the five episodes, we looked at different aspects



of starting a business and featured companies that are making an impact on the lives of Coloradans. In the second micro season, *Street Level: Community*, we visit with five change-makers who are changing lives in Denver through art, business, and

politics. Each episode highlighted the change-maker's favorite restaurant, place to escape, and the place they bring out-of-town visitors.

- We bid adieu to an annual ritual, *Colorado Inside Out's* Time Machine series with a trip back to Colorado 1923. Look for new *Colorado Inside Out* concepts in 2020.



- We held our fifth annual *Colorado Collectibles* antiques appraisal fair event in September and captured stories for our 2020 on-air season. The Forney Museum of Transportation in Denver served as the perfect backdrop for all of the excitement.

- Sounds on 29th*, our signature local music program, came back for an eighth season and expanded into comedy with three special episodes. We also added local music program, *Headroom Sessions*, to our Saturday night music lineup.

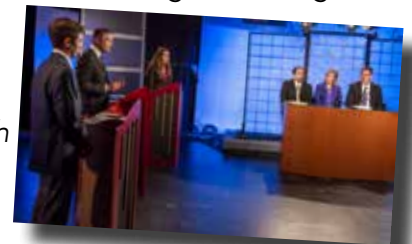


- We continued our partnership with the Colorado Environmental Film Festival to showcase the artistry and compelling messages that are part of the weekend-long festival each February.

Along with a special night of curated environmental content that aired on PBS12, we were proudly featured as the presenting sponsor at the event.



- Both Sides of the Story*, our popular debate tournament series, celebrated a new season with the expansion of the contest to eight local high schools. Congratulations to Hailey Staats of Eaglecrest High School on her season victory. Plus, with the support of viewers, we expanded on *Both Sides*, with a spinoff program, *The Next Chapter*, revisiting former contestants to see how speech & debate are shaping their college and career paths.



- We presented five concerts at Red Rocks Amphitheatre including ABBA, Brit Floyd, Killer Queen, 1964: The Tribute, and Get the Led Out, breaking ticket sale records!



- For our viewers in Boulder/Longmont, Colorado Springs and Pueblo, we deployed new transmitters and antennas along with a new uninterrupted power supply that benefits everyone who enjoys PBS12.

Making an Impact in the Community Mental Health in Colorado

In 2019, we partnered with Mental Health Colorado to help them tell the story of their important work in the community addressing a variety of mental health issues and advocating for parity in insurance benefits and coverage.

Parity in mental health means that insurance companies and health care providers cannot treat mental health issues differently than they treat physical health issues like diabetes, heart health, or high blood pressure.

In the past, although against the law, people suffering from mental health issues have had their insurance coverage denied because of loopholes in existing law. In 2019, Mental Health Colorado worked with the Colorado state legislature to close those loopholes.

To tell this story, we worked with a young woman, Katie Gruman, who experienced coverage discrimination during a critical time in her life, when she attempted suicide.



And Katie is not alone. Colorado's suicide rate is the ninth highest in the nation and Colorado's teen suicide rate grew by 58 percent in just three years making it the highest increase in the teen suicide rate in the U.S. since 2016. Suicide is most

common in the age group of 24-55 year-olds, and men are twice as likely to die by suicide as women are (guns are used more frequently in suicide attempts by men).

It's a crisis impacting too many families and we can make a difference in the lives of people struggling with addiction, depression, and other mental health issues. As a trusted source for information, PBS12 is uniquely positioned to develop and deliver these stories.

American Graduate

As part of American Graduate programming in 2019, PBS12 told the story of Anastasia Tafoya, whose dream of traveling the world was changed when she became a teen mom. That reality turned into motivation for her to get a certificate in the health care field.



American Graduate is a national public media initiative focused on telling stories that move the needle on dropout rates and alternative pathways to successful education and career opportunities.

Anastasia's story was as part of a nationally-aired program, *Journey to Jobs*, that highlighted alternative education programs.

Both Sides of the Story: The Next Chapter

In 2019, PBS12 was proud to launch a spin-off to our award-winning high school debate series, *Both Sides of the Story*. The program, *Both Sides of the Story: The Next Chapter*, followed five former high school speech and debate students and discovered how participating in speech and debate has impacted their college experience and early careers.



What we found in these stories went well beyond the basics of argumentation and public speaking. *Both Sides of the Story: The Next Chapter* showcased how the experience of breaking down perceived barriers

made an indelible mark on these students as they move forward in their professional lives.

Former teachers of these students reflect on the potential they saw in these teens and how debate has served them.

Shining a spotlight on academic achievement is one of the main goals of *Both Sides of the Story* and we were very excited to extend that spotlight to even more students through *The Next Chapter* spin-off. Look for more *Both Sides of the Story: The Next Chapter* specials in 2020!



John McEuen Visits PBS12

We enjoyed a visit and performance by founding member of Nitty Gritty Dirt Band, John McEuen, in the fall of 2019.



The visit aligned with Ken Burns' *Country Music* documentary release and McEuen was joined by his band, The String Wizards, who performed in the PBS12 studio for a *Sounds on 29th* special episode.



We were able to capture an interview with John in which he talks about his amazing career, and his Colorado roots.



PBS12 Passport

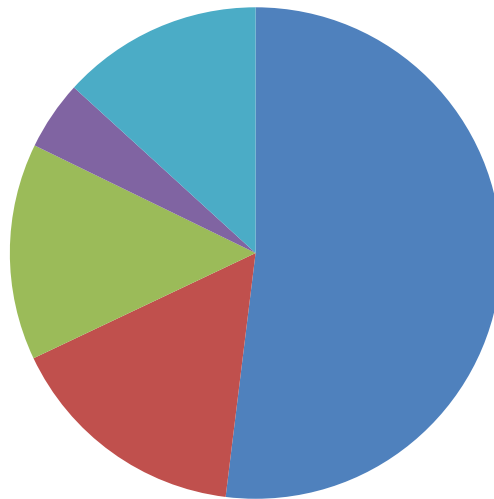
We were thrilled to launch PBS12 Passport as a member benefit in 2019. This video-on-demand portal provides 1,500+ hours of PBS programming, anytime and anywhere, to PBS12 members who join at the \$60 per year or more (just \$5 per month) level. Members are able to view PBS favorites like *Masterpiece*, *Nature*, *Nova*, and *Independent Lens* on-demand and on any device including Roku, AppleTV, Chromecast, and Fire TV devices. It's a seamless viewing experience, all in HD!

We can't do it without our donors!

PBS12 is thankful for the continued support of its members and donors and takes our fiscal responsibility very seriously. To that end, we strive to increase revenues and net assets and work hard to keep expenses low. Our goal is to improve our community service through financial accountability. Thank you for your continued support.

REVENUE FY 2019

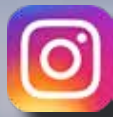
Individual Giving	2,438,358
CPB	751,621
Lease Revenue	669,097
Investment Income	213,703
All Othe Revenue	621,237



- Individual Giving 51%
- Corporation for Public Broadcasting 16%
- Lease Revenue 14%
- Investment Income 4%
- All Othe Revenue 13%



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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.