

40
YEARS BOLD



2020 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.

And we have followed the call for an independent voice in media since our defiant and bold founding, 40 years ago. We still celebrate community and delight audiences, while we seek to offer diverse perspectives to our entire Colorado audience.

We strive to be PBS in a whole new way with our unique four-channel lineup and through our digital footprint across the web and on social media.

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.

DW (Deutsche Welle) lives on PBS12.3, offering programming from Germany that features European news and stories. On PBS12.4, NHK World Japan provides news, lifestyle and other stories focused on Japan and Asia.

We've built out PBS12.org with a live stream of PBS12.1 along with 24/7 live streaming of DW, our weekly public affairs program, *Colorado Inside Out*, and PBS12 Passport, our on-demand library of programs.

At PBS12, four brand pillars define our decision-making: Curiosity, Trust, Community, and Diversity.

These foundational principles guide our strategy for 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 rely on PBS12 for information and ideas.

We provide a place for **Seekers** and the **Civic-minded** to decipher and explore current topics in politics, science, history, nature, the nation, and the world. We give flight to **Enthusiasts** and **Dreamers** who come to voyage into the worlds of travel, drama, music, art, and dance. We give voice to **Rebels** who depend on us to continue taking risks and welcome alternative, independent voices.

PBS12. Your neighborhood. Your world.



2020 Local Content & Service Report IN THE COMMUNITY

We're 40 years BOLD!

What a year! 2020 will surely be remembered for the challenges it threw our way. It will also stand out for the qualities we found in ourselves to survive — and dare I say thrive — in such a hard year.

Every month I write a letter to our audience and stakeholders that articulates the things that PBS12 stands for. It's a chance to fill people in on the deeply held beliefs that guide us every day and how those beliefs are actualized through our programming and actions.

This year's letters started out hopeful with ideas like 'coming together to achieve great things,' and the importance of 'global, diverse' thinking. As you can predict, it quickly morphed into 'staying connected in disconnected time,' 'reclaiming our humanity and humor,' and 'resilience.'

What these letters reflect is the heart and soul of PBS12. They provide a mirror that we can look into to make sure we're staying true to the ideals that launched us 40 years ago.

In 1980, our founders set out to provide a unique, bold service to the community. They yearned for a media voice that challenged assumptions and provided alternative ways of thinking, while serving as a platform for truthful information, visionary ideas, exceptional programming, and out-of-the-box thinking.

Our humble beginnings — we literally operated out of a Quonset hut — have morphed into a high-tech, state-of-the-art operation. But the core ideals have remained.

And those ideals served us well in 2020.

Like everyone, we did a lot of re-imagining of our operations once the pandemic hit. Of course, we moved staff to virtual work, limiting in-person exposure wherever possible. But because of some unique aspects to our organization, we had to make some unusual and major adjustments as well.

Each year we present concerts and other performances at various venues like Red Rocks Amphitheatre and the Paramount Theatre in Denver. They comprise a significant portion of our revenues. As public events were prohibited last summer due to the pandemic, our teams swung into action to make up for those expected shortfalls. But the resilience didn't stop there.

Our in-studio productions went virtual and we were able to present not only our weekly political roundtable program, *Colorado Inside Out*, but we expanded our productions to meet the moment.

We presented an all-new series, *From Moment to Movement with Tamara Banks*, that dove into the Black Lives Matter movement and put the spotlight on experiences and perspectives from our Black community.

We expanded the way we serve nonprofits for online fundraising with better audio/visual and phone bank elements.

Together with several community partners, we presented *On the Same Page*, a series of in-depth, intergenerational conversations that expanded dialogue on issues that cross ages.

Last year when we surveyed our current and potential viewers, we learned that people turn to PBS12 for inclusive and respectful conversations and to get perspective in a time where partisan divides threaten to polarize us further. We were founded on, and every day live the principles that make PBS12 the place they turn to for truth and understanding. We think that's a pretty bold idea.

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



Kim Johnson
PBS12 President &
General Manager

A handwritten signature in cursive that reads 'Kim Johnson'.

- We honored and celebrated the lives of 21 Black neighbors by sharing their experiences and lives in the series, *From Moment to Movement with Tamara Banks*. Inspired by the killing of George Floyd and the subsequent #BlackLivesMatter protests, this was PBS12's response to long overdue and badly needed consideration of discrimination and policy brutality in the Black community.



- Sounds on 29th zagged into an all-new, COVID-friendly format that still presented amazing local artists while expanding connections into the musical community to more than 80 acts and filmmakers.



- Colorado Decides came to life with debates on all of the statewide ballot initiatives that Colorado voters decided in 2020.
- Our signature student debate series, *Both Sides of the Story*, continued virtually in its sixth season, expanding to 12 episodes. The series showcases Colorado high school students debating key ballot issues – but without knowing if they will argue for or against until a coin flip in our studio, just before the debate begins. As usual, the student didn't disappoint.
- We presented *On the Same Page*, a series of intergenerational conversations. Together with *Changing the Narrative in Colorado*, a partnership of NextFifty Initiative and Rose Community Foundation, six thought provoking episodes created expansive dialogue across generations.

**ON THE
SAME PAGE**

- PBS12 was proud to present an AARP special that addressed the pandemic's effects. *COVID-19's Onslaught on Latino Communities*, looked at one microcosm of the pandemic, its disproportionate impacts and how various communities responded to the crisis. The program explored how and why COVID-19 has hit rural and urban communities in different ways.

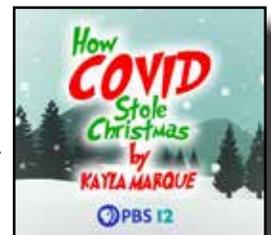


- Together with travel guru Rick Steves, we presented an hour-long special, *Rick Steves Unpacked*, on traveling and how COVID-19 has affected travel. Rick shared behind the scenes secrets from his one hour specials and answered viewer questions from our live online audience.

- What would your favorite PBS characters do in Quarantine? The PBS12 production team wanted to infuse some much-needed humor and mused about what our favorite PBS personalities would do in quarantine. The web shorts included Bob Ross, Dolly Parton, LeVar Burton, Bill Nye, Cookie Monster and Rick Steves.



- PBS12 Music and Sounds on 29th presented *How Covid Stole Christmas with Kayla Marque!* This broadcast and digital production provided sing-along-worthy musical cheer during this unusual 2020 holiday season.



Making an Impact in the Community

2020 yielded opportunities for PBS12 to connect in new ways for our community partners.

Come Back Yoga

PBS12 highlighted our strengths by producing the Colorado nonprofit, Comeback Yoga's annual fundraiser. The organization provides free, trauma informed yoga to veterans struggling with



PTSD and their families. With a number of in-person fundraising events cancelled or done virtually this year, PBS12 teamed up with Come-

back Yoga to move their event online through the use of a live pledge style program. While following all social distancing and COVID safety guidelines, we were able to have talent in the studio, a variety of video packages, help connect them with a call center and live stream their event to their YouTube and Facebook pages. We also produced one of the field packages that ran during the live event. Their event was a huge success and exceeded all fundraising expectations.

Freedom Service Dogs

PBS12 continued their partnership with local nonprofit Freedom Service Dogs this year through a series of training videos. Freedom Service Dogs provides and trains service dogs to the community and wanted to move some of their basic training commands to an



online format. We helped produce, film and edit almost 40 short videos that will be located on their website to help their clients with their daily routines and learning how to best utilize their service companions.

Adoption Options

PBS12 also continued their partnership with local adoption agency Adoption Options. While their annual fundraiser was moved to a virtual format, we were able to help produce a testimonial style video in the field that premiered during their live fundraiser. We were proud to maintain all COVID safety protocols while we captured the important story of a young family with children adopted through the agency.



In 2020, PBS12 was selected by the Eide Bailly firm as the Colorado recipient of their Resourcefulness award! Their national Resourcefulness Award initiative acknowledges non-profit organizations that developed innovative fundraising strategies during the economic challenges of the pandemic. PBS12 created a new content service to assist other Colorado non-profits by producing minimal cost, video clips for their long-term use and hosting their live stream fundraising events to help replace lost revenues from previously planned in-person fundraisers.

Head Room Sessions

PBS12 works closely with our music partners for a second season of this local music series. HEAD ROOM SESSIONS co-founders Matthew Shaw and Elle Naef



present a weekly curation of their favorite sessions. Additionally, as an exclusive

“HRS Telecast” bonus, each episode also features poems and stories from Denver writers. This year Head Room Sessions incorporated several social justice panels as well.

We Are Denver Live Streaming Network 24/7

PBS12 Provided several hour-long content blocks to the We Are Denver Network at the beginning of the pandemic with several other community partners including Westword, The Black Actors Guild and the Arise Music Festival to name a few. The We

Awards

Colorado Broadcasters Association Award
Best Mini-Documentary or Series
Street Level Community

Colorado Broadcasters Association
Certificates of Merit
Best News Special or Public Affairs Special
Colorado Inside Out Time Machine: 1923

Colorado Broadcasters Association
Best Interstitial Programming
Street Level Community: Kate Kavanaugh – Rocky Mountain Arsenal

Emmy Nominations
Interstitial: Street Level Startups: Sistahpreneurs
Interstitial: Mental Health Colorado: Parity

Are Denver Network is a collective that is helping to Define Denver from within. Denver is a city that has seen more significant change than most, and the rate of that change is only increasing. “The point of this network is to help artists get support at this time.”



Hello? Denver? Are You Still There? with Bree Davies

PBS12 launched a virtual web version of Bree Davies’ wildly successful podcast and created space for community when it was hard to convene in person. Guests have included disability rights advocate Rosemary McDonnell-Horita and veteran teacher, librarian, activist and leader Julia E Torres.



40th Anniversary

2020 marked the 40th anniversary of PBS12! Founded in 1980 by a group of community-minded activists, our original name was Channel 12, KBDI. In 2008, the name changed to Colorado Public Television - CPT12 before becoming PBS12 in 2020.

The station still prides itself in presenting independent, thought-provoking programming that sharpens critical thinking skills.

From our humble beginning, literally inside a Quonset Hut, to today’s high-definition, multi-media operations, PBS12 looks forward to the next 40!



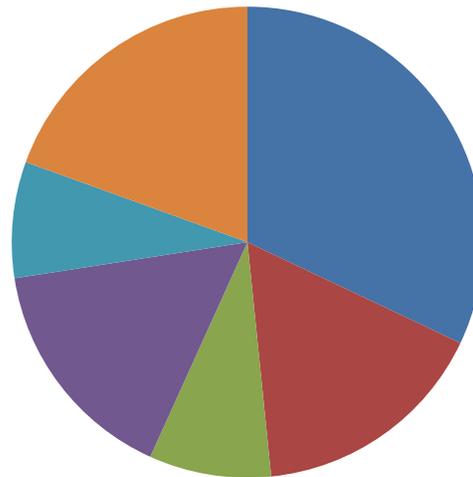
2020 Local Content & Service Report SUMMARY

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 2020

Individual Giving	32%	1,399,985
CPB	16%	713,972
Grants	8%	365,942
Lease Revenue	16%	689,429
Investment Income	8%	348,588
All Other Revenue	19%	850,718



FINANCIAL POSITION FY 2020

Assets	10,094,793
Liabilities	626,323
Net Assets	9,468,470



PBS 12.org **PBS 12 | Passport**

Join the conversation!

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.

THANK YOU

Everything we do at PBS12 is a result of the support we receive from our community.

YOU inspire us to reach higher everyday.