



## 2021 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.



### **TOGETHER, WE'RE AN UNSTOPPABLE FORCE FOR CHANGE.**

We're inspired by a recent Knight Foundation article that articulates the value of public media and why we're more important than ever before.

"Research shows that people exposed to news on public television **are better-informed** than those exposed to news on private TV. They **are likelier to vote**, and **have more realistic perceptions of their societies**, especially on issues related to crime and immigration. They **are less likely to express negative attitudes toward immigrants**. Countries with strong public broadcasters **have higher levels of social trust**, and the people who live in them **are less likely to hold extremist political views.**"

We'd all agree that these last couple of years have been unlike any other. Our social environment and our ability to connect and truly hear one another have been strained.

But education through content that shares diverse stories about history, culture, art, nature and current events... creates a community with more understanding and tolerance toward the world.

We all deserve the right to accurate, educational content. But we know in our current society, that's not always the case. Our content creates a community with less fear, more tolerance and empathy towards the world. It brings us together, rather than divides us, and celebrates people – individuals from all walks of life.

At PBS12, six content pillars define our decision-making: Industry, Arts & Culture, Community Issues, Well Being, Global View, and Diverse Voices. These foundational pillars guide our strategy for our content, our culture, and how we define success.

You can count on PBS12 to deliver not only diversity in programming genres, from history and drama to news and politics, science, the environment and social justice, but programming that appeals to a wide range of people. We serve parents and kids. We serve students and lifelong learners. We serve news junkies and sideline prognosticators. We serve curious travelers and cooks. And we serve DIYers and get-it-doners.

**We're an unstoppable force for change. If you want a better world, this is the place to do it.**



## 2021 Local Content & Service Report IN THE COMMUNITY

### In 2021, we welcomed our new President and General Manager, Kristen Blessman

When I saw the role at PBS12, I felt a surge of energy shoot through me. The kind of feeling you get when you know there's something special—something that's calling you. Like so many of us, I've watched in disbelief how we've become so opposed to one another in the past several years. I grew up in a household where my mother was a Democrat, and my father was a Republican. It was okay to share your feelings on both sides of an issue. But somehow as a country we've become so divided. Not just on political beliefs but in ways I can't even explain. I feel like our divisions as a country are in part because of the types of information we have access to or choose to find. This gap feels like it's getting wider.

Regardless, we won't be successful as a nation, as a culture, if we're not brought back together again. I learned in my time fighting to create diverse workforce cultures that the ones with the most diversity in thought, culture, race and gender, are the ones that are most successful. Companies actually make more money and have more customer satisfaction when they are diverse. Makes sense if you think about it, because you get to know different cultures and hear unique perspectives that you wouldn't have thought of otherwise.

I'm asked a lot about the unique role for PBS12 that comes with a renewed focus on the importance of local media and new outlets. From a macro perspective, during a time when trust in public institutions, news media, and other sources of information are at an all-time low, PBS12 enjoys – and zealously guards – the trust that our local community puts in us.

We're a source for fact-based information and storytelling from around the world and around the corner with our local programming on music, public affairs, industry, well-being, arts & culture, and diverse voices. For PBS12, specifically, we have the opportunity to take this information and make it hyper-local and impactful.

As I stated before, PBS12 is Impact Media for Colorado. As an organization, PBS12 has a responsibility to our community. As a non-profit that receives member and community support, we have a responsibility to stated and measurable impacts as a result of our programming. We provide and give access to diverse

content and storytelling to all; but what's vital is for us to be able to show how the storytelling and content makes a direct impact in our community.

For example, one of our programming pillars at PBS12 is health and wellness. I believe PBS12 should show our members and supporters that our community is healthier as a result of that programming. We have some work to do to get there, but I believe we have the power to do so.



Kristen Blessman  
PBS12 President &  
General Manager

Finally, we know we can't produce all the content that's worth creating so we look to content partners, independent producers, and new sources of content to curate impactful, meaningful, relevant, and entertaining programs for our community.

I'm also asked about our approach to age and cultural diversity. We spend a lot of time creating original content for younger audiences and delivering that content on platforms where young people are. We recently created a 13-part series called *Generation Grit*, that tackled hard-hitting issues that are impacting Gen Z, bringing together young people and subject matter experts to talk about how Gen Z looks at issues, how they approach solving them, and what we can learn.

We've also built robust communities on various social media platforms and YouTube to extend our reach into non-traditional audiences. We absolutely understand the future is digital and we evaluate how we can best create content meant for distribution on those channels, serving those platforms with the time and attention each deserves while representing the PBS12 brand promise.

Most importantly is listening to the needs of younger audiences when it comes to content. Tapping into the voices of younger generations is critical to our ongoing work. We invite everyone to have a seat at the table when it comes to sharing ideas. I can't wait to sit at the table with all of you.



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- In *Grit, Gorillas, and Grace*, we partnered with the GRACE Foundation to shine a light on the



critical conservation efforts underway to protect the endangered Grauer Gorilla. Together we held a livestreamed discussion with Host, Eco Inclusive founder Parker McMullen-Bushman, who led a discussion with

esteemed panelists from around the world to examine GRACE's conservation efforts with the Congolese community.

- Sounds on 29th*, now in its 10th season, expanded its palette to over 80 different musical artists of different backgrounds. The



program celebrates cultural diversity through music and highlights local filmmakers who focused their formidable talents toward music videos in an uncertain time. We also partnered with the Levitt Pavilion to capture live performances in a safe outdoor space and shared the spectacular performances with our viewers.



- Together with Indie 102.3, Bodies of Culture, and Kayla Marque, we presented *A Soul Xmas*. Kayla returned with family and friends for a second annual family-friendly holiday event from the PBS12 Studios in Five Points.

- Our signature student debate series, *Both Sides of the Story*, featured more students than ever, a total of 10 different students from eight area high schools. The tournament featured one of our best championship matches ever, featuring Cherry Creek High School's Masha Osovskaya and 2021 champion, Kalina Kulig from George Washington High School in Denver.

- We began production on the important documentary, *The Eye is the First Circle*, based on women artists from the 1940's and 50's who were seminal in developing a new visual language, Abstract Expressionism, during a time of anxiety and fear in a post-war environment. The only truly American art form, history has left most of these avant-garde creatives out of the narrative due to their gender, instead concentrating on their hard living male counterparts. *The Eye is the First Circle* premieres in spring 2022.



- We presented independent children's show, *Farmer Dave and Friends*, an award-winning series that features hilarious learning adventures! Blending original music, puppets, interactive videos, and educational comedy, *Farmer Dave and Friends* explores social-emotional learning, community, self-expression, and the environment through songs, stories, and skits.

- In this live local music series, *Headroom Sessions* presents a weekly curation of favorite sessions and as an exclusive "HRS Telecast" bonus, each episode also features poems and stories from Denver writers.



- We presented *CCDC Resilient Community*, a Colorado Cross Disability Coalition-produced documentary that visited a cast of incredible individuals statewide that were able to adapt and pivot into roles specifically to support others during the pandemic and human rights upheaval showing Coloradans with all types of disabilities are resilient and positively contribute to our communities.



## 2021 Local Content & Service Report IN THE COMMUNITY

### Making an Impact in the Community

2021 yielded opportunities for PBS12 to connect in new ways for our community partners.

#### Comeback Yoga

PBS12 highlighted our strengths by producing the Colorado non-profit, Comeback Yoga's annual fundraiser. The organization provides free, trauma informed yoga to those struggling with PTSD and their families. With concerns of safety for their demographic, PBS12 teamed up with Comeback Yoga to host their event from the PBS12 studios. While following all social distanc-



ing 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 two of the field packages that ran during the live event. Their event was a great success.

#### Freedom Service Dogs

PBS12 continued its partnership with local non-profit Freedom Service Dogs this year creating a program following their 2021 graduates. Freedom Service Dogs provides and trains service dogs to the community. Over the course of 2021, we followed 6 different classes of dogs and clients. We watched as they trained together, studied hard for their graduations and caught the moments when the clients were able to bring



their service dogs home. We also profiled one of the graduates with a more in-depth story.

#### Continued Pandemic Response

As with so many other organizations the entire PBS12 staff adapted to the challenges of the COVID crisis by working in a hybrid space and navigating the experience with grace and professionalism. In order to keep staff and guests safe, many productions were performed remotely and our broadcast and digital efforts did not experience any delays.

#### Programming Highlights

We strive to make tuning into PBS12 a memorable experience and we're proud of our innovative and bold, on-air schedule. Here is a sampling of some of our curated programming from throughout 2021.

- February's Black History Month.
- April's Earth Day and Faith evenings.
- Asian-American/Pacific Islander Month in May.
- A retrospective of PBS12 original Arts documentaries in remembrance of longtime PBS12 producer, Joshua Hassel.
- Introduction of exclusive on-air and online series, *The Indian Doctor*, including programming marathons.
- Premiered *Generation Grit* and new seasons of *Sounds on 29th*, *Headroom Sessions*, and *Both Sides of the Story*.
- Veteran's Day celebrations in November.
- Extensive holiday programming throughout November and December including PBS12 original, *A Soul Xmas*.
- Aired Ken Burns' 4-part series, *Muhammad Ali*.



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## Generation Grit

In 2021 we premiered a new series, *Generation Grit*, that explores hard-hitting, real-life issues from the perspective of Generation Z. The concept was founded on the belief that a look into the minds of Generation Z is a look into our collective future and from what we've learned, they're ready to grow, restore, inspire and transform in order to help build a better world. Each episode featured a panel of youth leaders, topical experts and representatives from Colorado nonprofits.



Topics that *Generation Grit* explored include Gender and Identity, Mental Health and Suicide Prevention in communities of color, Environmental Inclusion, Youth Homelessness, Youth Activism, Financial Literacy, Youth Leadership, Life with Disabilities, Intergenerational & Community Healing, Restorative Justice, and Critical Race Theory in Schools.

## The Beacon Newsletter Arrived

We introduced a new printed newsletter, *The Beacon*, for our members. Arriving four times a year in mailboxes, *The Beacon* highlights programming, events, donors, volunteers, and other PBS12 news.



## Colorado Environmental Film Festival's Presenting Sponsor

PBS12 has served as the presenting sponsor for the Colorado Environmental Film Festival for many years and with an all-virtual Festival in February, 2021, we helped to promote this transition to maximize online attendance and participation.

As part of our sponsorship, we aired a selection of Festival short films on PBS12.1 in February, and again as part of our Earth Day Celebrations in April.

## Colorado Gives Day Media Sponsor

For the 9th year, PBS12 served as a media sponsor for Colorado Gives Day that raised \$54 million in 2021. Together with the Community First Foundation, who runs Gives Day, we produce, air, and share a PSA to promote giving to favorite charities on this platform.



## About PBS12

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 a mix of PBS12.1 favorites and FNX, First Nations Experience, programming that celebrates Native and Indigenous people and culture.

DW (Deutsche Welle), PBS12.3, offers 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.

There are a variety of ways to enjoy PBS12 on digital platforms including a live stream of PBS12.1 and 24/7 access to DW, *Colorado Inside Out*, and PBS12 Passport, our on-demand library of programs for members, all available on PBS12.org.



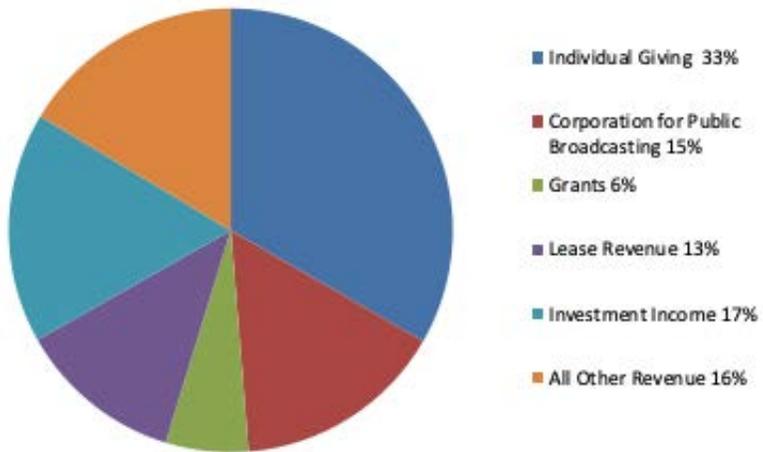
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## We can't do it without you!

We're so thankful for the continued support of our members and donors and we're proud of our community of curious, committed viewers. We take our financial stewardship of donor dollars seriously and 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 generosity.

### REVENUE FY 2021

Individual Giving	33%	1,963,068
CPB	15%	908,089
Grants	6%	355,285
Lease Revenue	13%	710,371
Investment Income	17%	990,136
All Othe Revenue	16%	966,549



### FINANCIAL POSITION FY 2021

Assets	11,762,794
Liabilities	530,953
Net Assets	11,231,841



## 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.