



# 2023 Impact Report



PBS12 exists to share the real, personal stories of the Colorado experience that celebrate our lifestyles and tackle the issues that define our state.

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## Community Affairs • Arts & Culture • Diverse Voices Industry • Well Being • Global Views

In 2023, PBS12 focused on three of our six guiding pillars: Community Affairs, Arts & Culture, and Diverse Voices.

**These foundational pillars guide the strategy for our content, our culture, our community partnerships, 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 also programming that appeals to a wide range of people.

**"We want to create a platform for diversity, inclusivity, critical thinking, and engagement."**

- Kristen Blessman, President & General Manager

## A letter from our President, Kristen Blessman

It's been quite a year! Coloradans have seen so much happen in 2023, including the impacts of gun violence, a rise in homelessness, an increase in migrants coming through the state, and more. We've also seen new mayors elected in Denver and Colorado Springs, decriminalization of psychedelic mushrooms in Denver, a Nuggets NBA championship, and the first Michelin stars and Bib Gourmand recognitions in our state.

Through all those moments, PBS12 has been there to share stories and information with you. And we know it's had an impact. PBS12 was nominated for four Heartland Emmys and secured two wins; we hosted two televised panel discussions with Denver's mayoral candidates and a special episode of Colorado Inside Out to sit down with newly elected Mayor Mike Johnston at his 100-day mark; we premiered a new episode of the Heartland Emmy winning series *Decode Colorado* which directly addresses the homelessness crisis in Denver; and we established new partnerships with organizations like Denver Metro Chamber of Commerce, Children's Hospital Colorado, and History Colorado to continue our local coverage and representation.

In a world where nearly everything is polarizing and hard to process, I'm hopeful that what we're creating at PBS12 has been a bright spot.

In the next year, we're doubling down on our mission to be **Impact Media for Colorado**. Through thought-provoking storytelling, educational programming, and highlighting diverse voices, PBS12 will continue to be the voice of our state.

Looking back to May 2022, I said *"I know that PBS12 is going to play a meaningful role in bringing Colorado back together again by sharing these types of stories with our viewers. It's why we are impact media for Colorado and why we are going to start the movement right here."* That's even truer today!

We're grateful for another year to make an impact, bring our community together, and unite Colorado. I especially am grateful to all of you for your ongoing support and feedback to help shape PBS12 in the coming year.




Being a community resource is vital to our success at achieving our mission of being Impact Media for Colorado. We leaned into our role as educator and community aggregator in 2023.

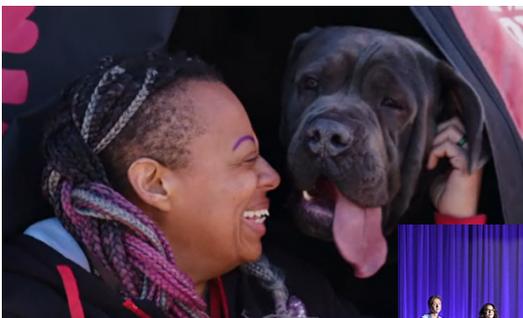


PBS12 developed and nurtured a sustaining relationship with [History Colorado](#). This state-wide museum and historical heritage resource honors Colorado's memories while providing educational resources for all. What began as a partnership with their program Blaxplanation, in conjunction with a screening of [PBS's Making Black America](#), sponsored by [Bank of America](#), evolved into a panel discussion with black leaders in the Denver community around black joy, creating connections, and black history and contributions in this vibrant community.

After 12 years, the City of Denver elected a new mayor in 2023. To help narrow the field, PBS12 filmed 12 of the original 17 candidates in a breakout original program called [Humanize](#). Viewers learned about each candidate beyond the stump speech to dig into who they are as a human. The 5-minute programs were followed up by a live televised conversation featuring all candidates on the ballot at that time, in partnership with several [Colorado labor unions](#).



**HUMANIZE**



As a follow up to the mayoral conversation, PBS12 hosted a film screening and panel discussion with the final 2 runoff candidates around the top ballot issue in Denver - homelessness. PBS12 created and screened the second installment in the [Heartland Emmy award-winning series Decode Colorado](#) around the issue of the housing crisis in the city. The event included partners like [Denver Botanic Gardens](#), [Colorado Coalition for the Homeless](#), [Urban Peak](#), and [CiviCO](#).

In partnership with [Unify America](#), PBS12 hosted [Attorney General Phil Weiser](#) and former [Colorado Secretary of State Wayne Williams](#) at [Metro State University](#) for a conversation around unification. The film and guided conversation followed 4 American who may vote differently than you or be different than you in other ways. It's a small but powerful way for each of us to heal our national divide.

The Unify Challenge

Discover the power of productive, frank conversations with fellow Coloradans

PBS12 prioritized community outreach and partnerships in 2023. From single-day events to series collaborations, our community partnerships allowed us to create and deepen the connections in our community.



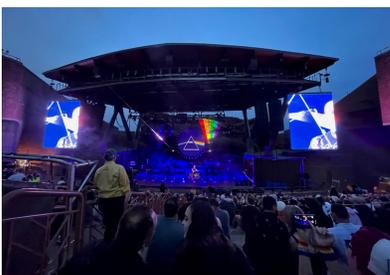
PBS12 partnered with [Children's Hospital Colorado's](#) South Campus location for their Community Festival. The event, intended to bring patients and parents some levity and fun during what can be a challenging time, included [Clifford the Big Red Dog](#), several local radio stations, police and fire/rescue organizations, and the [Denver Broncos'](#) mascot Miles. Despite the snow storm, we brought a smile to 150+ kids' faces.

For the sixth year in a row, PBS12 was a proud sponsor of the Colorado Environmental Film Festival. With 60+ films from local, national, and international film makers, the 2023 festival focused on climate change and its impacts. This incredible resource for acquired content provides amazing content for Earth Week.



PBS12 was fortunate to partner with local award-winning magazine, [5280](#), on their inaugural Thought Forum. This gathering of government officials, statewide thought leaders, and business owners brings together folks from many sectors of our state to discuss Colorado's future.

PBS12 partnered with a local consulting group, [Taloma Partners](#), to understand our place in the community and to hear feedback from statewide leaders. These in-home salons provided us with valuable feedback and insights for how to grow our station and serve a larger, more diverse audience throughout Colorado.



For years, PBS12 has hosted four tribute bands at Red Rocks Amphitheater to increase revenue and awareness for our station. 2023 was no different, as we hosted a sold out Brit Floyd, Killer Queen, 1964, and Get the Led Out. These concerts provide an amazing opportunity for a multi-generational audience to experience some of the world's most iconic rock legends, in one of the world's most iconic venues. This concert season was sponsored by [Delta Dental](#).

PBS12 partnered with [Girl Scouts of Colorado](#) as a production partner in support of their annual Women of Distinction award. We filmed videos of each of the 2023 honorees that were shown at the awards dinner and subsequently shared via social media.



As they say, content is king. And we couldn't agree more. PBS12 made big strides creating original content in 2023, with lots more to come!

The highlight of 2023 was celebrating PBS12's [Heartland Emmy](#) award for our work on a documentary series called [Decode Colorado](#), digging into the topics that mean the most to Coloradoans. The episode released in 2023 was centered around [Homelessness](#), a rising concern of Denverites in the last year. The film profiled people experiencing homelessness, those in service-provider roles, and government officials.



PBS12's flagship public affairs program, [Colorado Inside Out](#), continued for an impressive 32nd season on the air. This year, a highlight included an [exclusive interview](#) with Denver's new [Mayor Mike Johnston](#). Host Kyle Dyer sat down with the Mayor to discuss his first 100 days in office as he offers his thoughts on the progress and future of homelessness in the city, business growth, safety throughout the Metro area, and his low point and high point.

In partnership with the [Denver Metro Chamber of Commerce](#) and [Small Business Development Center](#), PBS12 created an interstitial piece of content called [Business Minute](#), sharing the stories of local businesses with innovative ideas. In 2023, we highlighted organizations ranging from food production to child safety, rocket science to personalized gifts.

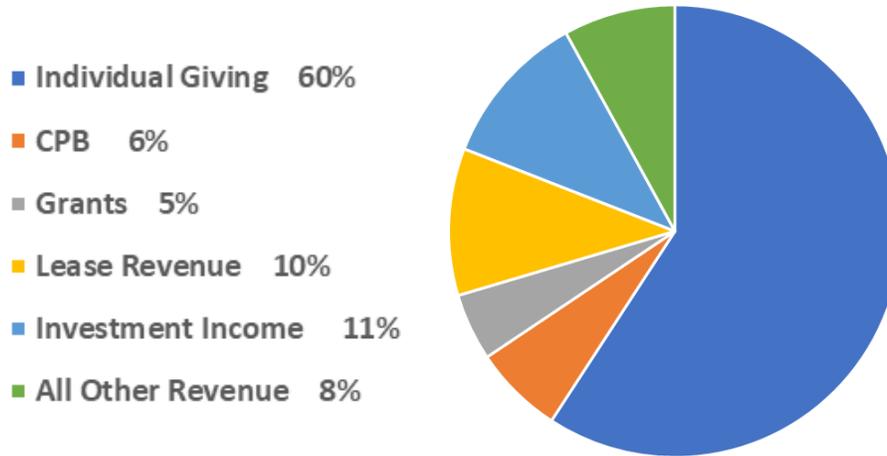


PBS12 created [Bridging the Digital Divide](#), a short-form documentary piece discussing digital equity and the vital nature of connectivity and access to the internet in our community and around the world. We followed the stories of local Denverites to illustrate just how vital staying connected is for so many reasons. This documentary was sponsored by our local [Comcast](#) affiliate.

Two other programs that were piloted in 2023 were [Said Unsaid](#) with Gloria Neal, tackling the hard conversations about race in Colorado; and [Axios The Weekender](#), sharing restaurants, activities, and hot spots with viewers that went beyond Axios' news headlines.



We couldn't have done it all without the support of donors, members, and community supporters.



## Revenue FY 2023

Individual Giving	60%	\$4,808,458
CPB	6%	\$520,720
Grants	5%	\$390,600
Lease Revenue	10%	\$854,159
Investment Income	11%	\$899,342
All Other Revenue	8%	\$649,863

## Financial Position FY 2023

Assets	\$11,855,167
Liabilities	\$829,392
Net Assets	\$11,025,775

## OUR IMPACT



**507,000**  
broadcast views  
per month



**50,000**  
web page views  
per month



**9,085**  
members of  
PBS12



**18,926**  
weekly email  
reach with an  
**18%** open rate



**1.2M**  
reach across all  
social media  
platforms



**100,000**  
weekly viewers  
with **\$100k+** HHI

## 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.