



PBS12 2024

IMPACT REPORT



OUR MISSION

PBS12 **creates, curates, and distributes** quality content that **connects Coloradans** with their world.

PBS12 content is **educational, informative, entertaining, inspirational, and original.**

PBS12 staff is driven by the **values** of
Respect Curiosity Empathy Trust
Inclusivity Independence Joy Integrity

OUR COMMITMENT

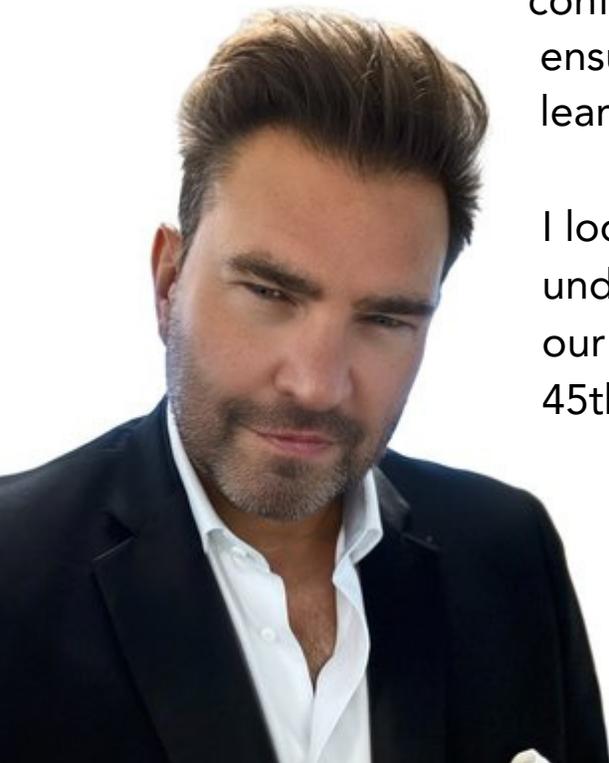
The PBS12 team will be good stewards of the brand and its resources to ensure PBS12 will serve Coloradans for generations to come.

My name is Bobby Springer. I am the incoming President and General Manager of PBS12. I have been working in television for the past 30 years. Nearly 20 of those were at 9NEWS here in Denver, with the past six years at the CBS affiliate, KHOU11, in Houston, Texas. Returning to Denver to lead the incredible team at PBS12 and to serve a community I care about deeply is an incredible honor.

For more than four decades, PBS12 has served as a trusted source of information, inspiration, and connection for Coloradans; delivering insightful public affairs coverage, sharing entertaining musical performances, and highlighting the stories of our amazing communities and fellow Coloradans. Most importantly, PBS12 is an independent voice for Colorado, removed from any corporate or political influence. This is a rare and precious gift, and it is made possible because of your support.

Looking forward to 2025, the PBS12 team and I look to build upon that commitment, embracing new storytelling formats to bring you more – more Colorado stories, coverage of more topics that impact our lives, and more understanding and deeper connections to the community. Together, I'm confident we'll take PBS12 to new heights and ensure it remains a place of meaningful connection, learning, and engagement for generations to come.

I look forward to taking PBS12 to new heights, understanding our unique audiences, and serving our community in 2025 as we celebrate our station's 45th anniversary of broadcasting.

A handwritten signature in grey ink that reads "BOBBY" with a long, sweeping underline.

Being a community resource is vital to achieving our mission. In a year of transition, we focused on creating community partnerships and bringing Coloradans together through the power of public television.



THE Confluence The biggest success of 2024 was hosting the inaugural **Confluence**. This newly created PBS12 signature event brought together government, nonprofit, and business sectors to learn and talk productively about some of Colorado's biggest challenges. We partnered with **Mile High United Way** and the **State of Colorado** to get data on the top reported issues - access to child and elder care, access to mental health resources, and the cost of living. We honored three community organizations making progress in each of those areas, and found three individual stories that illustrated the real life impacts of these issues. We brought those stories to life through the lens of the PBS12 original program *Humanize*, paired with an on-stage interview with Confluence host Stephen Brackett. As Ken Burns says, "Minds are rarely changed by a well formulated argument, but minds are changed every day by a well told story." Through storytelling, we can better understand and unify communities around our shared challenges and ideas for impactful solutions. This inaugural event was a huge success in both fundraising and community building.

PBS12 partnered with Denver-based **influencer mom-duo @biglittlefeelings** to create an interstitial series called *Big Little Moment*. Deena and Kristin, the moms behind BLF have amassed **3.5 million followers** and are hugely popular with toddler moms. *Big Little Moment* tackled common toddler challenges - saying no, feeling big feelings, tantrums, etc. - packaged into 12 bite-sized shorts. This PBS12 original program was a first for the station in creating original children's programming as well as forging partnerships with influencers to create content.



This year brought about a partnership with the state of Colorado Office of Film, Television and Media. This collaboration supports the production of engaging Colorado-based content. OEDIT created connections with us for acquiring Colorado-made films to air under a new program title, *Colorado Stories and Storytellers*, and offers reimbursement incentives for projects filmed in Colorado or employing Colorado-based talent. This partnership allows us to continue to create local content while fiscally sound.

PBS12 continued its focus on community connection in 2024. From single-day events to series collaborations, our community partnerships allowed us to create and deepen the connections in our community.



In partnership with **Better Together Productions**, PBS12 aired and co-presented a screening event for a film called **Rebecoming Me**. The film follows the stories of five individuals who navigated the foster care system, all of whom joined at the event, to engage in a further conversation. **Rebecoming Me** brought together more than 4 local organizations.

For the 7th consecutive year, PBS12 was a proud sponsor of the **Colorado Environmental Film Festival**. With 60+ selected films from film makers across the state and the world, the 2024 festival moved to a new venue, as it grew in popularity. PBS12 VP of Content Tom Brainard emceed opening night and was able to interview a youth film maker from Thailand about his film focused on turtle rescue.



Thanks to a grant from PBS KIDS, PBS12 hosted **Nature Cat** at an event in Rocky Mountain National Park celebrating National Kids to Parks Day - an annual event that connects families to public lands, encourages STEM learning, and inspires the next generation of park stewards. We hosted more than 18 families at RMNP and swore in 12 kiddos to a junior ranger program.

In partnership with **Dope Mom Life** and sponsored by mental health resource **Caring for Denver Foundation**, PBS12 presents *I Am More Than*. This series profiles 12 unique individuals at the intersection of personal stories, cultural backgrounds, and mental health converge. **I Am More Than** aims to inspire people to embrace self-acceptance and personal growth. We hosted a screening event at the **Denver Museum of Nature & Science** with over 150 guests.



Flagship program Colorado Inside Out went on the road in 2024. Supported by **AARP Colorado**, PBS12 filmed two episodes in the community: a **Social Security special** hosted at **Metro State University** and an **Election Security special** at **CU Boulder**. We welcomed nearly 100 people at both events and gave an inside look to the community at how we tape our regular weekly programs.

For years, PBS12 has hosted four tribute bands at Red Rocks Amphitheater to increase revenue and awareness for our station. 2024 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 Colorado's iconic venue. This concert season was sponsored by **Wana Brands**.

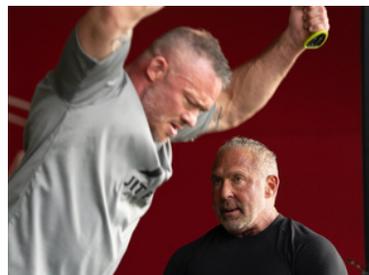


PBS12 continues to develop original programming to entertain, educate, and inspire our audiences. Our content spans from deep dive documentaries to community-focused music.

This year brought another episode of the Heartland Emmy Award-winning program **Decode Colorado**, focused on **Social Determinants of Health**. When you consider how, when, and why you get sick or deal with certain health conditions, are factors like race, socioeconomic status, and environment taken into consideration? If not, the impact might be surprising. This documentary explores the discrepancies in resources and treatment options between rural and urban settings, as well as the environmental predictors of health conditions and how it impacts folks in lower income neighborhoods disproportionately.



PBS12 refreshed one of its flagship programs, Sounds on 29th, after a 3 year hiatus. Featuring new bands from across Colorado; a new host Stephen Brackett, Colorado's Music Ambassador and founding member of the Flobots; and a new look, the show headed out of the studio and into Denver's favorite music halls and dive bars. The new format also allowed the community to buy tickets to shows and be part of the live taping. Season 11 resulted in the highest digital viewership for the year, the single highest YouTube watched video, and 2x over the air viewership.



Project Kaboom follows the heroic story of local Denver Police Department Sgt. Justin Dodge, who was tragically pinned under a fire truck at the Denver Nuggets NBA Championship parade and subsequently had his leg amputated. Steve Hess, former Nuggets performance coach, offered his services to rehabilitate Dodge and help earn a spot back on the SWAT team. When "boom" is not enough, you keep pushing until you achieve more... KABOOM.



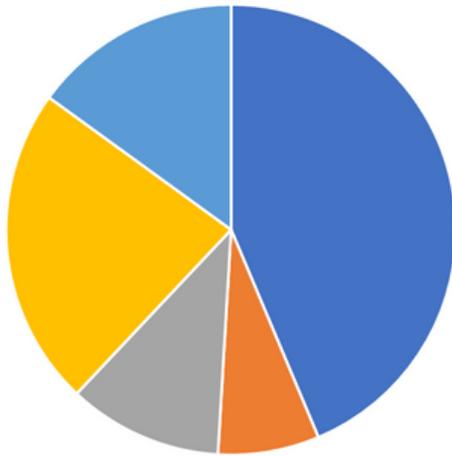
PBS12 premiered two new seasons of **Humanize** in 2024: **Stories of Immigrants** and **Newcomers**. Colorado saw over 20,000 immigrants coming to the state over the last 4 years and *Humanize* brought their stories to life, sought to more deeply understand the issues some are facing, and to hear from the communities serving them as they arrive. The premiere events had more than 100 attendees combined. We partnered with the **Colorado Business Roundtable** for Stories of Immigrants and with **Rose Community Foundation** for Newcomers, two new community partners for PBS12.



humanize



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



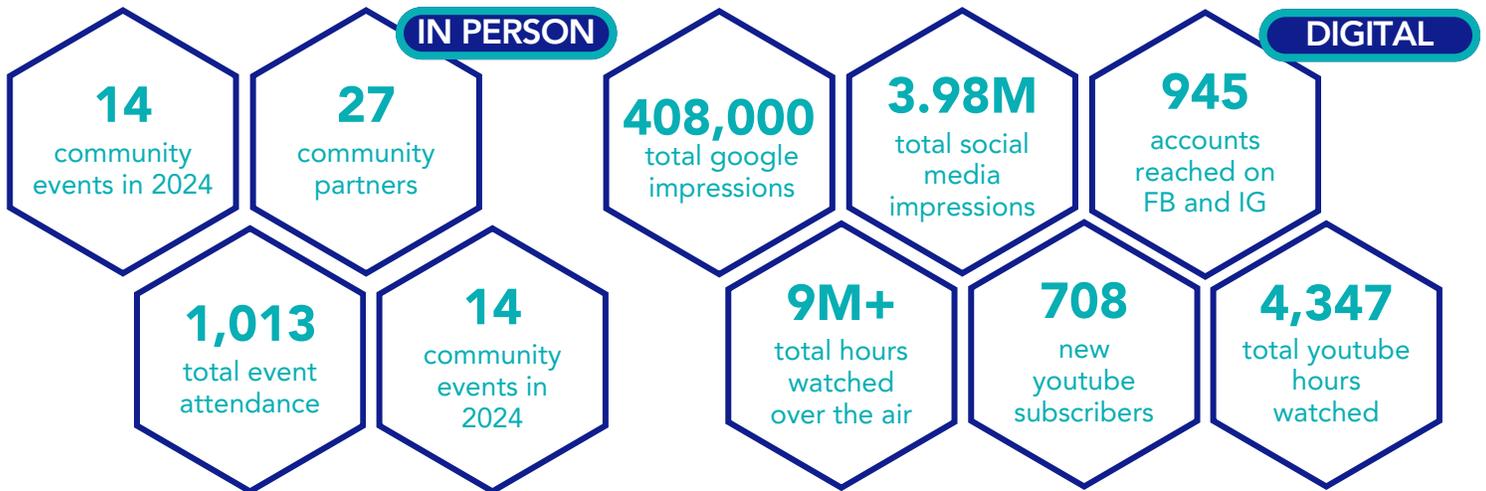
- Individual Giving 44%
- CPB 7%
- Lease Revenue 11%
- Investment Income 23%
- All Other Revenue 15%

Revenue FY 2024

Individual Giving	44%	\$3,452,258
CPB	7%	\$575,450
Lease Revenue	11%	\$877,043
Investment Income	23%	\$1,815,101
All Other Revenue	15%	\$1,186,796

Financial Position FY 2024

Assets	\$12,953,707
Liabilities	\$729,600
Net Assets	\$12,224,107



ABOUT PBS 12

On PBS12.1, we offer the best of PBS programming alongside independent and local documentaries, children’s educational programs. 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) on PBS12.3 offers international news. On PBS12.4, NHK World Japan provides news, lifestyle and other stories focused on Japan and Asia. Viewers can access PBS12 over the air, live streaming on pbs12.org, through PBS12 Passport, and on digital streaming platforms.