



PBS 12

COMMUNITY

IMPACT REPORT

2025

**Never doubt that a small group of thoughtful,
committed citizens can change the world:
indeed, it's the only thing that ever has.
- Margaret Mead**



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Dear PBS12 Community,

Thank you for your continued support and passion for PBS12 Colorado. 2025 was a challenging year of change and growth. PBS12 lost approximately 16% of its funding due to federal cuts. Nevertheless, our team was able to expand our local programming, innovate new ways to serve our community, and begin a transformation that re-imagines what a public media operation like ours can accomplish.

This was all made possible thanks to the support of people like you.

The following report showcases those efforts across 2025. I hope you will be as excited about the direction and results as we are. Most importantly, the progress we made in 2025 is just a prelude to the impact we will make in 2026.

Again, **thank you** for believing in our mission. It's important to remember, this is YOUR operation, and it is our pleasure to do the work on your behalf.

We welcome your thoughts, invite you to check things out for yourself, and hope you will continue to grow with us as we re-imagine how PBS12 Colorado can serve this community in new ways, while honoring and maintaining the incredible traditions established over nearly five decades.

Sincerely,

A stylized, handwritten signature in blue ink that reads "BOBBY". The signature is fluid and cursive, with a long, sweeping underline that extends to the right.

— Bobby Springer, President & General Manager



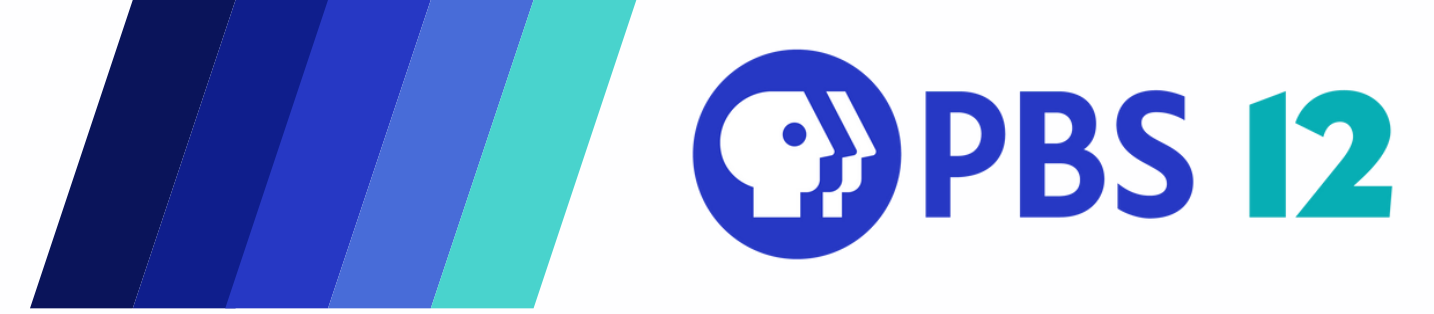


About Us

Rooted in our history while evolving for the future, the PBS12 team is dedicated to serving Colorado through innovation by reimagining public media to meet the needs of today's landscape. In this section, you'll learn more about our motivating principles, vision for the future, values, culture, and commitment.



OUR GOAL



PBS12's goal is to CONNECT Coloradans to their community and world, inspire them to THINK about the issues and people important to their community, and EMPOWER them to make informed decisions as they serve others.



CONNECT

COMMUNITY STORYTELLING
THAT ILLUMINATES ISSUES



THINK

THOUGHTFUL DOCUMENTARIES
+ ROUNDTABLE DISCUSSIONS

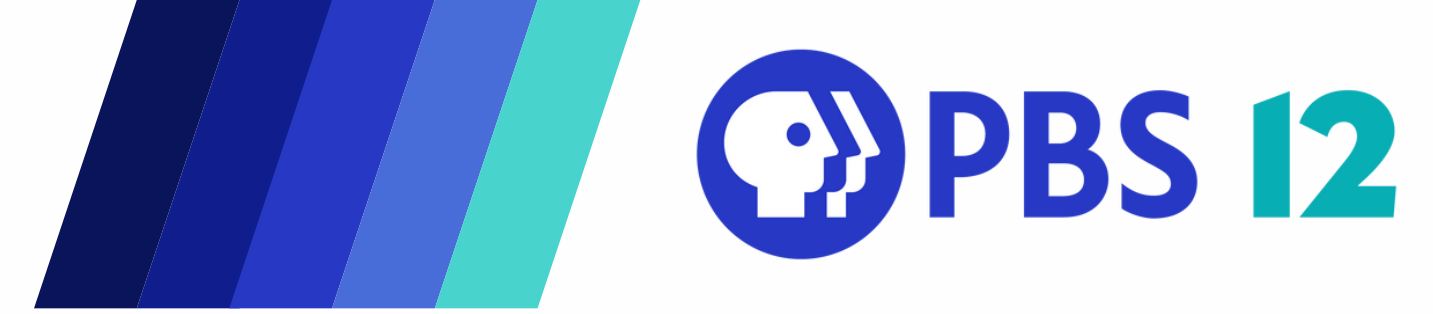


EMPOWER

EDUCATE AUDIENCES TO
MAKE INFORMED DECISIONS



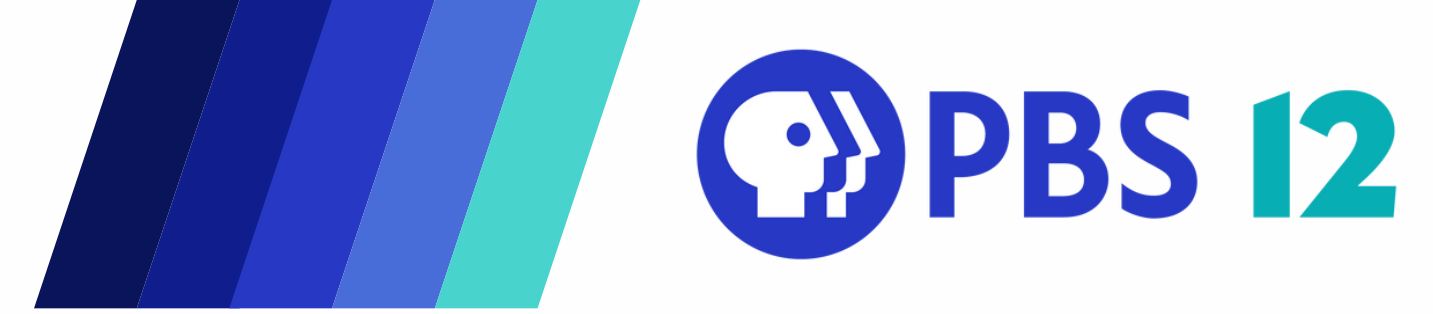
VISION FOR THE FUTURE



As the world changes, PBS12's vision for the future is also evolving. We aim to REIMAGINE what public media is and can be by moving beyond the screen and serving our community in tangible, real-world ways.



VALUES & CULTURE



VALUES

At the core of PBS12 is its people, who are driven by the values of Respect, Curiosity, Integrity, Inclusivity, Empathy, Trust, Independence, and Joy.

CULTURE

The scrappy team of professionals at PBS12 is dedicated to maximizing our impact through Innovation, Transparency, Quality, and Accessibility.



OUR COMMITMENT

Our commitment is to be effective stewards of this station's legacy by continually evolving to best serve Colorado with curiosity, innovation, transparency, and purpose.





Public Media, Reimagined

2025 was a year of transformation and growth as we sought to realize our vision for how we can serve the public in new and meaningful ways. From lifting up our sleeves to revitalize our infrastructure to diversifying our offerings and distribution models, in 2025 we became more agile, adaptable, and ready to serve the public.



INFRASTRUCTURE UPGRADES



We made significant upgrades to transform our production and workplace infrastructure in 2025, including:

- Upgrading to LED Studio Lighting to provide a cleaner look and use less energy.
- Installing Robotic (PTZ) Cameras, which give a cinematic look and enhance efficiency.

All renovations in this section were carried out in-house by PBS12 staff. Our team put in sweat-equity in order to improve our operation while saving money.



INFRASTRUCTURE UPGRADES



Revitalizing the Five Points Media Center with a redesigned, modern studio, a brand new control room, and renovated, previously dormant office space.



INFRASTRUCTURE UPGRADES



Enhancing our in-office network to improve productivity, facilitate collaboration, and streamline workflows by:

- Installing a Shared Edit Network Attached Storage system for collaborative editing
- Upgrading network cabling to facilitate highspeed Audio and Video sharing

INFRASTRUCTURE UPGRADES



Building in-house a one-of-a-kind automated system to create On-Air Interstitials for “Next Up” programming announcements, Donor Thank You Messages, and Partner Acknowledgements



INFRASTRUCTURE UPGRADES



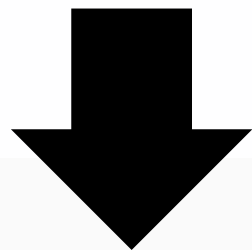
Building out a state of the art, portable production setup for streamlined shooting and editing in the field. This was test-piloted at Colorado Startup Week, producing 17 interviews that were shot, edited, published, and shared with stakeholders in one day.



OLD MODEL



We made content.



We aired content.

DIVERSIFIED DISTRIBUTION



OLD MODEL



We made content.

We sold content.

Provide to
Partners & Public



Radio



PBS12.org & Passport

Now



Spotify, Apple, YouTube



Shorts &
Long-Form



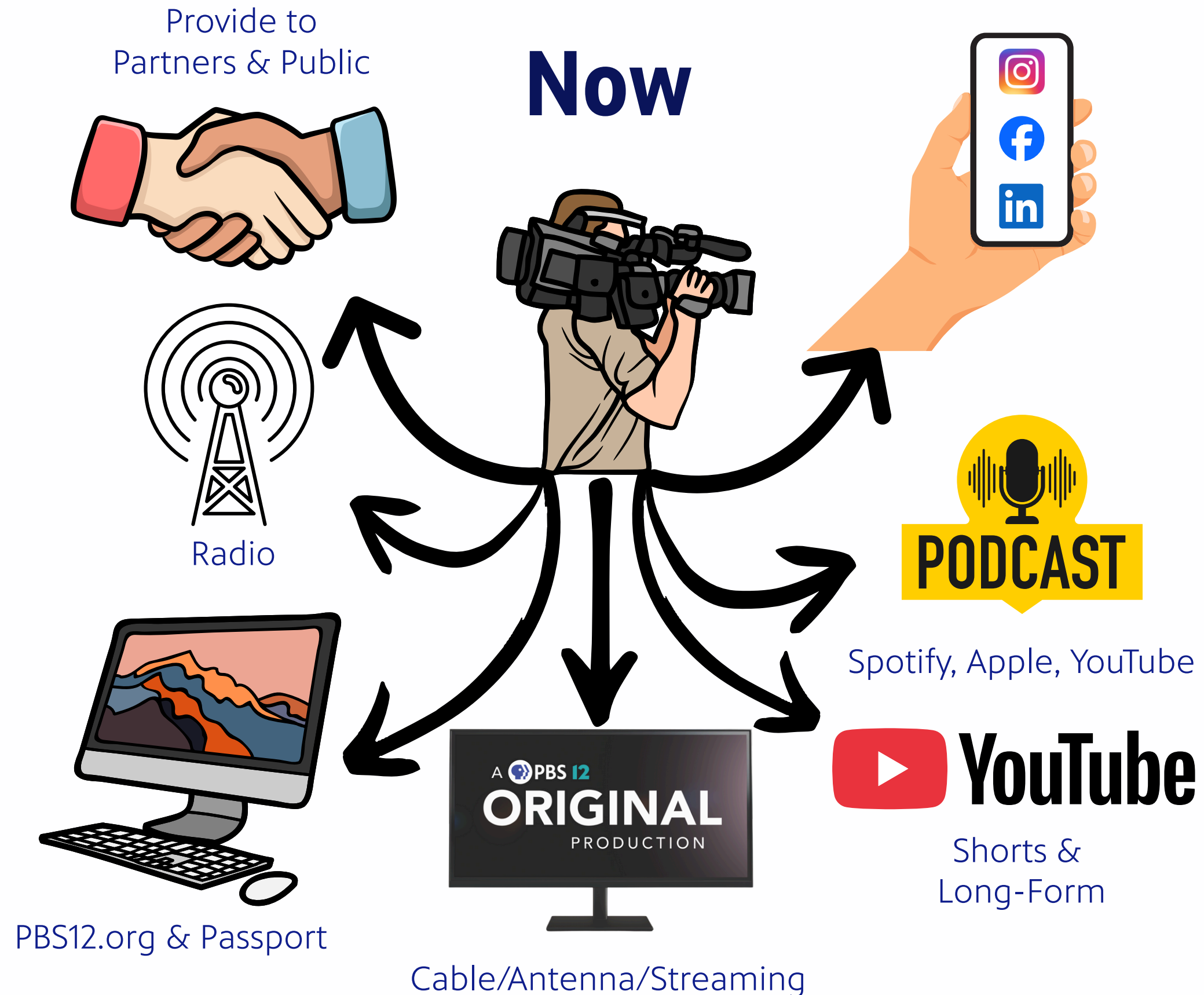
Cable/Antenna/Streaming

DIVERSIFIED DISTRIBUTION



After creating content, we make it available in numerous ways by:

- Providing it directly to partners to use freely via file-sharing software
- Posting clips and cutdowns on social media
- Publishing audio versions on all podcast platforms and making available to radio stations
- Broadcasting via traditional mediums and OTC streaming platforms
- Publishing to website, Passport, and YouTube



EXPANDED OFFERINGS



As our infrastructure enhancements have taken effect, it has allowed us to expand the ways in which we can serve our community, including:

PRODUCTION SERVICES



InResidence, our mobile production service, was soft launched in 2025 with two successful pilot tests. In September, we went to Colorado Startup Week. In November, we provided production services for the Colorado Broadcasters Association Hall of Fame Ceremony.

EDUCATION



In early 2026, we will welcome our first cohort to the PBS12 Creator Academy. This project, which was conceived, planned, and designed in 2025, will teach the ins-and-outs of professional, ethical content creation and journalism to the next generation of creators.

MEETING SPACE



As our building renovations came to fruition, we offered our space up to local and national organizations, such as National Press Photographers Association and the Colorado Association of Black Journalists, at no cost.



Our Brands

PBS12 is more than a single broadcast station. With four channels and an ever-growing footprint of locally produced, Colorado-focused original programming, PBS12 is a family of brands that connects Coloradans to their community and world.



BROADCAST CHANNELS



12.1 is the station's flagship channel delivers a diverse mix of local, national and international programming infused with quality PBS shows.



From 4am – 4pm, Channel 12.2 spotlights the best of PBS in children's programming, music, travel, exercise, cooking, public affairs and more.

From 4pm – 4am, Channel 12.2 features FNX (First Nations Experience) – documentaries, dramatic series, and arts programming that reflect the lives and cultures of Native American and indigenous peoples around the world.



Showcased on 12.3, Deutsche Welle (DW) is Germany's international broadcaster and a trusted source for reliable, news and information.



Broadcasted on 12.4, NHK WORLD-JAPAN is a 24/7 public network featuring original television programming from NHK (Japan Broadcasting Corporation).

PBS12 ORIGINAL CONTENT



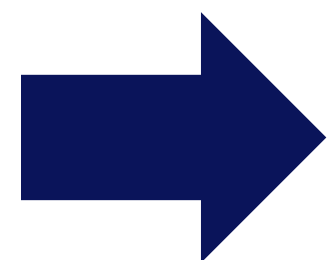
FOR THE LOVE OF CIVIL DEBATE



As PBS12's flagship public affairs program, Colorado Inside Out presents a thought-provoking and in-depth weekly analysis of Colorado current affairs by a panel of highly-informed journalists, activists, and professional pundits from across the political spectrum.



**DID
YOU
KNOW?**



Colorado Inside Out is Colorado's longest running debate program. It is distributed statewide by multiple TV & radio stations as well as being available as a podcast, on YouTube, and social media.

FOR THE LOVE OF DISCOVERY



BAZI KANANI

STUDIO TWELVE 12

FROM FIVE POINTS MEDIA CENTER

A  **PBS 12** ORIGINAL

STREAMING NOW ON

 **Passport**

 [YouTube.com/PBS12](https://www.youtube.com/PBS12)



Our weekly, one-hour, magazine-format show featuring short to medium length segments of locally created content from PBS12 and its partners, representing all aspects of life in Colorado, from challenging topics to portraits of our fellow Coloradans. Viewers can see everything from Colorado Inside Out highlights to a song from Sounds on 29th to pieces of new content from the PBS12 library.



COLORADO SOUNDSTAGE

Colorado Soundstage takes viewers to the most iconic venues our state has to offer. The show premiered in 2025 and was picked up for national distribution on PBS and PBS Passport. Performances included: Shane Smith & The Saints at Red Rocks Ampitheater; Elephant Revival at Telluride Bluegrass Festival; Trampled by Turtles at Grand Lake Folk Festival; and Big Head Todd & The Monsters at Red Rocks Ampitheater.



SOUNDS

ON 29TH



Our beloved flagship music series, Sounds on 29th, aired its 12th season in 2025. Featuring a new set of up-and-coming bands from across Colorado, bringing back the Flobots' Stephen Brackett as host, and venturing to some of Denver's most iconic venues, season 12 showcased what makes Colorado's music scene so special.



DECODE COLORADO



● REC



Decode Colorado takes a look at national and global issues, such as mental health, sustainability, and immigration, through the lens of local communities.

In 2025, Decode Colorado: Water won the Heartland Emmy Award for Best Historical/Cultural - Long Form Content.



humanize

C O L O R A D O

Women in the Workforce

A  PBS 12 ORIGINAL



Yazmin Castillo • Alejandra "Ale" Spray • Alisha Harris • Elycia Cook
Berry Koné • Barbara Brooks • Debbie Scheer • Sarah Kelley
Kyle Dyer • Brittany Pettersen • Denise Soler Cox • Jade Marquez

Hosted by **SIMONE ROSS** • Executive Producer **MARY LATSIS**



In these short featurettes, newsmakers, luminaries, and everyday members of our Colorado community take center stage. We shed the stereotypes of what they do and how our society defines them in favor of who they are as humans. In 2025, we premiered Humanize: Women in the Workforce, platforming women leaders throughout the Denver and Greater Colorado community.





the *Heart* of the *West*
A PBS 12 ORIGINAL



Celebrating Colorado’s vibrant art scene, our Heart of the West series introduces audiences to some of our state’s most dynamic creators. In 2025, we met creators transforming museums into crochet wonderlands, building global community in Aurora, blending South Asian and Indian heritage into contemporary design, crafting stained glass and stop-motion stories, honoring Día de los Muertos traditions, and discovering new ways to create after losing sight.



FOR THE **LOVE** OF ENTREPRENEURSHIP

FRANNIE MATTHEWS

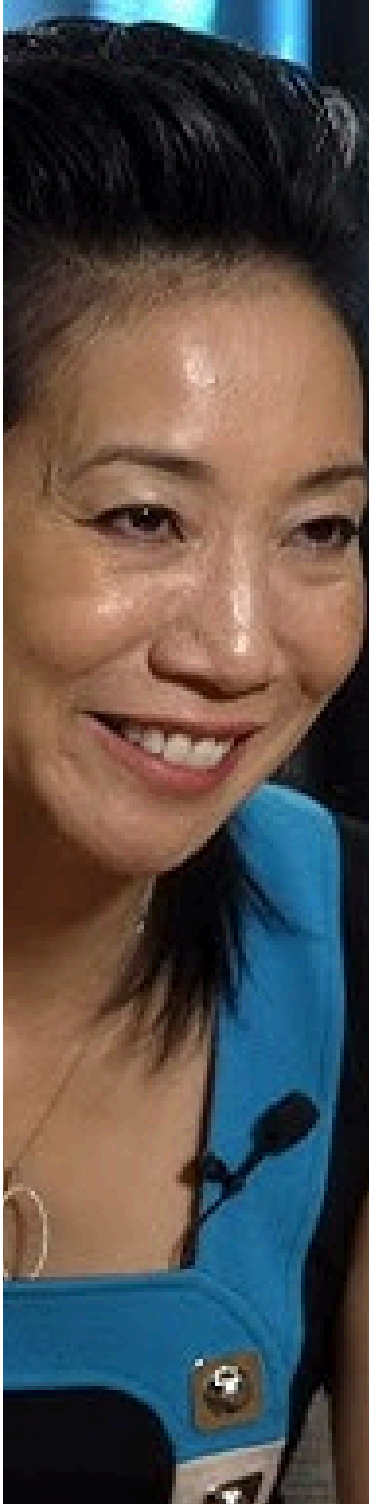
the **BUSINESS** of
COLORADO

A PBS 12 ORIGINAL

STREAMING NOW ON **Passport** [YouTube.com/PBS12](https://www.youtube.com/PBS12)

The poster features a woman with short grey hair, wearing a brown leather jacket and a yellow and blue patterned scarf, smiling. The background is a stylized green silhouette of a city skyline with a wind turbine and a gear. The text 'the BUSINESS of COLORADO' is prominently displayed in white and green. Below the title, it says 'A PBS 12 ORIGINAL'. At the bottom, it mentions 'STREAMING NOW ON PBS Passport' and 'YouTube.com/PBS12'.

Launched in 2025, this PBS12 original series highlights the role of business in Colorado, with profiles of local business leaders, analysis of economic issues facing the state, as well as resources and insights.



SPECIAL THANKS TO OUR
PARTNERS FOR THEIR SUPPORT



FOR THE LOVE OF CURIOSITY

12 QUESTIONS

A PBS 12 ORIGINAL



Premiering in late 2025, this series digs deeper into the most pertinent questions in various topics of interest and industries by asking the same 12 Questions to multiple experts within a given field. The first episode, “The Journalists”, premiered on StudioTwelve in December 2025.



STREAMING NOW ON

PBS  Passport



YouTube.com/PBS12



In the Community

Connecting with the Greater Colorado community through events, collaborations, and communication is vitally important to us at PBS12. In 2025, we held screenings and panel discussions that shed light on local issues. We launched new ways to communicate with our members. We collaborated with numerous local organizations on content. In this section, learn about all that and more as we look back at what we did in the community this past year.



SCREENINGS & DISCUSSIONS



Humanize:

Women in the Workforce

In partnership with the Colorado Women Chamber of Commerce, we premiered a screening of our Humanize: Women in the Workforce series in January 2025. The screening was held at the Sie Film Center in Denver and was followed by a panel discussion with local women leaders.



SCREENINGS & DISCUSSIONS



Decode Colorado:

Water

In April 2025, we held a screening of our award-winning documentary, Decode Colorado: Water. This screening was held at the Sie Film Center in Denver and was followed by a discussion with the filmmakers. Additionally, we aired a panel discussion with experts on the state of water in Colorado.



SCREENINGS & DISCUSSIONS



Decode Colorado: *Teen Mental Health*

In partnership with The Colorado Behavioral Health Administration, we screened our Decode Colorado: Teen Mental Health documentary in May 2025 at the Sie Film Center in Denver. The screening was followed by a panel discussion with local mental health professionals. With support from The Colorado Health Foundation, PBS12 created a recurring series of stories digging deeper into this issue, which aired on StudioTwelve over the summer and fall of 2025.



MEMBER OUTREACH



Viewers Like Us Member e-Newsletter



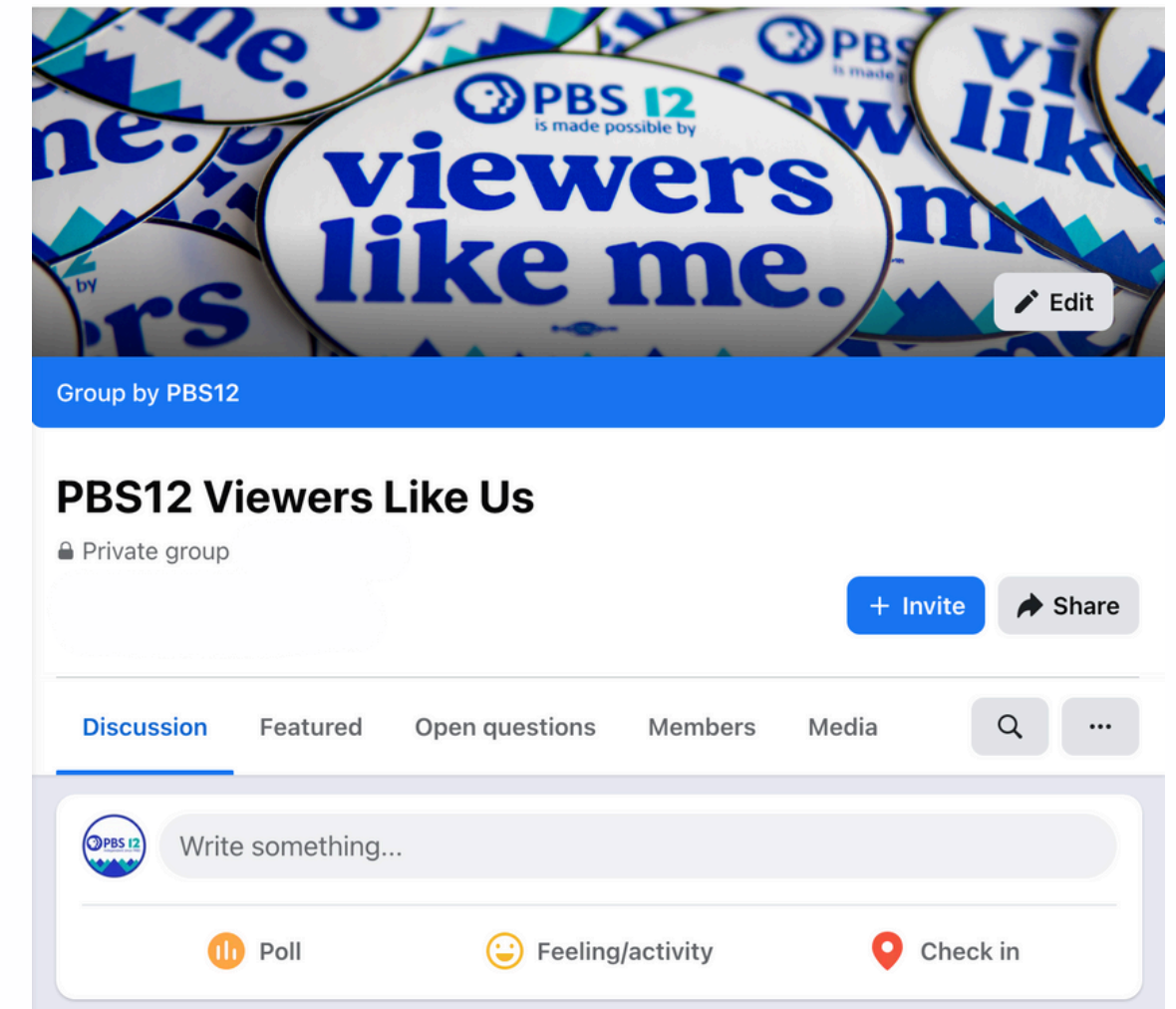
In September 2025, we launched a new, regular member e-newsletter. The purpose of this newsletter is to engage members in new and meaningful ways by providing exclusive content, soliciting feedback, and finding ways to build community amongst members.

The Beacon Design Refresh



In November 2025, we debuted our updated design for our quarterly print newsletter, The Beacon. The design is meant to reflect PBS12's dedication to evolving with changes in technology and trends and to allow for a more engaging experience for our readers.

Facebook Group Member Exclusive



Launched in late 2025 as an extension of our Viewers Like Us e-newsletter, this group will serve as a hub for our members to connect with one another. The group was created based on feedback from our members.

COLLABORATIVE CONTENT



As we've expanded our local programming, we have also had the chance to collaborate with numerous local organizations on content, such as:

DENVER URBAN GARDENS



THE DENVER FOUNDATION



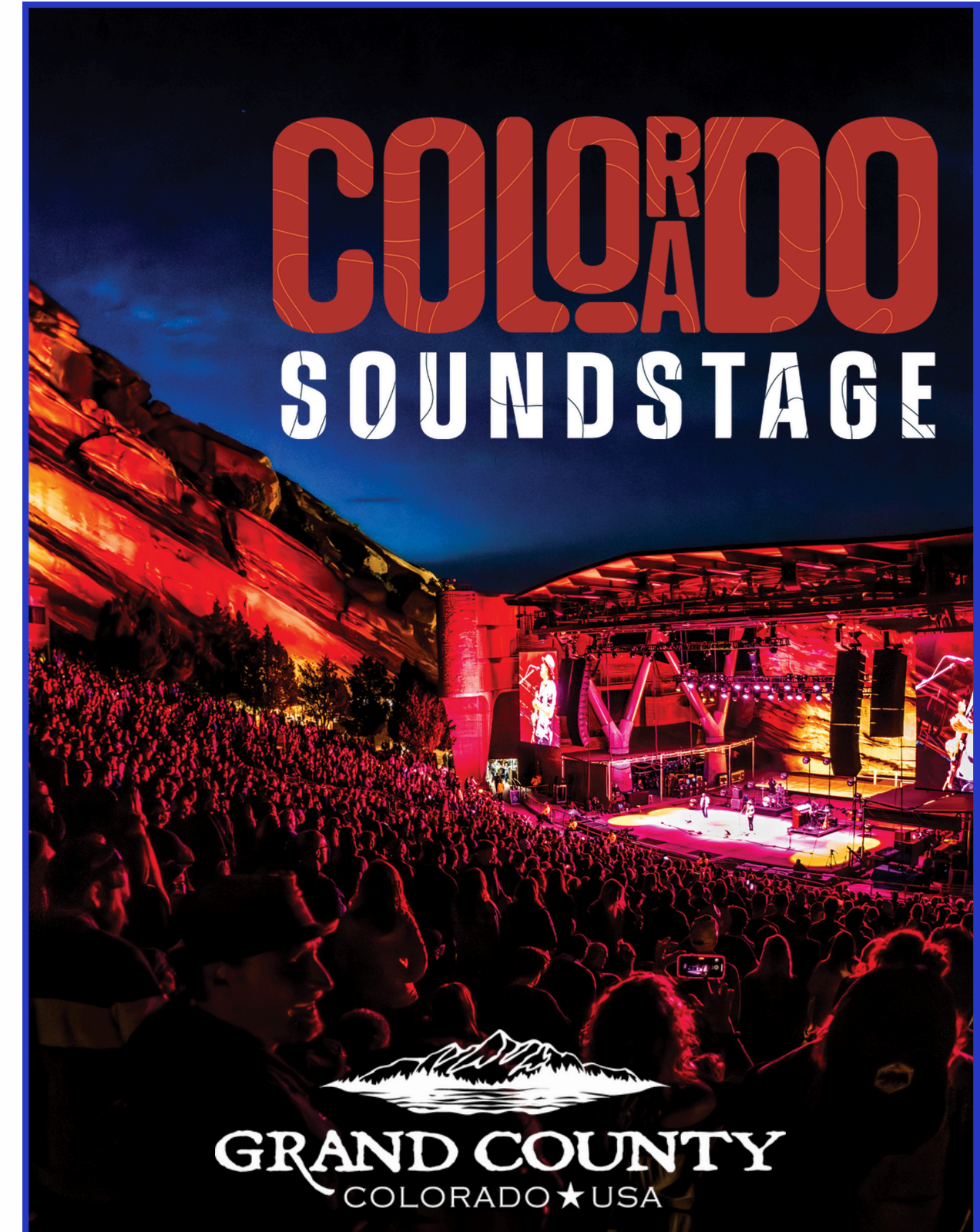
COLLABORATIVE CONTENT



THE COLORADO CHAMBER OF COMMERCE



COLORADO STARTUP WEEK & DOWNTOWN DENVER PARTNERSHIP



GRAND COUNTY COLORADO TOURISM BOARD

COLLABORATIVE CONTENT



humanize

COLORADO

Women in the Workforce

A PBS 12 ORIGINAL

Yazmin Castillo • Alejandra "Ale" Spray • Alisha Harris • Elycia Cook
Berry Koné • Barbara Brooks • Debbie Scheer • Sarah Kelley
Kyle Dyer • Brittany Petterson • Denise Soler Cox • Jado Marquez

Hosted by SIMONE ROSS • Executive Producer MARY LATSIK

COLORADO WOMEN'S CHAMBER OF COMMERCE
ADVANCING WOMEN IN BUSINESS

COLORADO WOMEN'S CHAMBER OF COMMERCE

THE COLORADO HEALTH FOUNDATION & COLORADO BEHAVIORAL HEALTH ADMINISTRATION

A PBS 12 ORIGINAL

DECODE COLORADO
MENTAL HEALTH

COLORADO
Behavioral Health Administration

The Colorado Health Foundation™

COLORADO GIVES FOUNDATION

Colorado Gives Day:
Why Community Giving Matters
with CEO Kelly Dunkin

STUDIO TWELVE 12

COLORADO GIVES DAY
+ PBS 12

COLLABORATIVE CONTENT



COLORADO ENVIRONMENTAL FILM FESTIVAL



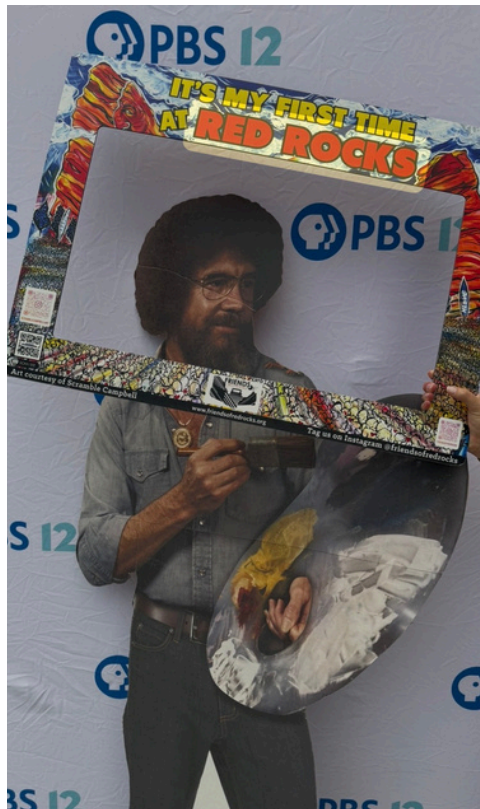
COLORADO BROADCASTERS ASSOCIATION



EVENTS & SERVICES



We welcomed over 25,000 concert goers to the Red Rocks Amphitheater over four nights in Summer 2025, raising over \$1.5 million!



inRES12DENCE

CINEMA QUALITY • STUDIO EFFICIENCY • ON LOCATION

Our InResidence program takes our portable production setup on the road to capture and publish content in real-time. In 2025, we set up shop at Colorado Startup Week and for the Colorado Broadcasters Association Hall of Fame Induction Ceremony.





Reach & Impact

With the highest television transmitter in North America, PBS12 reaches millions of households each year by broadcast alone. As you'll see in this section, though, our reach and impact spread far beyond broadcast. From social media to PBS Passport, we're meeting Coloradans wherever they seek Colorado storytelling. Of course, all of this is made possible thanks to the generous financial support of our nearly 10,000 donors! At PBS12, it is our promise to all donors to use their gifts wisely and in the service of the Colorado community.

[FOR OUR FULL FINANCIAL TRANSPARENCY REPORT, CLICK HERE.](#)



VOICES PLATFORMED



**We platformed over
1,000 Coloradans from
across the state and all
walks of life in 2025**

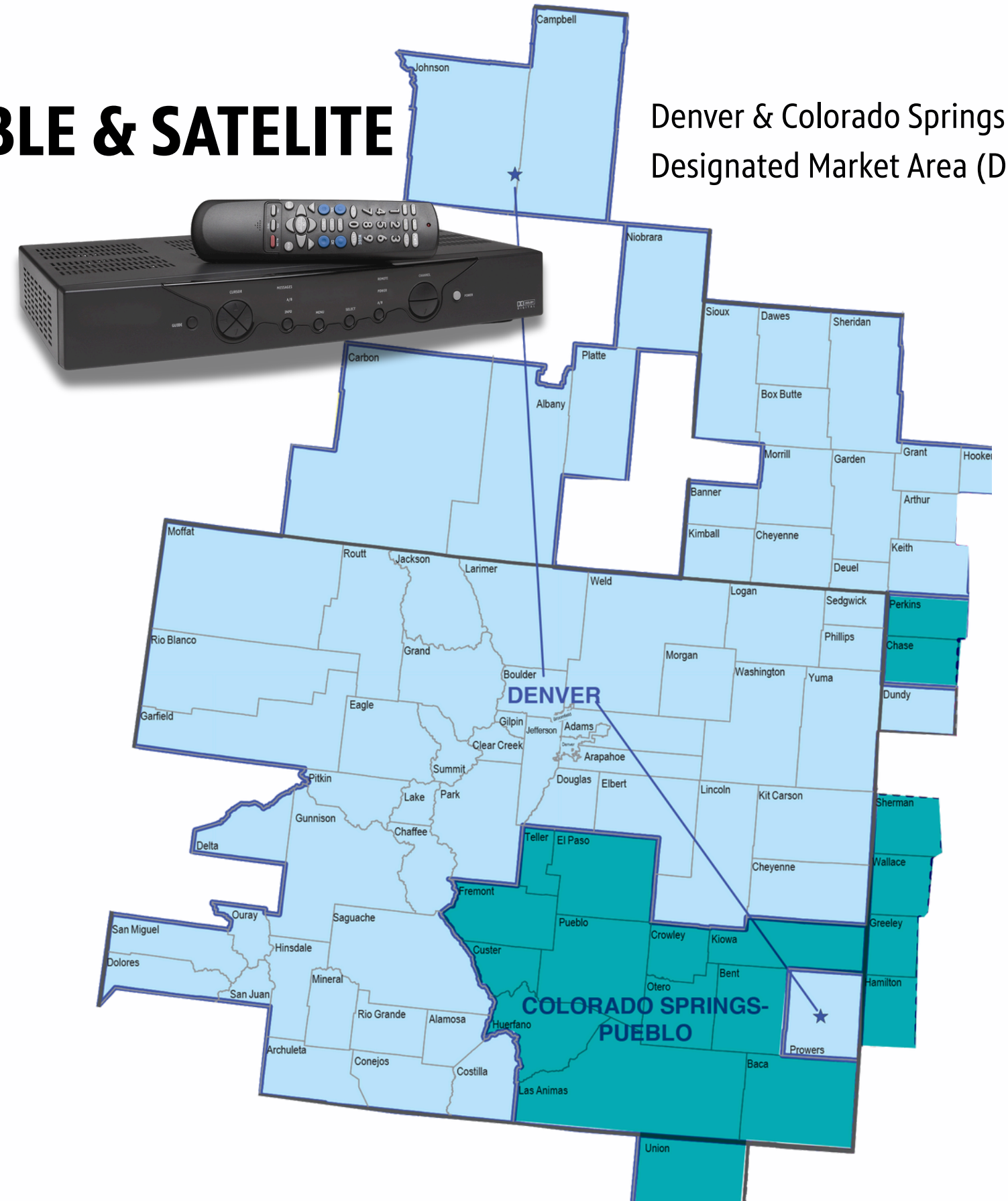
BROADCAST REACH



OVER-THE-AIR SIGNAL



CABLE & SATELITE



VIEWERSHIP



In 2025, we had over...

3M households reached

8M household hours watched via traditional TV broadcast

250K views on PBS Passport & YouTube

MEMBERSHIP & SUBSCRIPTIONS



The PBS12 community grew significantly in 2025

9,250

PBS12 Members



10%

Increase YoY

3,962

YouTube Subscribers



8%

Increase YoY

76,342

Social Media Followers



4%

Increase YoY

SUPPORT & FUNDRAISING



We raised over

\$3,600,000



5%

Increase YoY

from

9,494 donors



12%

Increase YoY



Our Partners

2025 was a successful year of transformation and growth for PBS12. Despite significant headwinds, we were able to increase the amount of local content we produce, expand the ways we can serve the public, and make upgrades to our operation. None of this would have been possible without the help of the organizations we partnered with throughout the year. To all the organizations on the following slides, thank you!

For the love of *Colorado*



WITH GRATITUDE



**BONFILS
STANTON**
FOUNDATION



COLORADO
Behavioral Health
Administration



The Colorado
Health Foundation™

**COLORADO
MEDIA
PROJECT**

WITH GRATITUDE



WITH GRATITUDE



The Virginia W. Hill
Foundation

From all of us at PBS12
Thank you
for another great year!

Located at:
Five Points Media Center
2900 Welton Street
Denver, CO 80205

Send mail to:
PO Box 1740
Denver, CO 80201
Tel. 303.296.1212



@pbs12_co
 

@pbs12.co


@pbs12
 