



2022 Impact Report

PBS 12

Denver, Colorado

PBS12 is Impact Media for Colorado

Our mission: To share the real, personal stories of the Colorado experience that celebrate our lifestyles and tackle the issues that define our state.



At PBS12, six content pillars define our decision-making:

- Community Issues**
- Industry**
- Diverse Voices**
- Arts & Culture**
- Well Being**
- Global Views**

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 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

PBS12 has experienced some incredible change and growth in my first year as its leader – amongst our staff, our programming, our supporters – in nearly every facet of our business. And I think we can all acknowledge that sometimes change can bring uneasiness, a feeling of being overwhelmed, and trepidation heading out into the unknown. Quite frankly, it's hard to do it alone! I'm grateful for your support in weathering those changes, and for the opportunity to embrace the amazing new life those changes can bring to us all.

Personally, I am one of the rare individuals that welcomes change. Given my upbringing and background, without the hope of change, I would not have overcome all that I have and found my way to leading PBS12. Change has had a very meaningful impact on my life. Change is inevitable, and the impact of that change – for better or worse – is something each of us faces differently. Looking forward, how can we embrace change in a positive way?

PBS12 ushered in some incredible changes in 2022: we hired Kyle Dyer, our new host for our flagship show, Colorado Inside Out; we brought documentaries to life through events

and panel discussions around Ken Burns' US & The Holocaust; we forged partnerships with local community leaders like Kwame Spearman as the host of Leaders as Readers; and we engaged with so many of you out in the community.

Looking ahead, we're excited to embrace the changes that we implemented last year and embark on even more inspirational projects ahead. We're leaning into our mission of Impact Media for Colorado and jumping into hard-hitting topics like housing in Colorado through Decode Colorado: Homelessness, lean into sensitive topics like race and religion with Said/Unsaid, and get to know leaders in our community on Leaders as Readers.

I can't wait to see what 2023 has in store for PBS12.



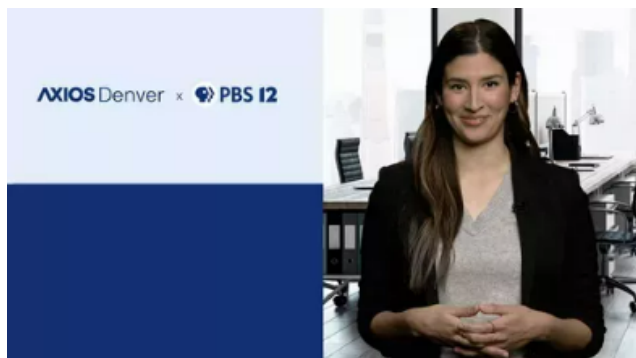
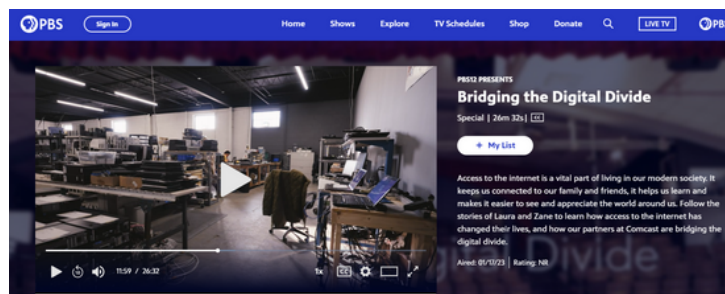
Kristen Blessman

2022 was a turning point for community involvement for PBS12. It was a year for change, collaboration, and unique content creation. With a breath of new leadership, PBS12 was able to forge new relationships - some which will become multi-year successes - to help leverage our reach into the community and bring to light local stories.



One of our largest community partnerships in 2022 came from Ken Burns' documentary series *The U.S. and the Holocaust*. PBS12 partnered with Regis University, JEWISH Colorado, Denver Jewish Community Center, Colorado Holocaust Educators group, and Attorney General Phil Weiser for a film screening and panel discussion following. Creating community-wide events like this have such an incredible, wide-reaching impact on the Colorado community at large and are vital to staying connected to those who are closest to us.

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 follow 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.



A new partnership forged in 2022, to help supplement PBS12's news coverage, was with Axios Denver. The local branch of the national news up-and-comer has been an incredible way to share quick, topical news hits on a weekly basis with our following, increase reach via Axios, and bring added value to our viewers.

University of Denver TedX Cherry Creek Tattered Cover Book Stores
 Metro State University The Girl Scouts of Colorado City of Denver
 Colorado Women's Chamber of Commerce



Colorado is usually in the top 10 states with the highest rates of suicide rate. PBS12 hosted [Eye of the Survivor](#), a screening event for the Ken Burns documentary, *Hiding in Plain Sight: Youth Mental Illness*, and a panel discussion to hear inspiring stories of people who've come through despair and found healing from mental illness.

For the sixth year, PBS12 was a presenting sponsor of the [Colorado Environmental Film Festival](#). As the presenting sponsor, PBS12 featured selections from the Festival as part of a curated evening of environmental programming. CEFF, an international festival with a local feel, presents thought-provoking films that raise awareness and encourage authentic conversation around a wide variety of interconnected ecological, social, and economic themes.



PBS12 premiered the original film, [The Eye is the First Circle: the documentary](#), created in partnership with Schler Productions. The film was inspired by the Denver Art Museum's exhibition, Women of Abstract Expressionism and author Mary Gabriel's bestselling book, *Ninth Street Women*. The documentary recognizes the group of diverse, marginalized women artists in the mid 20th century who, until recently, were absent from the narrative of art history but whose work catapulted the movement, Abstract Expressionism.

In celebration of [Women's History Month](#), PBS12 honored some of Denver's leaders, from politics to law and women supporting women. These community leaders represent the change we want to see in our community, a positive outlook, and an amazing support group of strong, capable figureheads.



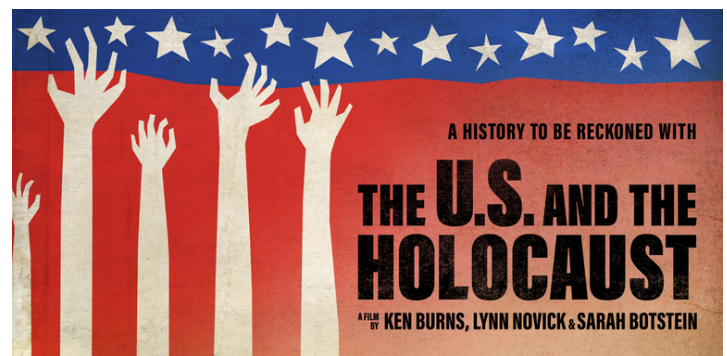
As they say, content is king. And we couldn't agree more. In 2022, PBS12 made some big strides in elevating its content - and partnerships - to reach new heights.

The biggest news from 2022 is that we partnered with one of Denver's beloved journalist and former news anchor, Kyle Dyer, to be the new host of *Colorado Inside Out*, our longest running, flagship political affairs show. *CIO* has been on the air for more than 30 years, and was completely rebranded with a new host, logo, studio set, and lineup of panelists and guests. "Partnering with PBS12... aligns and resonates with me deeply because I want to help be a catalyst for sharing stories, issues, topics, and different perspectives... [that] will make a measurable and meaningful impact," said Kyle Dyer.

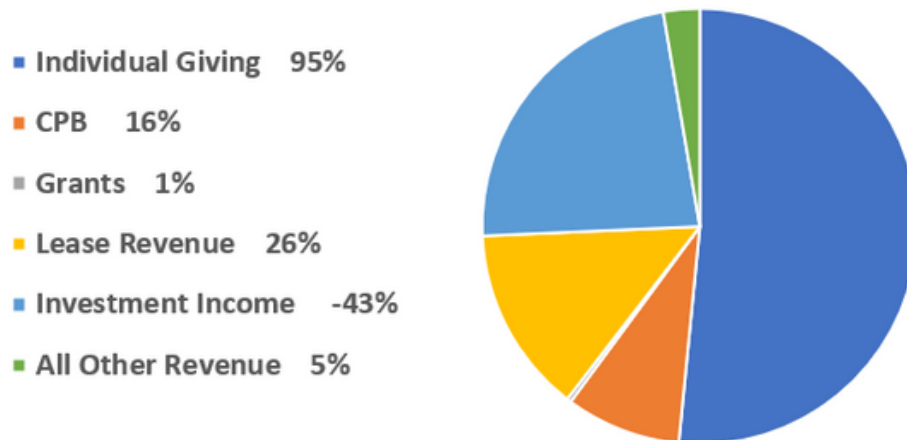


We debuted an original series, *Leaders as Readers*, sharing intimate conversations with diverse Colorado leaders as they reveal the books that helped shape who they are today and how reading still influences their present successes. During election season, PBS12 aired episodes with candidates running for statewide office, hosted by Tattered Cover Book Store co-owner Kwame Spearman.

In honor of Holocaust Remembrance Day, PBS12 will rebroadcast *THE U.S. AND THE HOLOCAUST*, a three-part, six hour series directed by Ken Burns, Lynn Novick, and Sarah Botstein, that examines America's response to one of the greatest humanitarian crises of the twentieth century. To amplify the documentary, PBS12 hosted an event at Regis University including remarks by Colorado Attorney General Phil Wiser and a panel discussion with partner JEWISHColorado, a Holocaust survivor, children of survivors, and the co-founder of Colorado Holocaust Educators.



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



Revenue FY 2022

Individual Giving	95%	\$2,721,787
CPB	16%	\$452,433
Grants	1%	\$17,000
Lease Revenue	26%	\$731,942
Investment Income	-43%	(\$1,213,717)
All Other Revenue	5%	\$142,660

Financial Position FY 2022

Assets	\$10,357,664
Liabilities	\$487,130
Net Assets	\$9,870,524

OUR REACH



600,000
broadcast views
per month

300,000
web visits per
month



8,858
members of
PBS12



24,819
weekly email
reach



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.