

We don't tell you what to think. We give you something to think about.

Our vision is to enrich and strengthen the culture of the state and region through innovative, high-quality programming and services that address substantive social and educational needs.



Independence is in our DNA here at Colorado Public Television, CPT12. We were founded on the vision that in Colorado all citizens deserved a greater voice in media. Our founders believed that commercial media didn't provide an adequate forum for all people to be heard, and to share their diverse and interesting stories.

With the political year that was 2016, we know our unique Colorado voices need to be heard. It's our mission to present content and convene conversations that reflect the independent thinking Coloradans demand. We now offer an exceptional mix of PBS, First Nations (FNX), Megahertz (Mhz), NHK Worldwide and original and independently produced programs, on four channels and via interactive media.

Through community engagement, we aspire to connect citizens to information, perspectives, and thinking on tough issues. We look to inspire learners of all ages with content that entertains and provokes. And we welcome partnerships that reflect different opinions, life experiences and ideas that broaden understanding and expand tolerance.

Education, the arts, science, drama, news, public affairs, and music are essential strands in our DNA. With American Graduate we're moving the needle on Colorado's dropout crisis. Through our original programming, we're providing a lens on Colorado's music and comedy scenes and we're sharing insights on life, politics, and the communities in which we live.

In 2016 we focused on the presidential election and local ballot initiatives so that Coloradans made informed choices at the polls. We engaged the community around issues like racism, the environment, and health. Together with social media engagement, these issues are a focal point for discussion, understanding and empathy.

Together with our Colorado community we're all better stewards of our state and neighbors.

As we move forward, we continue to re-dedicate our work to make Colorado the best place to live, work and play. From all of us at CPT12, thank you for supporting our mission.

2016 Local Content & Service Report In the Community



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In an era of divisiveness and antagonism, we're proud of our legacy of thoughtful programming, both on-air and online, that provides food for thought. We're not affirmation television; rather, we present programming that welcomes many viewpoints from the many sectors of our diverse public. We know our viewers are smart enough to know that greater discernment requires exposure to different points of view, and that this diversity in thought is necessary to lifelong learning.

Inclusion matters at Colorado Public Television; in fact, it's imperative for intelligent discourse and it's one of the cornerstones of our service. By viewing issues through different lenses and from different life experiences, we can all better understand the global and national challenges that impact us locally. And local points of view are essential in bringing us together to build strong communities. We think that when we listen, truly listen to each other, we grow wiser and stronger as neighbors and world citizens.

To that end, let me share with you a few highlights of what we were able to accomplish in 2016 with your support:

- We launched NHK Worldview, Japanese public television, to Colorado, bringing our viewers a rich array of news, documentaries, and lifestyle programming from the Asian perspective. Check it out on channel 12.4 (over the air) or on Comcast 262 (Denver) or Comcast 395 (Colorado Springs/Pueblo).
- Together with our partner First Nations Experience - as seen on channel 12.2 -- we produced a music video with Native American storyteller and songwriter, Rose Red Elk.
- We've expanded our musical footprint by offering more ticketed performance opportunities than ever before. Saturday nights rock on CPT12 with our lineup of local and national programs including our very own *Sounds on 29th* and *OpenAir Live & Local* with partner Colorado Public Radio. At Red Rocks Amphitheatre, Denver's Paramount Theatre, Pike's Peak Center in Colorado Springs and elsewhere, we've shared musical experiences with citizens around the state.
- Education matters more than ever. We help elevate student voices through our *Both Sides of the Story* debate series and in our award-winning line up of children's programming every day.

Working together, we can create positive impact for everyone in our community. Please stay tuned, stay engaged and let us know how you think we're doing. Your voice matters and we're listening.

Sincerely,

Kim Johnson
President and General Manager



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CPT12 President &
General Manager

P.S. 2017 marks the 25th anniversary of Colorado Inside Out, our Friday night public affairs roundtable program, making it the longest running political and current events show in Colorado!

2016 Local Content & Service Report In the Community



- We won an Emmy Award in the Best Interview/Discussion Program category for our public affairs program *Colorado Inside Out: Time Machine* which was nominated for the 9th consecutive year. We also received an Emmy Award in the Best Interstitials category for *American Graduate, Youth on Record: Mentorship*.



- *Street Level*, our magazine format series that features unique locations and aspects of Colorado's neighborhoods expanded to the mountain community of Glenwood Springs.

- As part of our 2016 election coverage we expanded our student debate series, "Both Sides of the Story," to an 8 episode, four school tournament, exploring ballot and candidate issues.
- We broadcast the first episode of our original event/program *Colorado Collectibles* that brought together viewers and antique experts at an appraisal fair. Our cameras were there to capture the fun, and plans for our third annual event are underway for August 2017.
- With November's presidential election and multiple issues on the ballot, *Colorado Decides*, our regular election program with partners CBS4 in Denver and News Talk Radio, KOA 850, was kicked into high gear with 12 episodes covering candidates, amendments and other statewide measures.
- Production began for several arts documentaries including: Joshua Breakstone, *Soft Hands: Jazz Ethereal*, a profile of the jazz guitarist; Daniel Sprick: *Pursuit of Truth and Beauty*, a film



that reveals the 60+ year career of the Colorado resident; *CSFAC: A Modernist Pioneer*, about the prestigious Colorado Springs Fine Arts Center (CSFAC); *Carl Milles: Air, Water and Sky* that profiles Swedish-American sculptor Carl Milles; and *Women of Abstract Expressionism*, a film that takes a fresh look at the rediscovery of women abstract artists active in the mid-twentieth-century art movement.



- We presented four concerts at Red Rocks Amphitheatre including *Brit Floyd, 1964: The Tribute*, *Killer Queen*, and *Get the Led Out* in front of 36,000 friends and supporters.
- We celebrated local films with the presentations of *Bridges: Transitioning to Civilian Life* and *Women Warriors: A Vision of Valor, Strong Sisters: Elected Women in Colorado* and an evening of student films by University of Colorado, Denver's film department.
- In late 2016 we launched a fourth channel (12.4), NHK WORLD TV, to expand our viewership and content offerings. CPT12 is now the broadcast home for English-language Asian public television providing news, lifestyle, sports and cultural programming to Colorado.
- We screened our one-hour documentary, *Powered by Story*, to a live audience along with musical performances by students featured in our *American Graduate* work.

THANK YOU

Everything we do at Colorado Public Television is a result of the support we receive from the community. You inspire us to reach higher everyday.

2016 Local Content & Service Report

Stories of Impact



Education continues to be a cornerstone of CPT12's community impact work and we're thrilled to report that in 2016, we were able to serve at-risk kids through our youth voices initiative.

We remain dedicated to giving voice to young people and sharing their stories of hope and potential through our *American Graduate* initiative. In 2016, we produced and aired a one-hour film, *Powered By Story: A Documentary on Courage*, the culmination of a year's worth of arts workshops provided to at-risk youth in 2015.

The seven storytelling and arts workshops enabled students attending Denver Public Schools' GED Plus program to learn skills like video editing, script writing, music production, poetry, public speaking and photojournalism. In each workshop, facilitators trained students on how to tell their story in a particular art form.

We captured the journey that each student took, and created a series of interstitials and a full-length documentary.

We told the stories of four Colorado American Graduate Champions, people who give back to Colorado students through mentoring and support. These Champion's stories aired as part of American Graduate Day but also served as introductory videos for these mentors at a celebratory Breakfast of Champions, hosted by the Denver Metro Chamber of Commerce.

#AmGradCPT12

We also created four interstitials for Colorado Creative Industries in conjunction with *American Graduate* to tell the stories of how the arts can propel young people forward. Working with partner organization, Youth on Record, we explored how finding your creative voice can change the



trajectory of a young person, especially when socioeconomic and other disadvantages work against success.

To watch our American Graduate student video series, go to <http://americangraduate.cpt12.org>

Partnerships

Our engagement work is not possible without our community partners. Among our key partners are Denver Public Schools' GED Plus program, The Denver Opportunity Youth Initiative (DOYI), the Denver Metro Chamber of Commerce, and Youth on Record. We continue to work with organizations like Zero Dropouts, Colorado Youth for a Change, and KUNC Public Radio.

We are always inspired by their commitment and caring for Colorado's vulnerable kids, showing up and going the distance to help get each and every child across the graduation finish line.

Finally, we grew our school partnerships for *Both Sides of the Story* to four schools including East High School, Cherry Creek High School, and George Washington High School in Denver and St. Mary's High School in Colorado Springs. As we continue our commitment to this series, we will look to expand to even more schools and districts.

Reach in the Community

We continue to leverage the reach and trust of our community partners to extend the impact of our work. Each American Graduate video segment showcases the work of these partners in addition to the powerful stories we're telling.

2016 Local Content & Service Report Stories of Impact



Powered By Story

Through our American Graduate initiative we've given students the opportunity to tell their stories through a series of arts workshops. The students created astounding pieces and while they learned, we trained our cameras on the process, the

students and the facilitators. *Powered By Story*, a one-hour documentary about the power of being heard, is the result of the workshops and the incredible experiences that students shared about their journeys.



Both Sides of the Story

Both Sides of the Story, our student debate series expanded to four competing schools in a tournament format. The students tackled some of the 2016 election major ballot issues and other Colorado focused topics. This program not only highlighted both sides of a topic, but it also encouraged critical thinking since the students were not told what side of the issue, pro or con, they would be taking until a coin flip in the studio.



Impact and Community Feedback

We know from audience research that our viewers and members think "education" when they think of CPT12. Our conversations online, in person



and on the phone tell us that we're making an impact and helping to improve lives. Our audience comes to us to tell stories of hope, to be authentically honest, and to present a big tent of ideas where all comers are welcome. Our goal is to live up to those expectations every day.

2016 Local Content & Service Report Summary



CPT12 Sheds Light on Issues and Ideas

CPT12 continues to shine light on subjects not adequately addressed in mainstream media by providing independent content and information including:

- natural, alternative and preventative health & wellness
- food and farming
- animal welfare issues



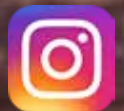
We've reached beyond our broadcast signal to expand significantly our digital footprint.
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