



COLORADO  
PUBLIC TELEVISION 12

## 2014 LOCAL CONTENT & SERVICE REPORT TO THE COMMUNITY

Colorado Public Television's 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.



We focus a lot of our attention on telling great stories here at Colorado Public Television; stories about people, places, social issues and the arts. But there's a story we don't often tell and that's how we're making a real difference in our community. This report shares some of the results of the impact that we accomplished in 2014 through community partnerships and our expanding services throughout our rich and diverse state.

Community engagement work has always been a cornerstone of the Colorado Public Television mission, from our thirty-plus years of reaching underserved audiences to our extensive work on elections and debates. Our goal has always been to inspire action on tough issues. We believe that everyone has a unique story to tell, and that by sharing them we create a better understanding of those who may be different from ourselves.

For the past four years, CPT12 has been hard at work on Colorado's dropout crisis. We've built a network of partners and a library of content designed to give voice to youth at risk and encourage the community to step

up. We have engaged with young people, educators, students, non-profit organizations, Colorado's state and local governments, school districts and the foundation and corporate community to deliver and expand on our American Graduate work.

Building on our education focus, in 2014 we partnered with a collaboration of community partners who together gave community activists and high school students the opportunity to share their civil rights stories and create art in the process. This project and the resulting documentary, entitled *If Not Us*, is detailed in the "Stories of Impact" section of this report.

Being a part of such great storytelling helps us rededicate ourselves to programming that serves *all* of the people of Colorado. And in 2015, we recommit ourselves to social innovation and engagement work that helps those most in need throughout the state.

Every story experienced on Colorado Public Television begins and ends with our community. Thank you for supporting our mission.



CPT12

## 2014 LOCAL CONTENT & SERVICE REPORT

### In the community

#### Stories. Experiences. Giving Back. Welcome here.

We like to tell Colorado's stories that reflect who we are, create balance and accuracy, and help to touch the heart of our citizens. Good stories do that. They make you stop and listen. And if they are well told, they make you want to take action. And what a year for storytelling -- and taking action -- it's been!

In 2014, among the top illustrations of Colorado Public Television's continued public service mission was our ongoing commitment to raising Colorado's high school graduation rate. One of Colorado's most sobering stories is that we place 48th in the nation for funding public education and that we continue to lag behind the 80-percent national graduation rate. It's an interesting paradox, to live in a state populated with a very high percentage of well-educated citizens, and yet, we still struggle with placing a high priority on education for our own youth.

This has motivated us to rededicate ourselves to highlight and address the issues facing young people that contribute to their own struggle to graduate. With an army of community partners who are the "boots-on-the-ground" to help prevent dropout and to re-engage students who need to finish school, CPT12 is leveraging our broadcast bullhorn to inform the community about the issue and to inspire people to become part of the solution.

Another key part of our story is Colorado Gives Day and the role we play in serving to promote philanthropic support for community organizations throughout the state. For five years, CPT12 has served as a media partner for Colorado Gives Day, producing promotional spots, and broadcasting and distributing those messages to other media outlets in order to encourage state wide giving. We believe that when Colorado's non-profit community is well supported, we all benefit. We were proud to play our part in elevating this critical effort so that this year's Colorado Gives Day generated a \$26.2 million giving movement.

And we're delighted that we are now telling our stories on-air in high definition and that we're finding new ways to reach our viewers with live streaming of *Colorado Inside Out* (Fridays at 12:15 p.m.) with post-streaming exclusive content and commentary.

Together with the 36,000+ people who enjoyed our Red Rocks concerts, our weekly broadcast audience of 670,000 people throughout Colorado, the thousands of people who support our programming with their membership, and our online community of millions, we can't wait to take our passion for storytelling into 2015.

Sincerely,

Kim Johnson  
General Manager

P.S. Have you checked out our Saturday night music line up? Along with our original *Sounds on 29th* series that features local Colorado talent, we've added *OpenAir Live & Local*, produced in collaboration with Colorado Public Radio!



Kim Johnson, CPT12  
General Manager



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## In the community

### Key CPT12 Achievements for 2014:

- We launched new ways for our viewers to interact with our flagship public affairs program, *Colorado Inside Out*. We now provide a live stream of the program as it tapes every Friday at 12:15 p.m., including a web exclusive behind the scenes segment at the end of every webcast. As the program kicked off its 23rd season, we also celebrated another Emmy award for Best Interview/Discussion program for our *CIO Time Machine* special, trave-

**“Things separate from their stories have no meaning.”**

- Cormac McCarthy

ling back to the issues and news of 1973.

- Next, it was a record year for our special events, highlighted by our summer concert series at Red Rocks Amphitheater. Over the summer, over 36,000 people danced the night away at one of our four concerts.
- Speaking of music, our new partnership with Colorado Public Radio included the premiere of *OpenAir Live & Local*, a new independent music series to

### Red Rocks Concerts Rock!

Each year we host a series of concerts, both at Red Rocks Amphitheater and other local venues in Colorado. In 2014, we featured four tribute bands, including 1964: The Beatles Tribute for the 50th anniversary of The Beatles' one and only appearance at Red Rocks. The picture (right) was taken from a helicopter to celebrate that auspicious, balmy summer night.

complement our own *Sounds on 29th*, which was named Best Music Television Show in Westword's "Best of Denver 2014."



- We also premiered two documentaries in 2014, *Neal Cassady: The Denver Years* and *Tolerance: Mary Mackey and The East Side Gallery*.
- We continued our tradition of providing the most in-depth election coverage in Colorado with 14 episodes of *Colorado Decides*, our election season debate series produced in conjunction with CBS4, covering all of the major ballot issues, along with important statewide and Congressional races.
- We premiered *Both Sides of the Story*, an inventive series that showcases Colorado high school speech and debate students debating policy issues that the state of Colorado faces each year.
- Our corporate support enjoyed an 84% renewal rate.
- Last but not least, we brought our broadcast signal into high definition, making the most of our beautiful programming.

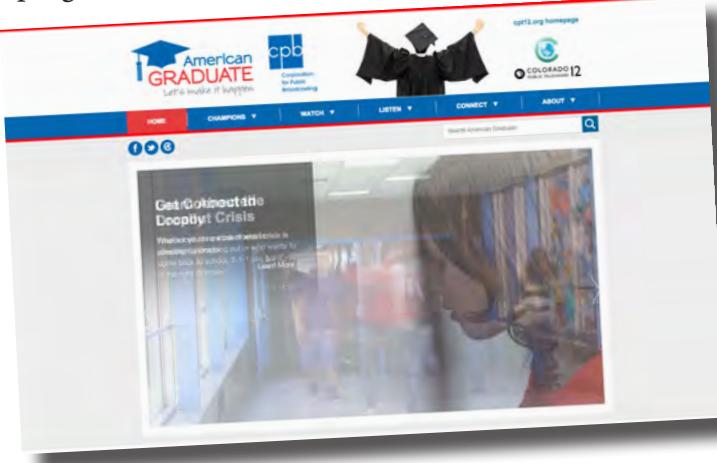


Photo Credit: 2014 DeSciose

**A**merican Graduate continues to be the centerpiece of Colorado Public Television's community engagement work in education. In 2014, we received a significant, multi-year grant from the Corporation for Public Broadcasting that is making it possible to tell the stories of dozens of young people to our statewide audience.

This multi-year initiative focuses on youth voices and is designed to invite at-risk kids to tell their story. CPT12 is planning a series of workshops with community partners that specialize in working with this demographic. Through this process, we'll help kids learn new skills, express themselves in creative ways and ultimately to share their unique perspectives -- and amazing promise -- with our audience.

In the spring of 2015, a series of six workshops will be offered to a cohort of "Opportunity Youth" who are enrolled in the Denver Public Schools GED Plus program.



We've also become a part of key initiatives that are making a difference in the lives of young people. With the Opportunity Youth Initiative, we're involved in youth engagement activities. This cohort of kids are aged 16-24 - known as "old and far" for their age and distance from graduation credit requirements, and who face big hurdles in finishing school.

The Opportunity Youth Initiative is designed to form a "backbone" organization that connects the hundreds



of service organizations in the Denver metro area into one, more effective whole. Designed to maximize collective action and funded by the Aspen Institute, Opportunity Youth is bringing expertise together to serve this population in new and unique ways, from getting these young people across the graduation finish line, to career training, internships, and ultimately well-paying jobs.

### Partnerships

Working with organizations who are the boots-on-the-ground in Colorado's dropout prevention and recovery community is key to our success. These partners have guided our work with their passion and expertise, helping us tell this story in a way that resonates in the hearts of our viewers.

Together with Colorado Youth for a Change, Zero Dropouts, KUNC Public Radio for Northern Colorado, Mile High United Way and their 2-1-1 resource service, Dropin Colorado, Denver Public Schools, Art from Ashes, Youth on Record, My Brother's Keeper and the Center for Digital Storytelling, we're connecting with young people who have extraordinary stories to tell.

### What's the Colorado Paradox?

It's the persistent problem that although Colorado is *third* in the country for the percentage of residents holding a university or college degree, it has a relatively low college completion rate among native-born residents, and ranks *second-to-last* for state higher-education funding.

~Denver Business Journal, February 26, 2014



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## Stories of impact

Another key focus for CPT12 is our involvement with Mile High United Way and the planning of an America's Promise Alliance, GradNation Summit. We'll be sharing our youth voices content and key messages of hope and inspiration.

### Reach in the Community

We're harnessing the expertise, connections and trust that our community partners have with their constituencies. Our public radio partner, KUNC, will develop dozens of news and youth voice stories throughout the course of this initiative. As part of the Rocky Mountain Public Radio Consortium, our goal is to share those stories across a network of local public radio stations throughout Colorado.

The screenshot shows a web form titled "RECOGNIZE A CHAMPION". It includes a header with the American Graduate logo and a CPB logo. The main section is titled "Become an American Graduate Champion" with the sub-instruction "Make the commitment to help all young people succeed by becoming or recognizing an American Graduate Champion." Below this are several input fields: "Champion phone:", "Name \*", "Champion type \*", "Champion image", "Champion email \*", and "City \*". There is also a note at the bottom stating "max 1.0 MB".

We're also leveraging the reach and relationships that each of our community partnerships brings to this initiative. Whether the role played by an organization is working hands-on with kids in a workshop, helping us identify American Graduate Champions, informing us on expertise, sharing our content, or working with CPT12 to envision the next phases of American Graduate, these partners are helping us take the impact beyond our TV signal or online reach.

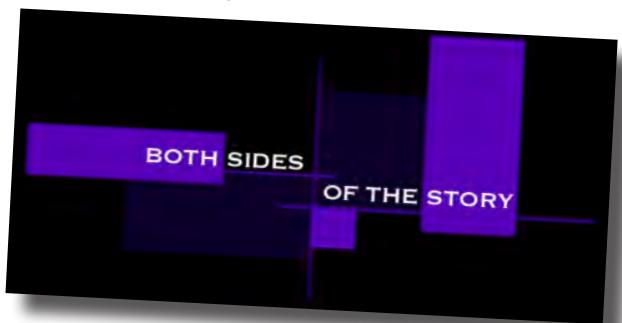
### Impact and Community Feedback

Since we began our American Graduate work back in 2011, we have made significant strides in building awareness and fostering action among our audience. We are helping to move the needle on Colorado's below-the-national-average graduation rate. We've connected thousands of youth and families to resources and expertise so they can take positive steps toward finishing school.

### Both Sides of the Story

In conjunction with our comprehensive election coverage in 2014, CPT12 launched a new debate series called *Both Sides of the Story*. The premise was simple; have two high school students argue a Colorado ballot measure for thirty minutes, and then switch sides and debated the exact opposite point of view, on-air.

*Both Sides of the Story* was the culmination of our goal to give students the opportunity to hone their debate skills for a television audience and to better inform our viewers on important ballot issues. The students showcased critical thinking skills and how to truly examine an issue. The outcome was really positive and we're planning to expand *Both Sides* to explore issues that are relevant to the state, regardless of an election.



### If Not Us

Together with the Center for Digital Storytelling, Warm Cookies of the Revolution, Buntport Theater and East High School, we worked on a multi-generational story sharing collaboration. Over the course of the fall, we documented the process of students coming together with community elders to tell their civil rights stories. The documentary, "If Not Us," airs in 2015.

*If Not Us* illustrates how different generations make themselves heard through personal storytelling of their own journeys toward social justice. Through guided workshops, prominent civil rights community activists and a group of East High School students in Denver created compelling personal narratives and then wrote and performed a play expressing the power of standing up for what you believe in.





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## 2014 LOCAL CONTENT & SERVICE REPORT Summary

### 2nd Annual Independent Media Award & Luncheon

We celebrated our belief in independent, non-commercial media for the second time with our award going to Academy Award-winning Colorado filmmaker, Daniel Junge. Junge personifies the value and quality of film work that results from curiosity, passion and independence.



### Colorado Gives Day

For the 5th year, we were a media sponsor for Colorado Gives Day, held this year on December 9. In addition to producing and airing PSAs for the Community First Foundation, we raised money for CPT12. It was our biggest year yet, raising 50% more in 2014 than in 2013. Thank you to everyone who showed they believe in independent public media.

### GIVE BIG!

When we raise \$15,000, we get \$15,000 from a challenge fund. Your impact is twice as BIG!

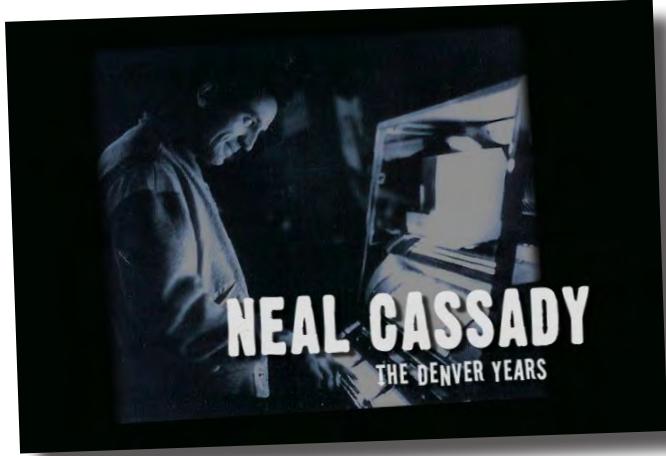
Colorado Gives Day is Today.



Make your gift now at [ColoradoGives.org/CPT12](http://ColoradoGives.org/CPT12)

### Neal Cassady: The Denver Years

Together with director Heather Dalton, producers Joshua Hassel and Hina Chowdhry and Mother Mind Studio, CPT12 premiered *Neal Cassady: The Denver Years.* The film documents Cassady's love affair with Denver, a culture in transition, and some of the most influential writers of our time.



### 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.



### Tolerance: Mary Mackey and the East Side Gallery

In 1990, a few months after the Berlin Wall came down, Mary moved to Berlin. As the only United States citizen selected to paint on this 1.3 kilometer preserved section of the Berlin Wall, Mary chose the topic of cultural tolerance.

In the Spring of 2009, the Berlin government invited Mary back to restore her mural as part of the 20th anniversary of that world changing event. The East Side Gallery, as the 118 murals by international artists became known, is the longest preserved section of the Cold War barrier.

In August of 2009 a production team from Colorado Public Television followed Colorado artist Mary Mackey as she returned to Berlin to repaint her mural "Tolerance" on the East Side Gallery of the Berlin Wall.