



COLORADO 12  
PUBLIC TELEVISION



# PBS With *Altitude!*

## 2017 Local Content & Service REPORT TO THE COMMUNITY

Our mission is to cultivate an informed, energized community in Colorado by connecting diverse people through education, shared experiences, and reflective civic discourse.



Colorado Public Television - CPT12 - is a different kind of PBS station. Founded on the iconic and expansive PBS brand, we are hyper-focused on Colorado, and yes, even a bit quirky. Call it PBS with altitude! In our more than 38 years on air, we've never been afraid to take chances, to question long-held assumptions, and cover topics that aren't popular in most media outlets.

In 2017, we stayed true to our DNA which is made up of several core strands: politics, education, music, and serving the Colorado community in meaningful ways.

With our four-channel lineup, we offer the best of PBS programming plus independent and local documentaries, children's educational programs, and the best in national, and international programming.

Through our partnership with **First Nation's Experience (FNX)** we offer programming on 12.2 produced by and for Native American and indigenous communities. With **MHz** on 12.3, we bring international news, drama, and lifestyle programs to broadcast. On 12.4 we're the exclusive outlet for Asian programming in Colorado with our **NHK World Japan** partnership.

With local partnerships we're focused on the common good, not just what's good for CPT12. We seek out ways to enhance the impact and reach for other organizations that are trying to make the world – and specifically Colorado – a better place.

Whether the focus for a partnership is on education and children, the arts, the environment, veterans, public affairs, or music, it lines up with what mile-high Coloradans care about.

PBS with altitude means standing up for what we believe in. It means engaging in dialogue with our viewers, members and others in our community to understand what they believe in. And it means walking the talk, even when it's not popular.

We stood up for LGBTQ rights way back in the 80's when few were doing so and we're standing up for our values of inclusion and respect today.

In the end, those core DNA strands line up pretty well with our core values as citizens of Colorado. From all of us at CPT12, thank you for supporting our mission.



# 2017 Local Content & Service Report IN THE COMMUNITY

## PBS With Altitude!

Here at CPT12, when we walk through our front door, we understand that we are here to do a job for you. It is our responsibility to uphold the trust and value that you've placed in PBS and in this community asset. You count on us to encourage open dialogue and to present many scientific, political, and philosophical opinions and ideas so that you can make informed decisions yourselves.

For over 38 years, CPT12 has taken a stand that still holds today – we will unabashedly present to you thoughtful, relevant and diverse information that may invite controversy. Some of our content will challenge you, some may open your mind to a new approach, and some will confirm your long-held opinions and beliefs. We won't tell you what to think. It's our highest priority to give you something to think about.

At CPT12, we take our responsibility to provide new information and different perspectives very seriously. We believe that it's of paramount importance that we share stories that differ from our own. We take this stand because we, as a community, need opinions other than our own to make the most informed decisions we can.

Let me share with you a few highlights of what we were able to accomplish in 2017 with your support:

- In alignment with the recent Ken Burns film, *The Vietnam War*, we partnered with organizations dedicated to helping Colorado's veteran community to share the great work they are doing for vets with Post Traumatic Stress (PTSD).
- We also partnered with Freedom Service Dogs, a nonprofit dedicated to training rescue dogs to become service animals, to help to raise awareness of their programs that serve veterans at no charge.
- For our hard-core cooks (and frankly for those who love to eat!) we expanded our online and on-demand video library with a special section dedicated to cooking.
- We taped our 100th episode of our original local music and comedy show, *Sounds on 29th* and we celebrated 25 years of the now longest-running public affairs program in Colorado, *Colorado Inside Out* with a 60-minute documentary and special screening and panel discussion with another partner, Alamo Drafthouse.

Here in the mile-high state, we do things with a bit of altitude. We appreciate the unique perspectives of our community and always want to hear what we can do better. Your voice matters and we're listening.

Sincerely,

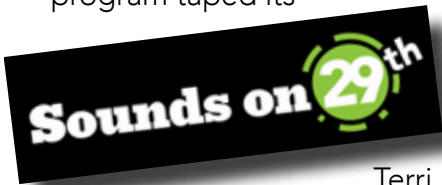
Kim Johnson  
President and General Manager



- We won an Emmy Award in the Best Program Promotion category for our corporate support spot, "It Started in a Garage in Broomfield." We also received two Emmy nominations for Cultural Documentary and Interstitial categories for *American Graduate*.



- Sounds on 29th*, our signature local music program taped its 100th episode with Colorado band, Dressy Bessy and Colorado comedian Terri Barton Gregg.



- We taped our third annual Colorado Collectibles antiques appraisal fair event in August and collected stories for our 2018 on-air season.
- We launched Wednesday and Sunday theme nights on CPT12.1 featuring local and independent filmmakers and documentaries in key genres like the environment, health, and social justice.

- To the delight of young and old and together with broadcast partner NHK World Japan, we were the platinum sponsor for the 2017 Denver Cherry Blossom Festival along with mascots Domo and SuperWhy!
- Our original arts documentary, *Daniel Sprick: Pursuit of Truth and Beauty*, a film that reveals the 60+ year career of the Colorado resident aired to acclaim.



- We presented four concerts at Red Rocks Amphitheatre including Brit Floyd, 1964: The Tribute, Killer Queen, and Get the Led Out in front of 37,000 friends and supporters.

- We celebrated local films with the presentations of *Beats4Tanner*, an inspiring film about a young, aspiring disc jockey, Tanner Seebaum, whose last wish was to perform at the Electronic Daisy Carnival at Rehab Day Club, a legendary pool party in Las Vegas, while battling end-stage cancer. We also presented an evening of Alzheimer's awareness programming that included the broadcast debut of *Sum Total of our Memory* along with an in-studio panel discussion of the disease and its research.



- Along with Colorado Public Radio and Rocky Mountain PBS, we began a public media collaboration to explore Colorado's vibrant arts scene. First up was the Clyfford Still Museum in Denver. For CPT12, our lens was focused on the community outreach in which the museum engages. CPR and RMPBS each explored alternative aspects the museum has to offer.



- Finally, we celebrated the 25th anniversary of our flagship public affairs program, Colorado Inside Out. With the start of that season, it became the longest-running public affairs program in Colorado! Along with an hour-long documentary, we showcased the film and its long history of hosts and guests at an in-person celebration at the Alamo Drafthouse.



### THE VIETNAM WAR

A FILM BY KEN BURNS & LYNN NOVICK

2017 was a great engagement year for CPT12. We had the opportunity to connect with veterans in conjunction with the 10-part Ken Burns film, *The Vietnam War*.

With support from grant funding, we focused our lens on veterans and Post Traumatic Stress Disorder (PTSD), specifically to look at alternative healing methods that are proving successful for our veterans.

We reached out to **VFW Post 1** in Denver which isn't a typical VFW post at all. First and foremost, there is no alcohol at this post. They are committed to finding healthy ways for veterans to socialize and heal.



Located in the Santa Fe Arts District in Denver, each month Post 1 participates in First Friday to show-

case the artwork of their members. Additionally, they host monthly pop-up clinics for alternative healing practitioners that are free to veterans and their families.

On a Saturday in July, we were able to capture the work of **Healing Warriors**, a Ft. Collins-based organization that does pop-up clinics across the Front Range. Their work is focused on cranial-sacral, healing touch and acupuncture and each month they serve dozens of vets at VFW Post 1.



Upstairs at Post 1 on that Saturday we also filmed a yoga class provided by **Comeback Yoga**. Their unique "trauma-informed" yoga classes are designed with the specific needs of veterans in mind including checking the room in ensure safety, the instructor remains on their mat and does not do physical adjustments on attendees, and helping vets to cope with sudden loud noises or other environmental distractions or triggers.

We also visited a horse ranch outside Boulder,



Colorado to film a mindfulness meditation workshop and horse therapy session with the **Mindfulness Peace Project**. They work with rescue horses and veterans to teach being present,

learning to trust, and meditation.

We developed two interstitial-length videos to tell the stories of alternative healing approaches proven to help veterans (and horses!) to recover from their trauma.

Leading up to *The Vietnam War* documentary's premiere, we held an open-to-the-public screening event and panel discussion with experts and veterans at the **Alamo Drafthouse** theater. The event was the kickoff to the DocuWest Film Fest and enjoyed a capacity crowd and an energized discussion with the panel.





# 2017 Local Content & Service Report

## STORIES OF IMPACT

### Colorado Inside Out: 25 Years

We were delighted to hit the significant 25-year milestone with CPT12's flagship public affairs program, *Colorado Inside Out*. We used the occasion to celebrate the history of the long-running and trusted program that Coloradans turn to to understand local politics.



As part of the celebration, we developed a 25th anniversary documentary that served as a walk down memory lane -- and fashion and hairstyles!

We held a special screening event at the Alamo Drafthouse, complete with past hosts and panelists who shared great stories of their time on the show.

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### Reach in the Community

We've reached beyond our broadcast signal to significantly expand our digital footprint growing our social media audiences to almost 47,000 people (from 8,000 in 2015). Using organic and paid campaigns, we've shared our content and message to reach viewers, members and non-members alike, building our brand in the process.

### Impact and Community Feedback

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 for stories of hope, to be authentically honest, and to provide a big tent of ideas where all comers are welcome.



American Graduate remains a priority at CPT12 and in 2017 we were able to showcase the work of three #AmGradCPT12 champions! As part of American Graduate Day in September, we produced three short videos to highlight the great work that these Coloradans who are doing for kids in our community:

**Liz Kailey** is a pilot, flight instructor, and writes flight manuals for work. In her spare time, she works with groups of young people teaching the core rewards of aviation, from engineering to soaring. Liz's story was chosen to air nationally on PBS stations across the country.

**Michael Diaz Rivera** turned a teenage felony into a passion for helping kids avoid the same fate. Today he works at a Denver public schools and inspires students to choose the right path.

**Jesse Ramirez** founded an organization -- INSPIRE -- that introduces advocacy to youth and how to become change agents for the issues they want to shift in their communities.

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We also worked with the Denver Metro Chamber of Commerce's Opportunity Youth Initiative to develop a Youth Media Training Workshop. In November, we gathered media experts in all aspects of production and editing to train young people on the basics of effectively telling great stories.



Each participant left with a 7-second video resume to use as they enter the professional workforce.

### CPT12 Raises Money for Veteran Support Services

As part of our support for veterans and the Ken Burns documentary, *The Vietnam War*, we teamed up with Freedom Service Dogs (FSD) for a special studio feature to offset the costs of training PTSD-trained dogs. We worked with FSD throughout the year to develop new video content to be used for their fundraising. In December, during our pledge drive, we leveraged the film, *Reflections on the Vietnam War*, and invited Freedom Service Dogs representatives and veterans who have benefitted from their service dogs to be on-camera for fundraising breaks. They also staffed the phone bank to talk to people interested in their work. A portion of every pledge went directly to Freedom Service Dogs.

The effort was part of an on-going effort to help lift Colorado's nonprofit organizations by increasing awareness and their local impact. This approach explicates our core service mission.

This shift is working and we plan on additional fundraising partnerships in the future. Between the video content and our on-air pledge efforts, we helped Freedom Service Dogs raise more than \$250,000!



/CPT12

Our audience engagement on social media is growing and has created a unique forum to gauge our community's priorities.

**Join the conversation!**



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### 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.