



# BY THE NUMBERS

- 1956 was the year of our first broadcast, as part of Denver Public Schools.
- Emmy® Awards won by Rocky Mountain PBS since 1956: 55, including 2013's Community Service award.
- **Nearly 900,000 viewers** watch Rocky Mountain PBS each week in Colorado and surrounding states, including Wyoming and Nebraska.\*
- More than **86,000 community leaders** watch Rocky Mountain PBS news and public affairs programs like "Colorado State of Mind," "Frontline," and the "PBS NewsHour" each week.\*\*
- Percentage of programming hours devoted to children: 30%\*
- Each year, more than **570 students from 95+ elementary and middle schools statewide** create newscasts about their schools with Super School News, the award-winning student news program now in its 34th season.
- Matchwits, our high school quiz program produced in southern Colorado and aired statewide, is in its 29th season, with more than **70 schools participating each year**.
- Nearly 1000 Colorado middle schoolers enter StoryMakers, our creative writing contest, each year.
- Our annual KIDS Fun Fests in Colorado Springs, Denver and Grand Junction draw an estimated **17,000 people each year**.
- We offer free screenings of compelling documentaries in 8 locations across Colorado during the 10-month Community Cinema season.
- Rocky Mountain PBS' annual operating budget (FY13): \$11.3 million
- 90% of our funding comes from the community: individuals, businesses and foundations coming together to support Rocky Mountain PBS.
- Rocky Mountain PBS and KUVU have more than **67,000 members** and **250 business and community partners**.
- Number of full-time employees at Rocky Mountain PBS, KUVU and I-News: 71; number of part-time employees: 22
- In 2012, 500 individual volunteers and 20 groups provided **15,256 hours of assistance**, valued at **\$305,108** at events, in the office and on pledge drives.
- V-me, our Spanish-language channel, is currently available in over 10 million Hispanic homes nationwide, offering PBS-quality programs like *Plaza Sésamo*.
- Our local arts program, "Arts District," collaborates with 30 other major market PBS stations to collect and curate some of the best art stories from across the country, including right here in Colorado.
- Homework Hotline is a live, call-in program that helps students with homework and introduces them to many topics and experts related to STEM education. Homework Hotline is seen 5 days a week for 30 weeks each year.
- The Tim Gill Center for Public Media partners with 21 different organizations and in 2012 provided free meeting and event space to Southern Colorado nonprofits, **engaging over 12,000 people**.



PBS®

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- 353 non-commercial public television stations in the U.S. operated by 161 licensees.
- More than **124 million viewers** watch PBS on TV and nearly 20 million engage with PBS online each month.<sup>1</sup>
- 1st - rank among U.S. citizens' "**most trusted**" national institutions<sup>2</sup>
- 1st - Rank in fairness and trust of the information provided by news and public affairs programs that networks broadcast<sup>3</sup>
  - 37% trust PBS/public television "a great deal"
  - Compared with 24% for CNN, 22% for Fox News and 14% for MSNBC
- 1st - rank among U.S. citizens' "most trusted" source for news<sup>4</sup>
- 2nd - rank among U.S. citizens' "**best use of tax dollars,**" second only to military defense<sup>5</sup>
- 76% of Americans believe that funding given to PBS is "**money well spent.**"<sup>6</sup>
- 61% of Americans believe defunding would mean a "significant loss to the country."<sup>7</sup>
- \$1.35 - approximate per capita spending by U.S. Government on public television each year.<sup>8</sup>

*1 - Nielson Media Research, public television full day cume, October 2010.  
Unique visitors to pbs.org and pbskids.org, Google Analytics, August 2011.*

*2 - Hart Research Associates/American Viewpoint polling, February 2011*

*3 & 5 - Ibid.*

*4 - 2009-2010 Roper Poll.*

*6 - Hart Research Associates/American Viewpoint polling, February 2011*

*7 - Ibid.*

*8 - Association of Public Television Stations (APTS) statistics.*