FISCAL YEAR 2017 COMMUNITY REPORT

ROCKY MOUNTAIN PUBLIC MEDIA

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DEAR ROCKY MOUNTAIN PUBLIC MEDIA MEMBERS AND SUPPORTERS,

In a transitional year, we took significant steps to strengthen our ability as a statewide public media organization to reflect the experiences of Coloradans and to build a civil discourse around what is most important to our communities.

PBS has been named the most trusted public institution in the country 14 years running, and trust continues to be our greatest asset as we look for innovative ways to address changing technology, rapidly evolving audience expectations, and internal pressures to better collaborate among our federation of stations to improve efficiency and effectiveness.

Rocky Mountain Public Media, through our staff and our board, is embracing these pressures as an opportunity to represent the future of public media by connecting and engaging citizens for lifelong impact through educational and cultural programming and enriching journalism. This year, we surpassed 80,000 members representing every county in Colorado. We reach 98% of the state’s citizens with our television, radio and digital platforms and high-quality local and multimedia content.

Our opportunity to transform public media starts with our organization, which is focused on the external expression of our internal values of integrity, collaboration and commitment. Working together, our leadership team, board of directors and staff this year continued to build a culture based on authenticity and trust, one that shuns the expectation that we need to be perfect, or always succeed, or always be right. This, in turn, frees us to think in more innovative ways.

Most visible in this expression is our $30 million capital campaign to support our new headquarters and the future of Rocky Mountain Public Media. By articulating a clear and exciting vision for the project, our campaign—only the second in our 62-year history—attracted significant donor interest, including a $6 million lead gift from the Buell Foundation to support the 63,000-square-foot facility. Planned three blocks east of Coors Field and anchoring the developing Arapahoe Square neighborhood, the Buell Public Media Center will be a cultural, entertainment and media nerve center that will invigorate an important thoroughfare in downtown Denver. Home to Rocky Mountain PBS and KUVO Jazz, it also will include a children’s media center, a flex-space black box studio and event space, and shared office/event/studios to facilitate collaboration among Colorado’s 18 public media radio and television stations. More broadly, we want the Buell Public Media Center to serve as a symbol of the role public media plays in engaging and building community.

We also focused this year on leveraging our statewide network to bridge the rural-urban divide by strengthening our five Regional Innovation Centers (RICs) in Colorado Springs, Denver, Durango, Grand Junction and Pueblo. Most of these RICs are embedded on college campuses to engage students in creating content for public media alongside Rocky Mountain PBS’ professional regional producers. This also enables Rocky Mountain PBS to partner with hyper-local media and nonprofits to develop information networks in communities in dire need of enhanced media engagement.

We also believe it is critical that we continue to invest in high quality media and public service journalism so citizens have trusted lines of information to engage on issues that matter most. This commitment included preparation for a new investigative series: Insight with John Ferrugia.

We know that people who regularly consume our content are more likely to vote, attend community meetings and volunteer for nonprofit organizations. In the years ahead, we want to test the hypothesis that when we provide audiences with trusted, unbiased information, even if
they are not already doing so, they will be compelled to get more engaged as a result. Public media is at its best when we work together to empower residents to become true citizens.

It is an exciting prospect and a challenge we relish every day because we know our communities need public media—perhaps now more than ever—to weave a stronger civic fabric in Colorado.

At this important time of transition, we want to thank you, our members and supporters, for standing alongside us as we build the momentum together that will propel us into a bright future.

Warm Regards,

Amanda Mountain
President and CEO

David Leonard
Chairman of the Board
MISSION

Rocky Mountain Public Media exists to strengthen the civic fabric of Colorado.

VISION

To be widely influential in the growth of civic engagement across our state through development, delivery, and dialogue around journalism, education, and culture.

VALUES

INTEGRITY. We aspire to engage a diverse community in ways that build mutual trust and respect. We take seriously our responsibility to operate with the highest level of transparency, accountability, and inclusivity.

COMMITMENT. We will engage our staff, supporters, and the Colorado community with the genuine intent to educate, inspire, and evoke meaningful conversations.

COLLABORATION. We believe collaboration must be embraced equally by the individual and the organization in all we do, and extended purposefully in our relationships throughout the communities we serve.
THE YEAR IN REVIEW

This fiscal year was a year of transition for the organization. We welcomed new leadership, unveiled a refreshed brand identity, made significant strides towards our capital campaign, and launched an in-depth, investigative journalism broadcast program.

Amanda Mountain was officially introduced as President and CEO of Rocky Mountain Public Media in February 2017. Prior to taking the helm, Amanda served in a variety of key leadership positions in the organization for eight years and worked in media for nearly two decades prior. Amanda is the organization’s first female CEO and one of the youngest public media CEOs in the country. Her passion for public media and the commitment we have to the people we serve is unmatched; proving that her leadership will catapult the organization to new heights.

At Rocky Mountain Public Media, home of Rocky Mountain PBS and KUVO Jazz, we understand what it means to be a Coloradan and to represent the entirety of the state while remaining integrated in the communities we serve. The exciting unveiling of the RMPM brand in conjunction with the refresh of the RMPBS logo is inclusive of the entire state; the shapes and colors reflect the varied geography of Colorado, from plains to high desert to mountains. The updated KUVO logo reflects a more modern, sophisticated look to symbolize the relevance of the station in today’s changing media landscape.

In fall 2017, we reached a significant milestone in our $30 million capital campaign by securing a $6 million gift from the Buell Foundation to fund the new hub of our statewide public media network, and home to other community partners and public service organizations. Once completed, the Buell Public Media Center in downtown Denver will be home to Rocky Mountain PBS, KUVO Jazz Radio, programming operations and performance studios. It will also be a venue where students, professionals, and other mission-oriented organizations can access advanced media technologies to produce their own stories. Groundbreaking is set to occur in fall of 2018 reaching completion in the first quarter of 2020.

We embraced our recrafted mission of strengthening the civic fabric of Colorado by activating five regional innovation centers around the state in Colorado Springs, Denver, Durango, Grand Junction and Pueblo. These regional innovation centers enable us to collaborate with other organizations.
and individuals to bring the best of what’s local to life through original storytelling. It is through this unique approach that we maintain a genuine and relevant statewide presence across all distribution platforms; broadcast, web, mobile and over the top devices.

We exemplified our three cornerstones of culture, education and journalism through our high-quality programming. We demonstrated our commitment to in-depth public service journalism that informs and enacts change by launching an investigative series, *Insight with John Ferrugia* in October 2017. It brought local and national issues to light including the potential dangers of excessive marijuana use, the opioid epidemic, refugee policies, suicide and pay inequity. These investigative reports were distributed around the state through our media partnerships, reaching rural areas that are often underserved by other news outlets. *Insight with John Ferrugia: Surviving Suicide* was recognized with a Colorado Broadcasters Association award as well as a regional Emmy®.

In addition to our journalism content, Rocky Mountain PBS’ culture and heritage programming was also recognized this year. Our original history series, *Colorado Experience*, premiered its fourth season with several episodes focusing on smaller, more rural towns and lesser-known people and places in Colorado’s history. Two *Colorado Experience* episodes earned Colorado Broadcaster Association awards; “The Pleasant Hill School Bus Tragedy” and “The Tabors.” Our original arts and culture show, *Arts District*, also premiered a new season with an increasing number of episodes featuring artists and art from various communities around the state. Our segment on a local artist who works to overcome Native American stereotypes in his art was honored with a regional Emmy®.

This year, KUVO broadcast more than 50 live performances from the Phyllis A. Greer Performance Studio, including high school, college, regional, and nationally known bands. Highlights included the multi-Grammy® award winning pianist Billy Childs, the United States Air Force Academy Falconaires, Brazilian guitarist Diego Figueredo, and New York City’s Manuel Valera Trio.

The accomplishments of the past fiscal year have paved the way to a bright and innovative future for Rocky Mountain Public Media. We’ll continue to look for opportunities to convene the communities we serve around relevant content, forge collaborative partnerships around the state and provide access to the stories Coloradans rely on, value, and trust.
Everything we do at Rocky Mountain PBS and KUVO is thanks to the generous support of individuals, foundations, and businesses who underwrite programming. In fact, more than 90% of our funding comes from you. Whether you support us because of programming through Rocky Mountain PBS or unparalleled jazz on KUVO, we are grateful for all you do.

*The following names reflect gifts made to Rocky Mountain Public Media during Fiscal Year 2017 (July 1, 2016 – June 30, 2017).*

**$25,000 +**
- Bonfils-Stanton Foundation
- Buell Foundation
- Candis Cebula
- Community Shares Of Colorado
- Ethics and Excellence in Journalism Foundation
- Thomas & Tamara Jorden
- Lloyd J. and Eleanor R. King Foundation
- The John S. and James L. Knight Foundation
- Singer Family Foundation
- State Historical Fund
- Ruth M. Wathen
- Ellen & Ted Zibell

**$5,000 +**
- Drs. William E. & Paula P. Bernstein
- Mike & Julie Bock
- Stephen Brand
- Maurice W. Brown
- James R. Cargill II
- Colorado Trust
- The Community Foundation Serving Boulder County
- Tom and Barbara S. Corson
- Mr. & Mrs. George Curtis
- Mr. & Mrs. James Donohue
- Loyal & Bernice Durand
- EOS Foundation
- Jim Fagans
- James H. Foster
- Billie B. Gaskill Irrevocable Trust
- Goodwin Foundation
- Tim and Mary Haddon Family Foundation
- Mr. & Mrs. William L. Hardardt, Jr.
- Duke & Pam Hartman
- Hemera Regnant Fund
- Janet P. Hendricks
- Harley G. & Lorraine Higbie
- Flower Hund
- Susan & Martin Inglis
- James A. Janning
- Mr. & Mrs. Gerald W. Kehle
- Richard M. Kelly, Jr.
- Thomas P. Lam
- Edith J. Wilson & Christi Larsen

**$10,000 +**
- Colleen Abdoulah
- Anschutz Family Foundation
- Mr. & Mrs. Max Appel
- Bacon Family Foundation
- Brett Family Foundation
- Marilyn Brown
- Lucille E. Cowell
- Mr. & Mrs. Lawrence Davila
- Mr. & Mrs. Rudy P. Davison III
- Denver Foundation
- Kay & Tom Dunton
- Alexandra Elliott
- Virginia W. Hill Foundation
- Beckey & Dean Leffingwell
- Mr. & Mrs. Kenneth D. Luff
- Paula Lutomirski & Prentice O’Leary

**Underwriters and Program Sponsors**

20th Century Fox
Absolute Dance
AEG Live Rocky Mountains
Alamo Drafthouse Cinema
Alpine Bank
Alpine Bank Eagle County
Altitude Steel
American Legion 151
Anythink Libraries
Applied Trust Engineering, Inc.
Argonaut Wine & Liquor
Back to Health Wellness Center
Balistreri Vineyards
Barbara and Company
Baroque Chamber Orchestra of Colorado
Biju’s Little Curry Shop
BLW Spiritual Voices
Bonfils-Stanton Foundation
Boulder Chamber Orchestra
Boulder Valley Asthma and Allergy Brain Balance Center
BriDer Rotisserie and Kitchen
Brownstein Hyatt Farber and Schreck
Burks Comm
Butterfly Pavilion
Cafe Brazil
Cappella Living Solutions
Castle Marne
## Sources of Revenue and Support FY17

<table>
<thead>
<tr>
<th>Source</th>
<th>FY17</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions from Individuals</td>
<td>11,080,000</td>
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<tr>
<td>Underwriting Contracts</td>
<td>1,690,000</td>
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<tr>
<td>Community Service Grants (CSGs)</td>
<td>1,751,000</td>
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<tr>
<td>from Corporation for Public Broadcasting (CPB)</td>
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<tr>
<td>Other Grants</td>
<td>1,101,000</td>
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<tr>
<td>In-kind Donations</td>
<td>368,000</td>
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<tr>
<td>Events (net of expenses)</td>
<td>43,000</td>
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<tr>
<td>Service Fees &amp; Rental</td>
<td>420,000</td>
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<tr>
<td>Other</td>
<td>14,000</td>
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<tr>
<td><strong>Total Revenues and Support</strong></td>
<td><strong>$16,467,000</strong></td>
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</tbody>
</table>

### Revenue Distribution

- Contributions from Individuals: 11%
- Underwriting Contracts: 7%
- Community Service Grants (CSGs): 2.5%
- Other Grants: 2%
- In-kind Donations: 5%
- Events (net of expenses): 10%
- Service Fees & Rental: 32%
- Other: 3%

### Expenses Distribution

- Programming, Production & Broadcasting: 32%
- Fundraising: 10%
- General & Administrative: 55%
- Public Information: 3%
## EXPENSE SUMMARY FY17

### Operating Expenses

<table>
<thead>
<tr>
<th>Category</th>
<th>FY17*</th>
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<tbody>
<tr>
<td>Programming &amp; Production</td>
<td>5,540,000</td>
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<tr>
<td>Broadcasting</td>
<td>3,056,000</td>
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<tr>
<td>Public Information</td>
<td>453,000</td>
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<tr>
<td>Supporting Services</td>
<td>6,534,000</td>
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<tr>
<td>Building &amp; Capital Campaign Expenses</td>
<td>190,000</td>
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<tr>
<td><strong>Total Operating Expenses</strong></td>
<td><strong>$15,773,000</strong></td>
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</tbody>
</table>

### Excess/(Deficit) of Revenue & Support over Operating Expenses

- $686,000

### Non-Operating Sources (Expense)

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Depreciation &amp; Amortization &amp; Loss on Asset Disposal</td>
<td>(638,137)</td>
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<tr>
<td>Net Gain/(Loss) on Investments</td>
<td>1,131,920</td>
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</tbody>
</table>

### Change in Net Assets

- $8,039,000

### Components of Net Assets

<table>
<thead>
<tr>
<th>Type</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Undesignated</td>
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<tr>
<td>Temporarily Restricted</td>
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<tr>
<td>Permanently Restricted</td>
<td>262,000</td>
</tr>
<tr>
<td><strong>Total Net Assets</strong></td>
<td><strong>$27,054,000</strong></td>
</tr>
</tbody>
</table>

* Represents audited consolidated financial statements
Nondiscrimination Policy - This policy states Rocky Mountain Public Media's position on discrimination and applies to all Rocky Mountain Public Media employees, volunteers, members, clients, and contractors. Rocky Mountain Public Media follows an equal opportunity employment policy and employs personnel without regard to race, creed, color, ethnicity, national origin, religion, sex, sexual orientation, gender expression, age, physical or mental ability, veteran status, military obligations, and marital status or any other status protected by law. This policy also applies to internal promotions, training, opportunities for advancement, terminations, outside vendors, organization members and customers, service clients, use of contractors and consultants, and dealings with the general public.