

ROCKY MOUNTAIN PUBLIC MEDIA 2019 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



*Trust. Commitment. Collaboration.
Rocky Mountain Public Media exists to
strengthen the civic fabric of Colorado.*



Home to Rocky Mountain PBS and KUVO radio, Rocky Mountain Public Media serves 98% of Colorado's households.

Our programming and experiences provide access to diverse viewpoints, investigations of issues of concern to communities statewide, educational content and learning opportunities, and cultural and artistic entertainment on our airwaves and digital channels.

Each year, we further serve the community with authentic in-person programs designed to inform and entertain.

In 2019, Rocky Mountain Public Media continued to grow the reach and scope of our services as one of Colorado's most impactful media organizations.

Consistently delivering engaging, informative stories and experiences about and within our state, we are committed to engaging audiences of every age through great storytelling.

In 2019, we increased our collaborations with local arts and culture organizations and furthered our efforts to create a collaborative journalism program that benefits all Coloradans.

We connect with 1 million households each month on our airwaves. Our viewers, listeners and digital audiences live in every community in the state.

By hosting nearly 60 events statewide, engaging thousands of audience members including our donor audiences, we focused throughout 2019 on ensuring audiences in every community felt seen and heard.

ROCKY MOUNTAIN PUBLIC MEDIA IN THE COMMUNITY

Rocky Mountain Public Media is home to PBS member station Rocky Mountain PBS, and the internationally known radio station KUVU, broadcasting NPR and Jazz, as well as its new urban format station, THE DROP.

In addition to presenting several locally produced television and radio programs, Rocky Mountain Public Media delivers content across multiple platforms with local and national programs for streaming and has a growing program to engage audiences in person around the state. Known for the depth and quality of our arts and culture programming, the access we provide to educational content, and the in-depth investigative reporting we take on to explore issues of concern statewide, we focus on placing our diverse audiences at the center of all the work we do.



Imminent Danger first aired in April 2018. Since then, a bi-partisan “Red Flag” bill was introduced and passed in the state House of Representatives. Lawmakers and witnesses watched our special report during a judiciary committee hearing on the bill and referred to it during the hearing.

Rocky Mountain Public Media’s local programming is designed to keep Coloradans informed and entertained about issues of concern. In 2018, *Insight with John Ferrugia* brought many issues to light that are of relevance to our audiences in Colorado, including issues affecting rural regions often underserved by other news outlets. The topic of guns and mental health, an issue *Insight* explored in the “Imminent Danger” episode, received an Alfred I. duPont-Columbia University Award for excellence in journalism – the broadcast equivalent of a Pulitzer Prize.

In 2019, we observed the 20th anniversary of the Columbine High School shootings in Littleton, Colorado. To mark the anniversary, several local programs featured content about Columbine’s impact on children and families, in the realm of mental health and on our art and culture. Stories from our special series, *Beyond Columbine*, were featured on the national stage, including on npr.org.

In Colorado Springs, the Glen Erie screening hosted more than 200 people interested in learning more about the behind-the-scenes look at one of the community’s most iconic historic landmarks.



Colorado Experience focused on bringing history to Coloradans in the launch of its seventh season of programming and in-person screenings. In Colorado Springs, the Glen Erie screening hosted more than 200 people interested in learning more about the behind-the-scenes look at one of the community’s most iconic historic landmarks. And our original arts and culture show, *Arts District*, the state’s only 30-minute news magazine devoted to creativity in all its forms, aired fifty percent more segments featuring artists and art from around Colorado.

KUVU had a banner year, launching a new urban format station, THE DROP, in June 2019. KUVU was established as a public radio station with a mission to enrich and maintain a multicultural perspective and to foster an appreciation for cultural diversity. As part of Rocky Mountain Public Media, KUVU continues to work toward this mission. Thanks to initial CPB funding, KUVU launched its new urban-alternative format channel, THE DROP, and is focused on developing our digital streaming service to our strong following of listeners on the digital airwaves - where many of our key audiences are listening - along with a strong engagement program that includes outreach to local high schools, station tours for young engineers, and music education programming.

Listen and Learn Tour

Our qualitative *Listen and Learn* tour in early 2019 helped us understand unique community needs related to early childhood education, and helped us ask four key questions: How can we engage parents in supporting young children's learning in new ways? How can we better connect families with educational content? How can we partner with early education providers to raise awareness of early learning with family, friend and neighbor caregivers? And, how can we ensure that we're providing relevant resources to support local communities?

During our Listen and Learn tour in 2019, Colorado Springs schools reported seeing approximately 25% more children in need of special education services, from evaluation to school counseling and supervision.

Kids Fun Fest Connections

Kids Fun Fest in the community focused on community resources focused on this issue to curtail some of the burden on families.

Along with educators from Colorado Springs Conservatory and Colorado Springs District 11, medical providers (Children's Hospital Colorado, DaVita Medical, and Lutheran Family Services) hosted booths and activities to bring awareness of the resources they can provide. PBS character Daniel Tiger reminded families of programming focused on social and emotional learning.



The Ripples of Columbine

Twenty years after Columbine, Rocky Mountain Public Media took a look at the effects of the Columbine school shooting in the realm of mental health and on our art and culture.

The *Arts District* episode, *Guns to Garden Tools*, featured RAWTools, a Colorado Springs organization that engages gun violence survivors in a healing, restorative practice converting guns into garden tools. The story was also shared on NPR, and RAWTools sold out 48 hours after the story was posted on npr.org.



Image credit: Coe Burchfield

Growing Our Reach

In 2019, we saw more than 500,000 users on our website – a year over year increase of almost 26%. A large majority of our visitors were interested in PBS Kids content – giving us the opportunity to create more localized content and experiences to meet our community's needs.

Early Education on RMPBS

At Rocky Mountain Public Media, PBS Kids accounts for 44% of our programming. This is intentional: we want to ensure early education resources are available to the 98% of Colorado's households we reach.

Thanks to donor support, we're able to ensure that *PBS Kids* – America's largest classroom – is available to children and families throughout Colorado, including those who can't attend preschool. When you support Rocky Mountain Public Media with your gift, you are helping provide educational media and support for every household that wants to help prepare children for success in school. PBS is the [No. 1 source of media content for preschool teachers](#) and the [No. 1 place parents turn to for preschool video online](#), with [content proven to improve critical literacy skills in young children](#).

Partnerships:

Partnerships with local education experts are forming. We've added two early childhood specialists to our community advisory board, strengthening our connection to early learning communities.

Setting the stage:

Rocky Mountain Public Media aims to serve even more families in the future by focusing on partnerships, digital resources and community-based events, to ensure every family has access to tools they can trust.



- PBS reaches 93% of non-internet homes
- PBS reaches 85% of lower-income homes
- 82% of rural homes can access PBS content

(Nielsen NPOWER, 9/25/2017 -9/23/2018, L+7 M-Su 6A -6A TP reach, 50% unif, 1+min., lower income=HH w/Inc <\$25K, rural=Cty Sz C&D. All PBS Stations)



ROCKY MOUNTAIN PUBLIC MEDIA SUMMARY



"I love this video. Finally, something that explains these structures I've seen out hiking in various parts of Colorado. Thank you RMPBS for bringing wonderful content like this to the open internet. The more I learn about my state's past, the more respectful I get of the people who walked this land before us modernites."

– Craig, Colorado Experience *YouTube commenter, January 2019*

Our Values

Integrity. We aspire to engage our diverse community in ways that build mutual trust and respect.

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

Collaboration. We believe collaboration must be embraced in all we do and extended purposefully in our relationships throughout the communities we serve.



"I wanted to thank you for all of your work and enthusiasm in putting together the Chasing the Moon series of events... This week-long series of events was also a great opportunity to work with the folks from the Monument and from the Mesa County Library. Thank you again so very much for spearheading "Chasing the Moon" for the Grand Valley, and for your personal energy, spirit, enthusiasm and hard work."

– Nancy McGuire, *Outreach and Public Relations for Grand Mesa Observatory*

Rocky Mountain Public Media serves individuals and families interested in inspiring local, national and international programming; find diverse viewpoints; and experience world-class performances, lifelong learning opportunities and conversation with others in their communities.
