

**ROCKY
MOUNTAIN
PUBLIC MEDIA**

RMPBSO | KUVOJAZZ

**ROCKY MOUNTAIN PUBLIC MEDIA
is Colorado's largest statewide, member-
supported multimedia organization.**





AUDIENCE

Create a strong, meaningful connection with our viewers and listeners – the most educated, influential, cultural, and community-minded audience in Colorado.

EDUCATED

They value education, making higher education and lifelong learning a priority for themselves, their children and grandchildren.

INFLUENTIAL

They drive trends through word of mouth and influence corporate and social networks.

CULTURAL

Passionate about the arts, they relish music, theatre, museums and all that Colorado's thriving art scene has to offer.

COMMUNITY-MINDED

They participate in local initiatives and are highly active in the community.



STATEWIDE REACH

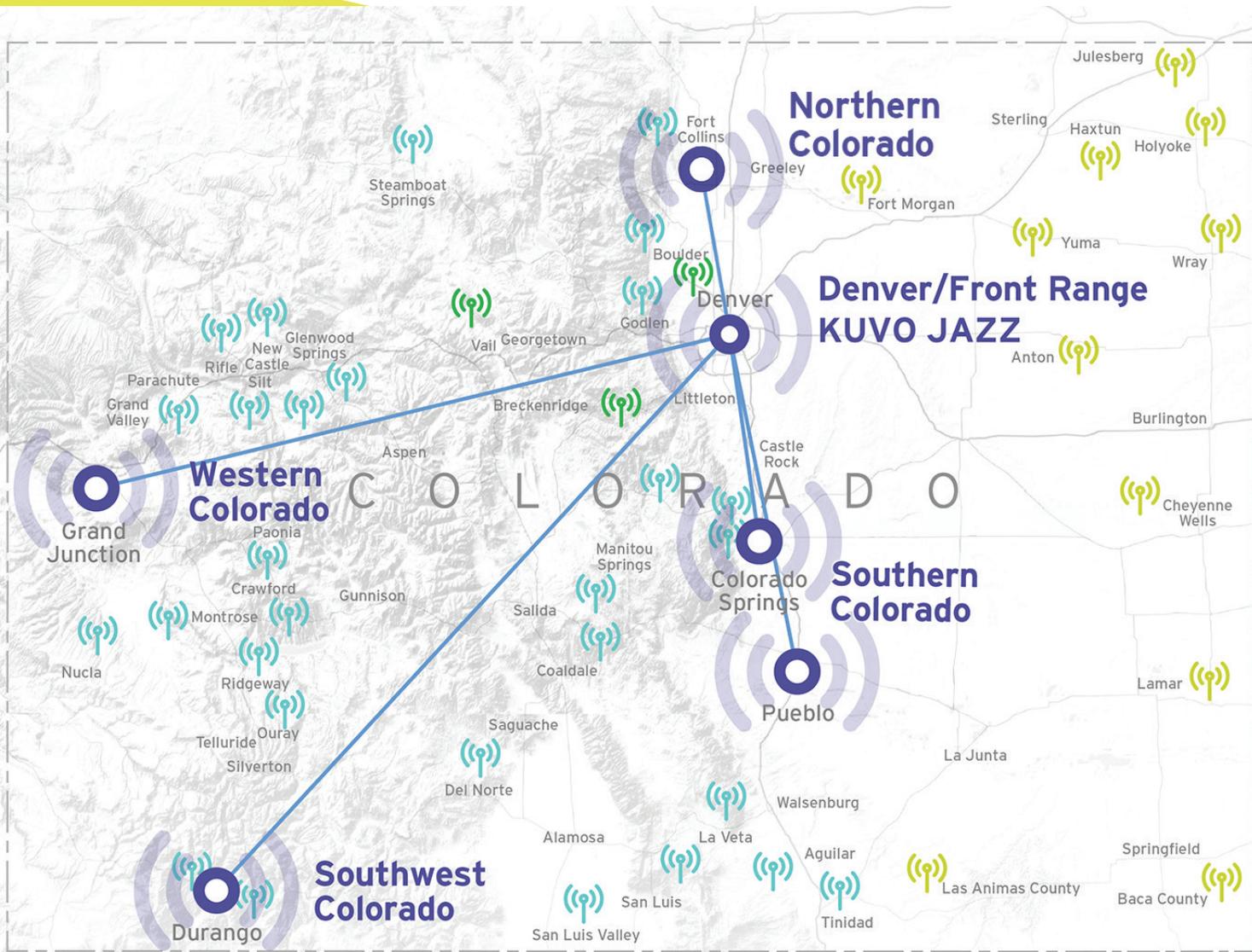
98% of everyone in Colorado has access to our over-the-air-signal.

80,000+ members statewide

500,000+ RMPBS viewers statewide per week*



*Nielsen, May 2018



KUVO JAZZ

Hours per week of average time spent listening: **3+**

KUVO members: **7,500+**

KUVO listeners per week**: **100,000+**

**Nielsen, June 2018

Your support of **Rocky Mountain Public Media** builds a connection with viewers and listeners which instills a halo effect that predisposes their desire to do business with you.

47% of viewers choose to buy a product from a company that supports PBS, all other things being equal¹

65% of listeners prefer to buy products or services from Public Radio sponsors²

1 - Harris Interactive SGPTV Attitudes and Sponsorship Favorability Study, February 2013. Last Month Viewers of PBS, Broadcast Networks, Cable Networks.

2 - NPR Sponsorship Survey, Lightspeed Research, 2015

Sponsorship provides a brand lift and enhances corporate image.

Coloradans respect public media sponsors.

76% of viewers believe companies that support PBS have a commitment to excellence¹

74% of viewers believe PBS sponsors provide a valuable public service¹

70% of listeners find Public Radio sponsors to be more credible companies²

62% of viewers believe PBS sponsors are industry leaders¹

1 - PBS Sponsorship Study: Audience Attitudes and Behaviors, City Square Associates, March 2015

2 - NPR Sponsorship Survey, Lightspeed Research, 2016



Rocky Mountain Public Media's clutter-free environment keeps audiences engaged. Sponsor messages stand out in an uncluttered environment.



Typical TV Hour

1½ minutes of sponsor message vs 15 minutes of advertising and promotion on commercial television.



Typical Radio Hour

2½ minutes of sponsor messages vs 9 minutes of advertising and promotion on commercial radio

CONTENT DRIVEN UNDERWRITING

Longer form spots that are highly produced and communicate philanthropic, social responsibility, and/or community partner priorities.

MISSION DRIVEN UNDERWRITING

Spots that communicate support for Rocky Mountain Public Media, programming, philanthropy or shared values.

SALES DRIVEN UNDERWRITING

Create a strong, meaningful connection with our viewers and listeners – the most educated, influential, cultural, and community-minded audience in Colorado.



LOCAL PRODUCTIONS

Rocky Mountain Public Media's award-winning local productions tell the rich and diverse stories of Colorado. Our local productions provide unmatched educational and entertaining programming across multiple platforms, inspiring dialogue and change through our in-depth journalism and convening the public through various outreach initiatives.

INSIGHT WITH JOHN FERRUGIA

Emmy® Award-winning *Insight with John Ferrugia* is public media storytelling at its best. Through in-depth, data-driven, investigative journalism, John and a team of investigative journalists - including former national correspondent Lori Jane Gliha - present thoughtful, thoroughly researched stories of significance for Colorado. The show is designed to foster meaningful and productive discourse, and to generate impact through awareness and action.



ARTS DISTRICT

Arts District is a weekly 30-minute program that showcases local and national artists pursuing their passions in creative and thought-provoking ways. The original show, a production of RMPBS and aired exclusively across Colorado through our broadcast, is a reflection of the importance we at Rocky Mountain Public Media, home of RMPBS, place on arts and culture.



COLORADO EXPERIENCE

Each half hour episode of this Emmy® Award-winning series sheds light on a person, place or event that shaped the great state of Colorado. We are committed to presenting cultural and historical stories in an entertaining and educational format so viewers can understand and embrace Colorado history as their own.



RMPBS KIDS

Rocky Mountain PBS delivers PBS KIDS' nationally-recognized, curriculum-based entertainment to 98% of Coloradans on both our primary and 24/7 KIDS channels. Additionally, RMPBS connects youth and educators with PBS Learning Media, a free online tool with over 120,000 national and RMPBS-created resources to inspire students Pre-K to 12th grade. RMPBS also collaborates with community partners to support early childhood development and learning.



For generations, RMPBS has offered a steady stream of engaging, educational PBS KIDS programming that sparks kids' imaginations and fosters a life-long love of learning, dedicating over 30% of our daily programming to children.

KUVOJAZZ

COMMUNITY CULTURE MUSIC

Since 1985, KUVO – an independent, public radio station – has provided a rare blend of music and news. Our mission is to provide distinctive music, news, and informational programming reflecting the values and cultural diversity of our listener community.

JAZZ

URBAN ALTERNATIVE

BLUES

LATIN JAZZ

R&B

WORLD BEAT

SOUL

BIG BAND

KUVO was named by *Down Beat* magazine to be one of the 80 great things about jazz today and *The London Telegraph* honored KUVO by naming us one of the top jazz and soul stations in the world.



MISSION

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

VISION

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

KUVOJAZZ

DENVER - 89.3FM
2900 Welton St., Suite 200
Denver, CO 80205
303-480-9272

BRECKENRIDGE - 89.7FM

VAIL - 88.5FM

KUVO.ORG



COLORADO SPRINGS

315 E. Costilla St.
Colorado Springs, CO 80903
719-418-5851

DENVER

1089 Bannock St.
Denver, CO 80204
303-892-6666

DURANGO

Fort Lewis College, Ballantine Media Center
1000 Rim Drive
Durango, CO 81301

GRAND JUNCTION

1060 Orchard Ave., Suite A-140
Grand Junction, CO 81501
970-245-1818

PUEBLO

2200 Bonforte Blvd.
Pueblo, CO 81001
719-543-8800

RMPBS.ORG