



ROCKY MOUNTAIN PUBLIC MEDIA

RM  PBS®

| KUVO JAZZ

| THE DROP



Mission & Vision

A Colorado where everyone feels
seen and heard

Operating Values

Culture is Something Everybody Has
Actively Engage Multiple Perspectives
Building Cultural Bridges
Co-Responsibility

THE DROP 104.7

58.7k average weekly listeners
(Denver/Boulder Metro)

102k+ average yearly
pageviews on thedrop303.org

1st Urban

alternative public media
station in CO

Fastest

growing urban public media
station in CO

**“The People’s
Station”**

for R&B and Hip Hop

THE DROP 104.7

Denver's Urban Alternative

"The People's Station" for R&B and Hip-Hop



THE DROP is a space for music discovery, healing, and community convening, inspiring the next generation of creatives and innovators. THE DROP creates deeper, more meaningful connections with the community through the celebration of urban alternative music, arts, and culture.

As Denver's premier station for urban alternative music, THE DROP uplifts local artists and partners with established talent.

THE DROP has put on performances by:

- Juvenile (with Juneteenth Music Festival)
- Common
- SWV
- Busta Rhymes
- Wale

COMMUNITY IMPACT

THE DROP Partners with Juneteenth Music Festival



We pivoted resources to ensure this vital event took place, despite larger sponsor pullback

In 2025, we welcomed over 16k attendees and brought Juvenile to Five Points for this free festival

THE DROP is more than a radio station, and your partnership is more than advertising



58,700+ listeners in the Denver/Boulder Metro Area per week on air and mobile



Over 98 hours of **live and local** programming each week.



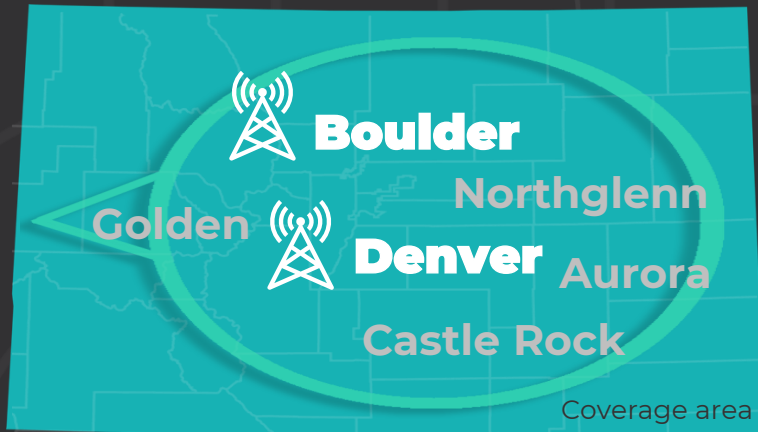
Our annual **food drive** and other favorites like the “Holla-Day Hookup” **give back to the community.**



THE DROP partners with **local musicians, businesses, activists, and non-profits** to bring the community in and share their stories.

THE DROP 104.7

Denver's only truly **live and local** hip-hop & R&B station



Recently named the top
hip-hop station in
Denver by Westword!

LESS CLUTTER = MORE IMPACT



58%
Male



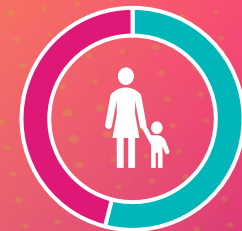
52%
Age 18-54



77%
Listeners of
Color



41%
HH Income
Above \$75k



54%
Have No
Kids in the
Home



1st
Urban Hip Hop
Public Media
Station in CO!

With just **2.5 minutes** of sponsored content per hour,
compared to 20+ minutes on commercial media, **your
audience is truly engaged with your message!**

Source: RRC from Data at Nielsen Audio, Denver-Boulder Metro July 2024; Resonate July 2025

”

“I think [hip-hop] is a great way to elevate the voice of people who sometimes feel unheard....[public media] is getting more and more important every year...to be ...really democratizing access to the media...that role is more important than ever”

- Mayor Mike Johnston on the importance of hip-hop and public media

”

“Thank you for everything you do to push the culture! #thedrop303 is the only local radio station I listen.”

- Armanda G., DROP listener comment on Instagram

”

“There's no station, there's no other media platform that does what y'all do...for y'all to come in here and take over the city, but really show love to the independent music and the Denver music and...really embrace the culture, we need that.”

- DJ K Tone being interviewed on THE DROP

”

“I won tickets for the Block Party and took my daughter to her first hip-hop show. Thank you @thedrop303 for the opportunity and for making this happen. It was a wonderful show. You are the best radio station in the state with the best hosts and staff. Much appreciated.”

- Keke C., DROP listener on Instagram after the 2024 Block Party

”

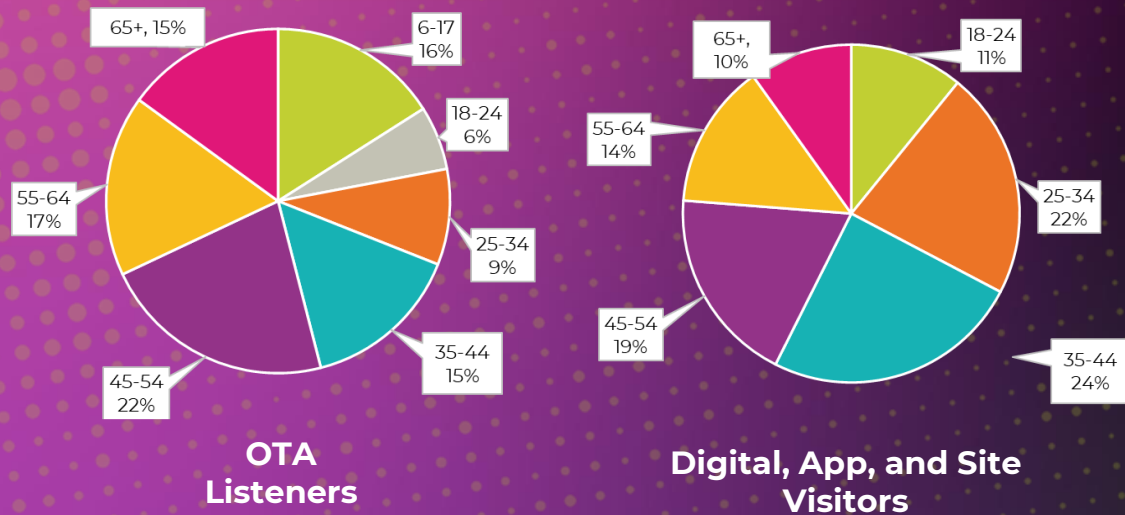
“I feel very connected to y'all...you all feel personable and that you care about what's happening in your community....you also are being very intentional about including the right people in your movement...My favorite thing about the DROP is that it's in Denver...I can't help but feel a sense of pride when I listen to y'all...it's about community, creating a legacy, and positivity...the platforms where I find positivity and where I'm able to see myself, I want to connect that in the classroom.”

- Leah Andrews-Willis, DROP listener and Denver educator on why radio is essential, supporting the DROP, and using it in her work

THE DROP ONLINE

THE DROP is family-friendly!

Over 20% of listeners are under 25, and the digital audience skews even younger on average

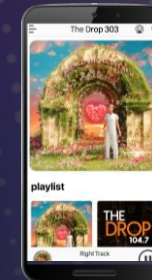


Reach a wider swath of people
with digital features!

THE DROP



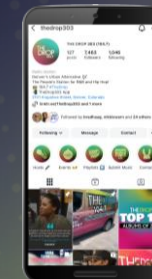
NEWSLETTERS:
The SAMPLE
(Every Other Thurs)
23k Sends,
8% Avg Open Rate



DROP APP:
11k Average
Monthly
Sessions



WEB TILE ADS:
102K+ Annual
Pageviews



Social Media:
4,800+
FB Followers
8,200+
IG Followers

THE DROP 104.7

LIVE AND LOCAL

Daily Programming

Sugabear & La Molly in the Morning M-F | 6-10a



Get your day started with SugaBear and La Molly in the Mornings!

Whether its highlighting people doing good in the community or venting about something annoying - this show promises laughs, good music, and chill vibes.

Radiant Soul Express with Bella Scratch M-F | 10a-2p



Bella Scratch returns with celebrity gossip, funny stories, news, and a unique urban alternative DJ mix. Break away from the boring and discover something new! Make no mistake, with Bella Scratch, no two days will sound the same.

The Maleman Show M-F | 2-7p



We're banging out all of your favorite hip hop and R&B records, talking about what's on your timeline, checking in on your favorite celebrities and tapping in with our community.

This is where the culture comes alive!

Mang-Yee Til Midnight M-F | 7p-12a



Mang-Yee Reverie, a Panamanian-born, Brooklyn-bred radio personality, has a rich background in the music industry. As a military brat, she experienced Hip Hop culture from various global perspectives and will bring that energy to The DROP!

More Weekend Highlights

Lake Knight Radio, Sa 7-7:30a: Middle school DJs in training, featuring a live mini mix and local interviews!

Super Sonidos with La Molly, Sa 8-10a: Latin Alternative, Spanish language pop, hip-hop, reggaeton, and more.

Indigo Jones, Sa 7p-12m + Su 10a-2p: The hits you love, plus entertainment news and the latest on what's happening around Denver.

The Main Room with alldaywes, Su 12-3a: Brand new late night electronic dance music show.

Gospel Jamz with Ennis, Su 7-10a: THE DROP's very own Sunday morning gospel show, featuring classic and new hits.

A photograph of three performers on a stage, likely during a drag show. They are all wearing elaborate, shiny outfits and are captured in a dynamic pose, possibly dancing or performing. The background is dark with stage lights. The text is overlaid in the center of the image.

**JOIN US AS OUR
PARTNER IN
EMPOWERING
DIVERSE VOICES ON
THE DROP!**