



# Community Impact Report 2022

# Finding Common Ground



*Amanda Mountain*

**Amanda Mountain**  
President and CEO  
Rocky Mountain Public Media



*Duke Hartman*

**Duke Hartman**  
Chair, Board of Directors  
Rocky Mountain Public Media

Dear Friends and Supporters,

Each day, Coloradans come together in ways big and small to support each other in working to make things better. We may not always see this below the surface of the discord and divide that often dominates our collective psyches, but it is there.

Throughout the year, we aim to share moments with you of celebration, loss, struggle, growth, and resolve that make up our complex communities. We work hard not to oversimplify issues affecting Coloradans, but to illuminate the interconnection between people and the systems upon which we all rely.

Our work at Rocky Mountain Public Media (RMPM) invites audiences on a journey to expand your cultural experiences, create more access to trusted resources and opportunities, cultivate empathy and understanding for our neighbors, and inspire positive changes in the world. All these intentions stem from a common goal of creating a Colorado where everyone feels seen and heard.

As the parent organization of Rocky Mountain PBS, KUVU JAZZ and THE DROP 104.7, RMPM sets a collective course to build community trust by showing up in alignment with our core values:

## **Culture is Something Everybody Has**

We all bring unique value into our communities, and each person has their own culture to share. We thrive together in community when we recognize and appreciate our cultural connections, celebrating what we have in common alongside what makes us unique.

## **Actively Engage Multiple Perspectives**

By learning about each other's lived experiences and listening to understand each other with open hearts and minds, we discover more opportunities to find common ground and inspire positive change.

## **Building Cultural Bridges**

Sharing stories builds bridges. Bridges create access to new people, places and experiences that connect us all.

## **Co-Responsibility**

RMPM has a responsibility to earn and expand the public's trust in local media because a free press is central to a healthy democracy. We strive to operate in co-ownership with the communities we serve, expanding access and impact through authentic relationships that build trust.

This community impact report is intended to touch upon the many ways we strive to achieve each of these core values through all we do. Thank you for sharing in our progress this year, and thank you for being a hero in your community. We are so grateful to partner with you in the important work ahead.





“ We’ve got to get back to a place where we’re starting to see the humanity in each other... No matter what you look like, no matter what your sexual orientation may be, no matter what your race may be, no matter what your economic level may be, it doesn’t matter. We’re human beings and we have to learn each other’s stories...

**It’s hard to hate someone once you know their story. ”**

**- Tommy Watson, Denver**

Author, Motivational Speaker, and Executive Coach  
Interviewed in a recent RMPBS story

# Who We Are

Our staff continues to reflect and represent the racial, ethnic, and cultural backgrounds of the communities we serve.

*Why are demographic percentage totals more than 100% in each column? Our staff survey reflects the Census Bureau guidelines that include overlapping selections for race and Latinx, Hispanic and Spanish identities.*

## Colorado's Demographics: (Census 2021)

**86.5%**  
WHITE

**22.3%**  
LATINX, HISPANIC OR  
SPANISH

**3.3%**  
TWO OR MORE RACES

**4.7%**  
BLACK OR AFRICAN  
AMERICAN

**3.6%**  
ASIAN OR  
ASIAN AMERICAN

**1.7%**  
INDIGENOUS OR  
NATIVE AMERICAN

**0.2%**  
NATIVE HAWAIIAN OR  
PACIFIC ISLANDER

## RMPM Demographics:

**61.7%**  
WHITE

**22.3%**  
LATINX, HISPANIC OR  
SPANISH

**13.8%**  
TWO OR MORE RACES

**11.7%**  
BLACK OR AFRICAN  
AMERICAN

**4.3%**  
ASIAN OR  
ASIAN AMERICAN

**5.3%**  
INDIGENOUS OR  
NATIVE AMERICAN

**0.0%**  
NATIVE HAWAIIAN OR  
PACIFIC ISLANDER





# Values-Aligned Partnerships

As a non-commercial media outlet, Rocky Mountain Public Media (RMPM) is highly selective about the businesses with whom we partner and even more so about the messages we share with you. We don't take your trust for granted, so we work hard to partner with businesses who share common values and a demonstrated commitment to helping our communities thrive.

**“For me, working for the public good means helping members of our community understand their legal rights and find access to resources that allow them to become part of an inclusive society where everyone plays by the same rules.”**

– Evan Banker, Chalat Hatten & Banker Law Firm,  
RMPM Underwriting Partner



Aerial shot in Colorado Lottery conservation spot.

## Colorado Lottery

Conservation is at the core of Colorado Lottery's mission. In fact, it's the only lottery in the country dedicated to funding the great outdoors. Rocky Mountain Public Media campaigns educate audiences about lottery-funded programs that support parks and public lands across Colorado. To date, more than 3.7 billion dollars from Colorado Lottery proceeds help to protect open spaces, preserve Colorado's wilderness, and build parks, trails and recreation centers throughout the state.



RMPM crew films digital “The Pirates of Penzance” performance in the Masterpiece Theatre.

## Opera Colorado

When COVID-19 precautions limited capacity for in-person performances, Rocky Mountain Public Media partnered with Opera Colorado to create original digital programs. This year, we produced several educational series together. “Anatomy of an Aria” includes filmed performances and interviews with artists about the significance and meaning behind famous operatic solos, or arias. Another filmed performance, “The Pirates of Penzance,” broadens access to Opera Colorado's educational outreach programs with students across the state.



Use this QR Code or visit:  
<https://www.rmpbs.org/2022-community-impact/>  
to view our online multimedia report, including video, audio, and other digital features.

# Amplifying Community Voices Throughout Colorado

**“ We need to get more involved in our communities, go to these meetings and become more of a voice because maybe your neighbor or somebody in your neighborhood needs you to be there and spread word of the need that’s out there... Connecting and partnering with people... That’s what we’re here to do. ”**

– Joseph Dominguez, Affordable Housing Advocate and Panelist,  
RMPM Community Circle: Colorado Rental Market

Following audience responses from RMPBS stories, Rocky Mountain Public Media hosted statewide community engagement events, including monthly Community Circles with panels focused on addiction recovery, housing and homeowners associations, Colorado’s increasingly competitive rental market, and microdosing psilocybin for mental health.

Community Circle events create in-person and virtual opportunities for communities across Colorado to actively participate in our journalism by engaging in dynamic discussions and sharing resources with each other. These in-depth sessions help us discover what Coloradans value and the issues impacting your communities with a focus on exploring solutions together.



RMPM hosts a screening and community conversation in the Masterpiece Theatre at Buell Public Media Center.



# Colorado Experience



Panelists and attendees preview Colorado Experience “Twin Lakes” episode in Colorado Springs.

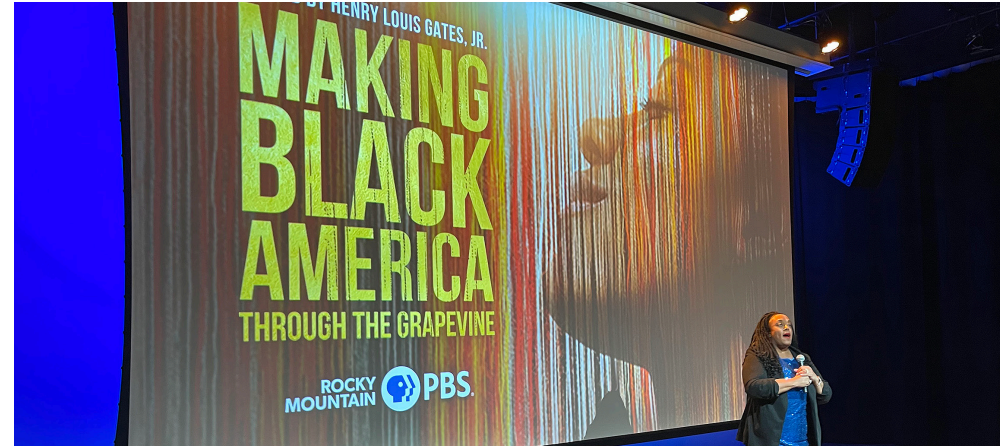
In partnership with History Colorado’s State Historical Fund, the Sturm Family Foundation, Telluride Mining Historian Rudy Davison, and other community supporters, we host regional Colorado Experience screenings and community discussions with local historians exploring the people, places and events that shape Colorado. Screening events in 2022 included:

**“Women of the Santa Fe Trail”** shares the unique challenges and triumphs of the astonishing women who traveled and lived along the trail – from Native Americans and adventurers to formerly enslaved people and suffragettes.

**“Twin Lakes”** explores the underrepresented history of broken treaties and modern-day discussions of reconciliation around this region, a cultural and hereditary homeland of the Tabeguache Ute people.

View Colorado Experience Episodes at:  
<https://www.rmpbs.org/coloradoexperience/>

# Community Conversations



Nikki Swarn facilitates audience discussions during a screening of “Making Black America.”

In the Masterpiece Theatre at Buell Public Media Center, we facilitate community-centered conversations around national PBS programs, such as “Making Black America,” “NOVA: The Cannabis Question,” and others.

Rocky Mountain Public Media hosts these events in partnership with local historians and QTBIPOC (queer, transgender, black, indigenous, and people of color) facing organizations, including Metropolitan State University of Denver’s Chicano/a/x Studies, Chicano Humanities and Arts Council (CHAC) Gallery, Museum of Contemporary Art Denver, Black Pride Colorado and more. Virtual options offer greater statewide access and regional perspectives from Coloradans in rural communities.

# RMPBS

## Engaging Multiple Perspectives

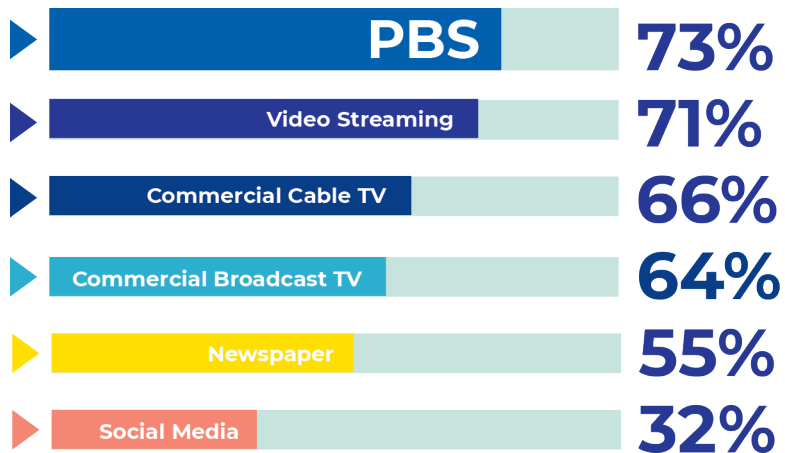
Every month, more than a million Coloradans turn to Rocky Mountain PBS to experience inspiring local, national, and international programming; diverse viewpoints; front row center seats to world-class performances; and lifelong learning experiences.

Through your feedback, we know our audiences value Rocky Mountain PBS' captivating dramas, enlightening documentaries, and trustworthy journalism that explores issues important in your communities. Rocky Mountain PBS strives to deliver daily stories that amplify voices and diverse perspectives from across the state – all to further our shared vision of a Colorado where everyone feels seen and heard. We invite you to explore how Rocky Mountain PBS brings this vision to life.

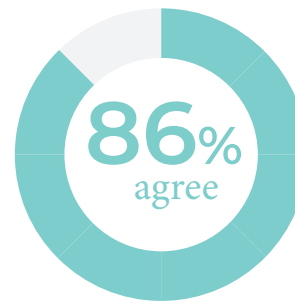
### What You Value Most About PBS

By staying true to our core values – engaging multiple perspectives, honoring diverse cultures, building cultural bridges, and operating in co-ownership with our community – we commit to upholding and expanding your trust in everything we do at Rocky Mountain PBS.

For the 19th year in a row, Americans rank  
**PBS the most-trusted media institution.**



Graph indicates "trust a great deal" and "trust somewhat."



PBS stations provide an **excellent value** to communities.

**75%**

Believe PBS features a diverse range of people.

**74%**

Believe PBS content appeals to people of different ethnic backgrounds.

**71%**

Believe PBS does a good job of representing people of color in its content.

**68%**

Believe PBS is in touch with today's culture.



# Reaching Every Corner Of Colorado

## View Our Statewide Story Map

Journalism shouldn't start and stop along the Front Range. As Coloradans, we discover greater understanding of complex issues by engaging in multiple regional perspectives.

Thanks to member support and values-aligned foundations, underwriters, and major donors, we can invest in hiring regional journalists and collaborate with hundreds of individuals and organizations throughout the state. Together, we explore opportunities to share a deeper context that elevates unique experiences and expertise found in every Colorado community. Use the QR code below and check out our 2022 coverage map, highlighting examples of amplified stories and voices across Colorado.

## Community Impact in Your Own Words

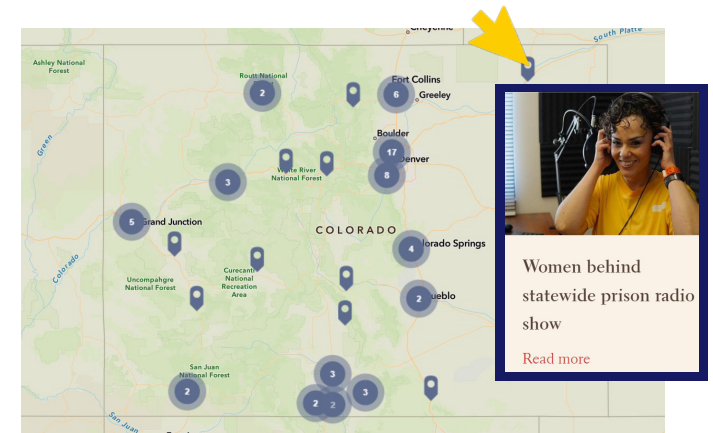
Follow the QR code below to view a collection of inspiring community responses from recent RMPM stories, performances, and programs.

## We Want to Hear from You

What are the issues or opportunities in your community that you'd like to share with Rocky Mountain PBS audiences across Colorado? Send us a message with your thoughts and ideas at: [coloradovoices@rmpbs.org](mailto:coloradovoices@rmpbs.org).



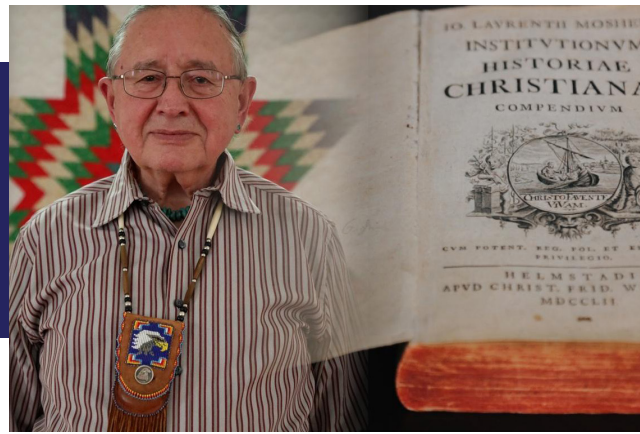
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RMPBS coverage map highlights stories throughout the state for 2022.



RMPM Creative Producer, Scott Hennelly, captures footage for a Colorado Proud campaign.



## Addressing HOA Foreclosures

Rocky Mountain PBS profiled cases that reflect the enormous power more than 10,000 homeowners associations (HOAs) wield over Colorado residents. We shared these stories in advance of the Colorado legislature passing a bipartisan measure, limiting HOA ability to file foreclosure cases. When these stories can be heard and used to support action, such as legislation regulating HOA power, we know we are on the right track.

**“In-depth reports are really where we can expose the real truth about where things are going wrong and what’s happening. And now when we go back and try to change policy on that, we can point to the truth that’s been presented.”**

– Brianna Titone, Colorado State Representative

## A New Chapter: Coming to Terms with a Gruesome Legacy

Centuries after its disturbing creation, a religious book, at one time on display at the Iliff School of Theology, was at the center of a reparations meeting this year with the Lenape Nation. The two groups discussed how the school can amend a shaded past, marred by cover-ups and controversy surrounding the book’s cover – made from the skin of a murdered Native American. This story isn’t just about the book. It’s about accountability, the future, and changing our view of the world.

**“A 26-minute must watch that will shake you and inform how you see and engage with others going forward. This is so important!”**

– Margaret Bobb, Colorado Voices Viewer

## Our Democracy

As part of our Colorado Voices series, we traveled across the state to find out what democracy means to Coloradans from all walks of life. We invited them to answer three questions ahead of midterm elections to explore common perspectives and desires around the concept of democracy: What does democracy mean to you? What do people with different views from yours get wrong about you? What does your community need?

**“Empathy is what we need in order to see ourselves in others... And that’s the power of storytelling. When we sit down and listen to people and begin to see ourselves within one another, that’s when we begin to understand the why and the how, and those are the places where we can change.”**

– Jeff Campbell, Creative Director & Founder, Emancipation Theatre Co.



# RMPBS KIDS

## Rocky Mountain PBS KIDS: Early Childhood Initiative

Rocky Mountain PBS KIDS (RMPBS KIDS) continues to evolve our early childhood initiative after developing Colorado Classroom and other educational resources in partnership with the Colorado Department of Education. This effort connected us with new community partners that help to increase family and caregiver connections to relevant local stories, resources, and opportunities.



RMPBS KIDS Fest attendees meet Daniel Tiger and Katerina Kittycat from PBS KIDS “Daniel Tiger’s Neighborhood.”

Thanks to more than a decade of incredible support from our partners, RMPBS KIDS Fest continues to be an event that communities throughout Colorado look forward to each year. In October, RMPBS KIDS Fest brought more than 1,500 kids, families, caregivers and their neighbors together in Grand Junction to celebrate, learn and connect with local community resources.

“Community events mean a lot to our family, especially after we’ve all spent so much time apart over the pandemic. RMPBS KIDS Fest gave us a chance to get outside, stretch our legs, share quality time with one another, and connect with some really valuable community resources.”

– Paige Cadman, Grand Junction Parent

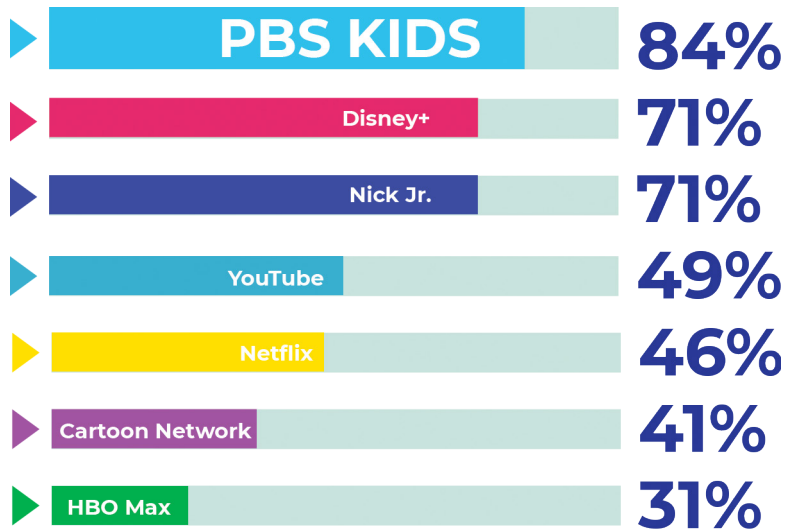
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# Parents Say PBS KIDS...

Helps prepare children for success in school.

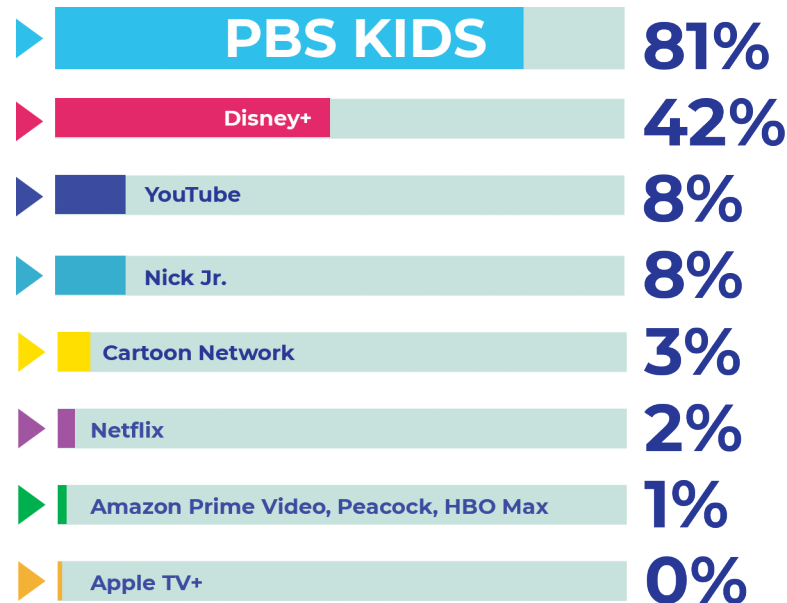
Which network best prepares children for success in school?



Graph indicates "agree strongly" and "agree somewhat."

Is the most educational media brand.

Which media brands do parents value as educational resources for children?



Graph indicates "most educational" and "second most educational."

**82%**  
of parents agree that PBS KIDS is a safe and trusted source for kids to watch television and play digital games and apps.





# Connecting Parents & Caregivers with Community Resources

This year, RMPBS KIDS launched a weekly newsletter and a partnership with Bright by Text to offer caregivers age and stage-specific text messages curated from trusted national organizations on physical and mental health, social-emotional wellbeing, safety, brain development, supportive connections and more.

Bawby joins RMPBS KIDS as a lovable big horn sheep character who is super curious about kids and families, excited to learn about their worlds, and ready to jump into all the cool things happening around Colorado.

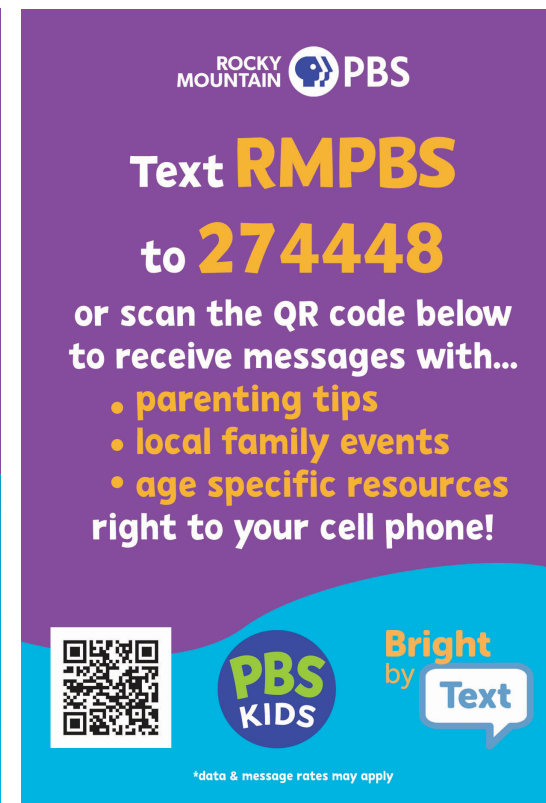


ROCKY MOUNTAIN PBS PBS KIDS

**PARENTS AND CAREGIVERS  
SIGN-UP FOR THE  
NEW RMPBS KIDS  
NEWSLETTER HERE:**



[RMPBS.ORG/RMPBS-KIDS-NEWSLETTER](https://RMPBS.ORG/RMPBS-KIDS-NEWSLETTER)





ROCKY MOUNTAIN PBS

**Text RMPBS  
to 274448**

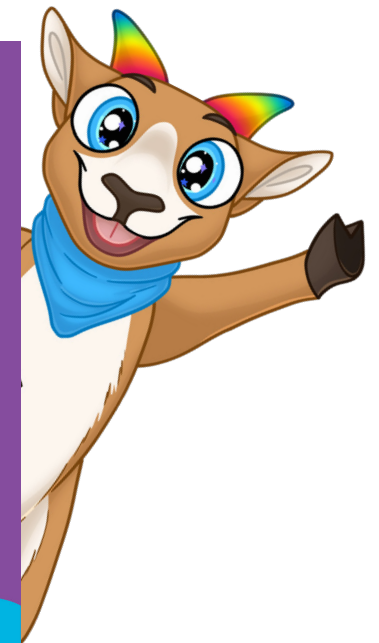
or scan the QR code below  
to receive messages with...

- parenting tips
- local family events
- age specific resources  
right to your cell phone!



Bright  
by  
Text

\*data & message rates may apply

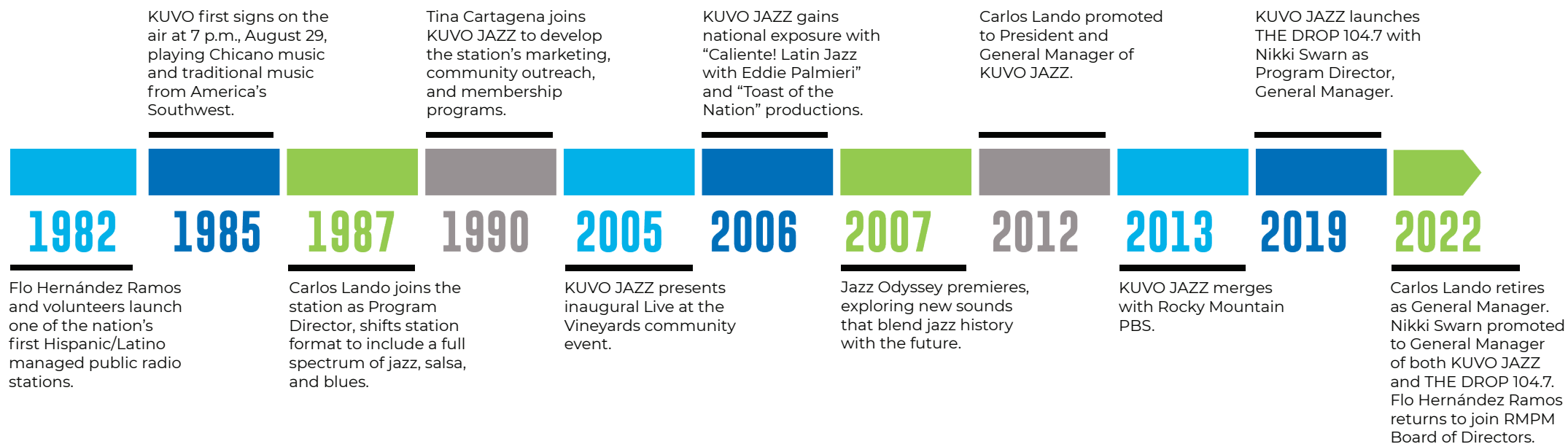


# KUVO JAZZ 89.3

## Evolving Through the Decades

We celebrated KUVO's 37th birthday as a pillar in Colorado's music community. Local, national, and international recognition over the years includes multiple major market Jazz Station of the Year awards by Jazz Week, twice ranking among the best jazz stations in the world by The London Telegraph, and DownBeat Magazine spotlighting KUVO JAZZ as one of the "80 Coolest Things about Jazz Today."

**KUVO JAZZ continues to evolve with our communities while honoring our multicultural roots.**





# Honoring Carlos Lando's Contributions



Carlos Lando

While Carlos steps away from management at KUVU JAZZ, his influence continues to shape the station's evolutionary and culturally diverse programs. Carlos helped build KUVU JAZZ as a place of belonging for so many listeners, volunteers and staff, uniting community, culture and music. In keeping with Carlos' legacy, we commit to ensuring KUVU JAZZ remains a home for many generations to come.

## Carlos Lando Musician and Event Fund

This year, KUVU JAZZ established The Carlos Lando Musician and Event Fund to ensure the station can pay musicians and talent equitably, while providing the community with expanded access to quality arts and cultural entertainment. Through this fund, Carlos wishes to continue offering opportunities and opening doors for musicians by spotlighting their extraordinary talents through performances in our community. For more information on supporting this live performance fund, contact [KateMcDonnell@rmpbs.org](mailto:KateMcDonnell@rmpbs.org).



Carlos Lando introduces Colorado's world-class jazz ensemble, Convergence, performing at Dazzle during a 2014 live broadcast of NPR's "Toast of the Nation" New Year's Eve celebration. Left to right: Mark Patterson (trombone), Gabe Mervine (trumpet), John Gunther (saxophone), Larry Goldings (organ) and Carlos Lando.

*“ The future of music is always about what’s happening in the present with an awareness that nothing remains the same. People, families, communities, and their music are constantly evolving. KUVU JAZZ is a part of that change, bringing musical elements into our mix that are relevant to new generations of listeners. Because of this expansive lens, no other jazz station has the diversity of listeners like we have.*

– Carlos Lando

# Supporting Local Musicians and Events

Every day, every hour, KUVO JAZZ audiences hear Colorado artists featured and promoted during our shows. On our website, you'll find local artist profiles and event listings, so musicians can keep audiences up to date on upcoming performances.

## Live Music & Events

KUVO JAZZ is back in full swing with live music performances in our new Bonfils-Stanton Foundation Performance Studio and Masterpiece Theatre.

Other notable events include Jazz Odyssey Presents, our annual Jazz Messenger Party and Live at the Vineyards. We support and broadcast live from more than 30 community, culture and music events around Colorado, such as City Park Jazz, Five Points Jazz Festival and many more.



Colorado Music Hall of Fame honoree Hazel Miller & The Collective perform at KUVO's Jazz Messenger Party.

## Jazz Odyssey Presents Series

As an ongoing partner with the Doris Duke Foundation and cohort in the Doris Duke Jazz Media Lab, we launched a series of six free Jazz Odyssey Presents concerts. These concerts are designed to diversify listening audiences, invest in new media platforms, engage with new venues and community organizations, and establish meaningful relationships with jazz artists. This series compliments our week-day evening Jazz Odyssey show, exploring what's new in the progression of jazz and the sounds that blend jazz history with the future.



Jazz Odyssey Presents concert posters

*“Colorado needs KUVO as much as KUVO needs Colorado. As a musician, I appreciate a radio station that is highly invested in the jazz community. KUVO shows up where jazz musicians are. Not for advertisement, but for the love of the music and the musicians. I have much respect for that.”*

– Stafford Hunter,  
Multi-Grammy Nominated Artist & KUVO JAZZ Member





In alignment with our core values, THE DROP 104.7 continues to build strong partnerships with more than 15 community organizations to develop collaborative programming and partner events with a focus on engaging and giving back to our community. Here are a few highlights:



Left to right: Maleman, Chris (SONIC), Unique, and DJ Ktone collect food for Colorado families.

## Holiday Food Drive

We teamed up with SONIC Drive-In for our 3rd annual food drive to benefit Colorado families during the holiday season. THE DROP on-air host Unique broadcasted live at select SONIC locations to help collect enough food to provide 1,865 meals. This year's beneficiary, Denver Inner City Parish, supports individuals and families in our community, empowering them to break the cycle of poverty.



THE DROP's Holla-Day Hookup social image

## Holla-Day Hookup

THE DROP listeners sent us letters, nominating friends and family who could use a little extra holiday cheer this year. During the Holla-Day Hookup broadcasts, hosts Amerykah Jones and SugaBear read winning letters live on the air and connected their loved ones with gift cards, food, clothing, toys, tickets, and community resources.



Left to right: Nikki Swarn with *The Dirty South* Curator Valerie Cassel Oliver

## Fine Arts Experience

THE DROP 104.7 joined The Museum of Contemporary Art Denver (MCA Denver) to engage audiences with their multimedia exhibition, *The Dirty South: Contemporary Art, Material Culture, and the Sonic Impulse*. Both organizations share a community-centric commitment to increase access to cultural experiences among our diverse Colorado communities.

# Outstanding Live Performances with Local and National Artists



THE DROP's 2nd Annual Block Party - Featuring Busta Rhymes

## THE DROP 104.7's 2<sup>nd</sup> Annual Block Party

The return of live entertainment following pandemic restrictions is a welcome opportunity for music fans, but many find themselves priced out of tickets to see their favorite artists. According to a recent Pollstar report, concert tickets to the most popular U.S. tours surged nearly 20 percent over pre-pandemic prices. We are grateful to offer access to live performances at no charge with our community partners in thanks for listener support throughout the years.

Attracting more than 15,000 people to Denver's Civic Center Park, Busta Rhymes headlined this special evening that included local Colorado artists Kid Astronaut, Rachel Bailey, and Colorado Myrical.



Scenes from THE DROP 104.7's 2nd Annual Block Party at Denver's Civic Center Park.

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# Cultivating Empathy & Understanding



THE DROP's Amerykah Jones and SugaBear

## Therapy Thursday

THE DROP launched Therapy Thursday, a weekly program that offers insights on nurturing mental health and overcoming barriers to treatment and services. Conversations center around growth, discovery, and gratitude, creating a safe space for listeners to call, text, or email mental health professionals and share in on-air discussions.

## The Shop: Our Unseen Neighbors - The Unhoused Community in Colorado

In a special simulcast between THE DROP and KUVU JAZZ, we presented "The Shop," a barber or beauty shop-style conversation with hosts from both radio stations, RMPBS journalists, and community advocates discussing the rise in Colorado housing costs and ways to strengthen our allyship with unhoused neighbors.



Left to right: RMPBS Journalist Lindsay Ford, KUVU JAZZ Host Andy O' and THE DROP's Amerykah Jones discuss Colorado housing issues on The Shop.

*“Your topics on mental health continue to be an asset to us because it is one of the more common reasons women are incarcerated. Thank you for everything that you contribute on the airways that keep those in our position, who sometimes feel forgotten, inspired to keep moving and make it to the other side!”*

—LeAndra,  
Denver Women's Correctional Facility



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# Thank You



**ROCKY  
MOUNTAIN  
PUBLIC MEDIA**



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