

ROCKY MOUNTAIN PUBLIC MEDIA
LOCAL CONTENT AND SERVICE
REPORT TO THE COMMUNITY
February 2021



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



Rocky Mountain Public Media, home to Rocky Mountain PBS, KUVU JAZZ and THE DROP, serves 98% of Colorado households.

Our programming throughout 2020 allowed people to experience the world outside their neighborhoods during a time when individuals were unable to connect in person.

Diverse viewpoints, investigations into issues of concern, supportive educational content, and cultural and artistic escapes provided connection points for all on our airwaves and digital channels.

Throughout 2020, our family of stations provided stories, information and educational resources to communities statewide – ensuring our audiences felt connected, informed and entertained during an unprecedented time.

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

Because broadcast and digital reach extends into at least 1 million households each month, we are able to connect with more Coloradans than any other public media organization in the state

By hosting events on our virtual platforms, engaging thousands of audience members, we focused throughout 2020 on ensuring audiences in every community of the state felt seen and heard.

LOCAL CONTENT AND SERVICE REPORT

LOCAL CONTENT

Rocky Mountain Public Media is home to **Rocky Mountain PBS**, the internationally known radio station **KUVO JAZZ**, and **THE DROP**, the People's Station for R&B and Hip Hop, voted Colorado's Best New Radio Station in 2020 by Westword Magazine.

In addition to presenting locally produced television and radio programs, Rocky Mountain Public Media delivers national PBS and NPR content on its broadcast and digital platforms, and hosts events that engage audiences around the state. We are focused on placing our diverse audiences and first-person voices at the center of all the work we do, and in 2020, our programs became ever more essential to the communities we serve.



Investigative journalism remains a staple of Rocky Mountain Public Media's content. The *Insight* investigative team developed captivating stories for our digital channels and broadcast throughout 2020, and collaborations with the local Colorado News Collaborative and PBS Frontline. With Frontline, the Insight team worked to address the effects of COVID-19 on teens at higher risk for suicide. Resources are available on rmpbs.org.

In addition to our investigative journalism work, community storytelling is taking on new forms at Rocky Mountain Public Media. **Native Lens**, a partnership between Rocky Mountain Public Media and KSUT Public Radio, launched in 2020 as a way to empower Native and Indigenous storytellers of any age to share their own stories the Four Corners region while broadcasting, posting and sharing authentic Indigenous stories throughout the state of Colorado and beyond.

Arts and Culture is another staple of our local content. and the unique profiles, features and storytelling produced by our **Arts District** team continues in a format on our RMPBS digital channels. This year marked the 35th anniversary of what is now an iconic community radio station: **KUVO JAZZ** commemorated this milestone by airing the annual Live at the Vineyards event on the airwaves this year to celebrate community, culture, and music.

Colorado's high bar for quality, independent radio was lifted higher when Rocky Mountain Public Media unveiled its newest station on the KUVO JAZZ HD2 signal: **THE DROP**, named Colorado's Best New Radio Station in 2020 by *Westword* Magazine. Focused on hip-hop and R&B, digging into the genres' stylistic roots while celebrating the next generation of sound, THE DROP is a community-driven radio station committed to amplifying the voices and talents of Colorado's Black and under-represented artists.

Colorado Experience, now in its eighth season, kicked off with a virtual screening of *The Strater: The Hotel That Built Durango*, this past October. This experience allowed viewers to interact virtually with each other and with producers, and share personal stories about The Strater Hotel, helping lay the groundwork for other virtual experiences.



LOCAL CONTENT AND SERVICE REPORT

LOCAL ENGAGEMENT

Arts and Entertainment

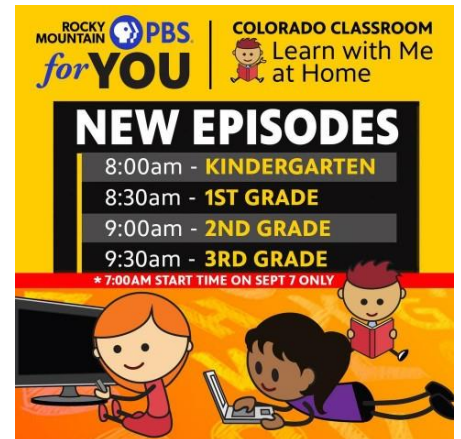
In May, **KUVO JAZZ** and Rocky Mountain Public Media hosted the virtual Five Points Jazz Festival. The live-stream event reached 30,000 people across Colorado, the country and even internationally.

KUVO also hosted the **Chicano Music Festival, Live at the Vineyards** virtual performances, and conducted outreach to support local musicians and venues throughout 2020.



Education

In Spring 2020, when the State of Colorado shared that COVID-19 school closures could have a vast impact on young children, and particularly those without internet access, an idea was born: **Colorado Classroom**. Since May, Rocky Mountain PBS has been airing Colorado Classroom, educational lessons for young children led by Colorado teachers and content partners like Denver Museum of Nature and Science, reaching families in every corner of the state, regardless of digital access. RMPBS found a way to safely host two events for children and families in parts of our state this past summer. Safe, socially distanced **PBS Kids FunFest** events were a hit in both Grand Junction and Colorado Springs.



Culture and Community

In June, we hosted **Together We Rise**, a virtual Pride Fest celebrating unity and visibility for the LGBTQAI+ community, featuring first-person stories from people across Colorado.



Growing Our Reach

In 2020, we saw more digital viewers than ever before. 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 Focus

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. Supporters of Rocky Mountain Public Media help provide educational media and support that prepares children for school success.

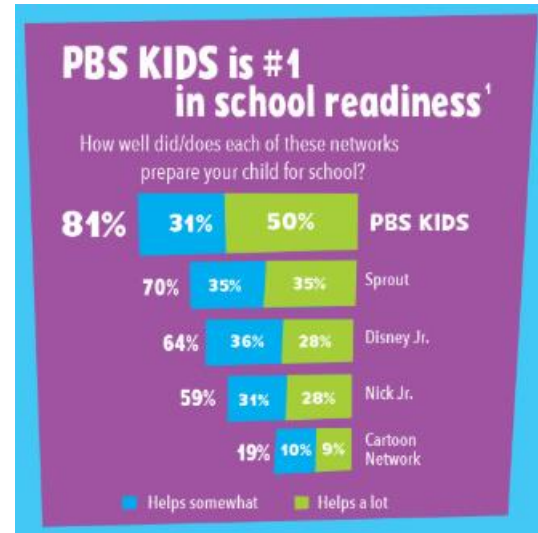
PBS is the [primary source of media content for preschool teachers](#) and the [No. 1 place parents turn to for preschool video online](#), with [content proven to improve critical literacy skills in young children](#).

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:

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



PBS KIDS Reach

- 93% of homes without internet access
- 85% of lower-income homes
- 82% of rural homes



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)

LOCAL CONTENT AND SERVICE REPORT
COMMUNITY FEEDBACK



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.

“Holding a platform for Native and Indigenous people to tell their own stories, we can create discourse about how to address systemic issues we face as individuals and as Native nations, which will also allow us to exercise visual storytelling as a medium that can increase respectful growth and ethical change.”

– Charine Pilar Gonzales



“Colorado Experience has been one of those great finds that has been my essential go-to viewing during this quarantine period. The rich history and cultural significance makes someone from Los Angeles eager to visit each landmark documented. Counting down the days until the new season is up online! Keep up the amazing work!”

– Isis Malone

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.
