



FINDING **PERSPECTIVE**

COMMUNITY IMPACT REPORT
2023

A MESSAGE FROM AMANDA & DUKE



**Amanda
Mountain**
President
and CEO

Over the past year together, we explored many stories about people and events that are shaping the place we call home. From Las Animas to Montrose, and Denver to Durango, we are all Coloradans. As neighbors, we often turn to public media, and to each other, to feel a sense of connection through space and time, and to place ourselves along the continuum of our collective history.

Forever seeking ways to rise above the noise, we continue to remind ourselves that while we may have different experiences, backgrounds, and beliefs, our lives and futures are intertwined in ways that can't be adequately captured in simple soundbites. That's why we're so grateful for the work we get to do each day at Rocky Mountain Public Media.



**Duke
Hartman**
Chair, Board
of Directors

Because of your investment and the trust you place in us, we are able to spend time building authentic relationships with tens of thousands of people across our great state. We visit classrooms and churches, convene in living rooms and local businesses, all in the name of building community and expanding the public's trust in local media.

At our best, we are working to restore trust in the Fourth Estate, institutions we rely upon to protect and serve our democracy.

We're introducing neighbors to each other, inevitably reminding us all that once you know someone's story, it's hard to hate anyone.

We're practicing civil discourse and intellectual rigor.

And, when it's needed most, we offer you a place to celebrate different cultures and explore issues you care about through music and the arts.

Public media is *your* local media.

We exist to create a Colorado where everyone feels seen and heard, and we're working alongside you every day to strengthen the civic fabric of our state.

Thank you for always being there when we need you.

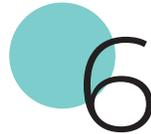
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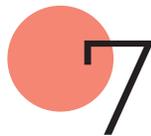
What is
Public Media



Who Is RMPM



RMPBS National
Programming
Highlight



RMPBS Local
Independent Spotlight



RMPBS Local
Journalism



RMPBS Kids



KUVO JAZZ



THE DROP



Values-Aligned
Partnerships



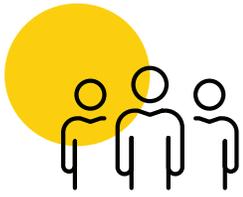
Reaching
Colorado

DEFINING PUBLIC MEDIA



Public media is a promise to keep community first. It is a cornerstone of a functioning democracy. Therefore, our vision at Rocky Mountain Public Media (RMPM) is a Colorado where everyone feels seen and heard. We exist to strengthen the civic fabric of Colorado through public media. So, we invite you, our friends, on a journey to expand cultural experiences, create more access to trusted resources and opportunities, cultivate empathy and understanding for our neighbors, and inspire positive changes in the world. At RMPM, we strive to operate in co-ownership with the communities we serve and build trust through authentic relationships. We are grateful to share these inspiring community responses from everything we do at RMPM.

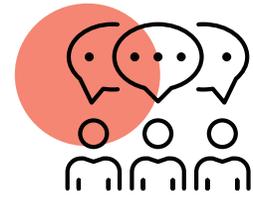
WHO IS ROCKY MOUNTAIN PUBLIC MEDIA?



**90,000
Members**



**Present in
communities
since 1956**



**Creating a Colorado
where everyone feels
seen & heard**

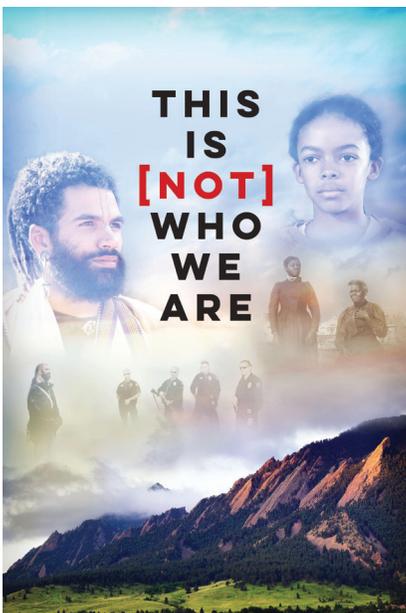


Together we are Rocky Mountain Public Media!



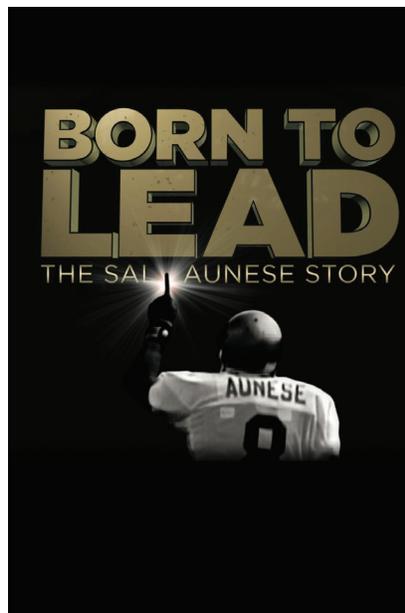
ROCKY MOUNTAIN PBS LOCAL INDEPENDENT SPOTLIGHT

We take pride in giving a platform for local independent filmmakers to share their stories.



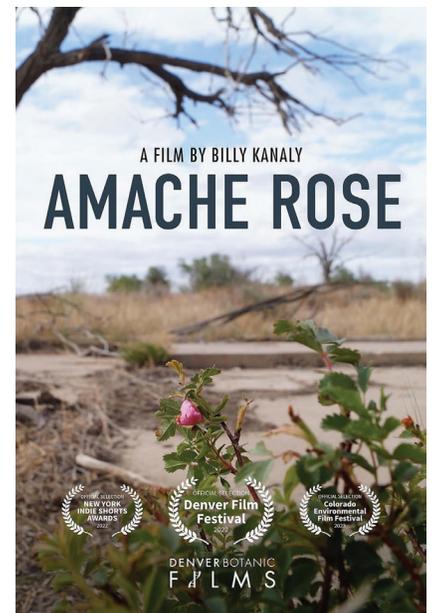
This is [Not] Who We Are
Boulder

This is [Not] Who We Are which explores the gap between Boulder's progressive self-image and the lived experiences of its small but resilient Black community.



Born to Lead:
The Sal Aunese Story
University of Colorado

Born to Lead: The Sal Aunese Story chronicles University of Colorado's star Quarterback, Sal Aunese's rise to the top as one of his team's most valuable players and his valiant battle with cancer.



Amache Rose
Southeastern Colorado

Amache Rose tells the story of Japanese incarceration in Colorado and how the people of Amache survived the harsh conditions of Southeastern Colorado in which they were forced to live.

ROCKY MOUNTAIN PBS LOCAL JOURNALISM



400+
Stories Told



31
Counties
Reached

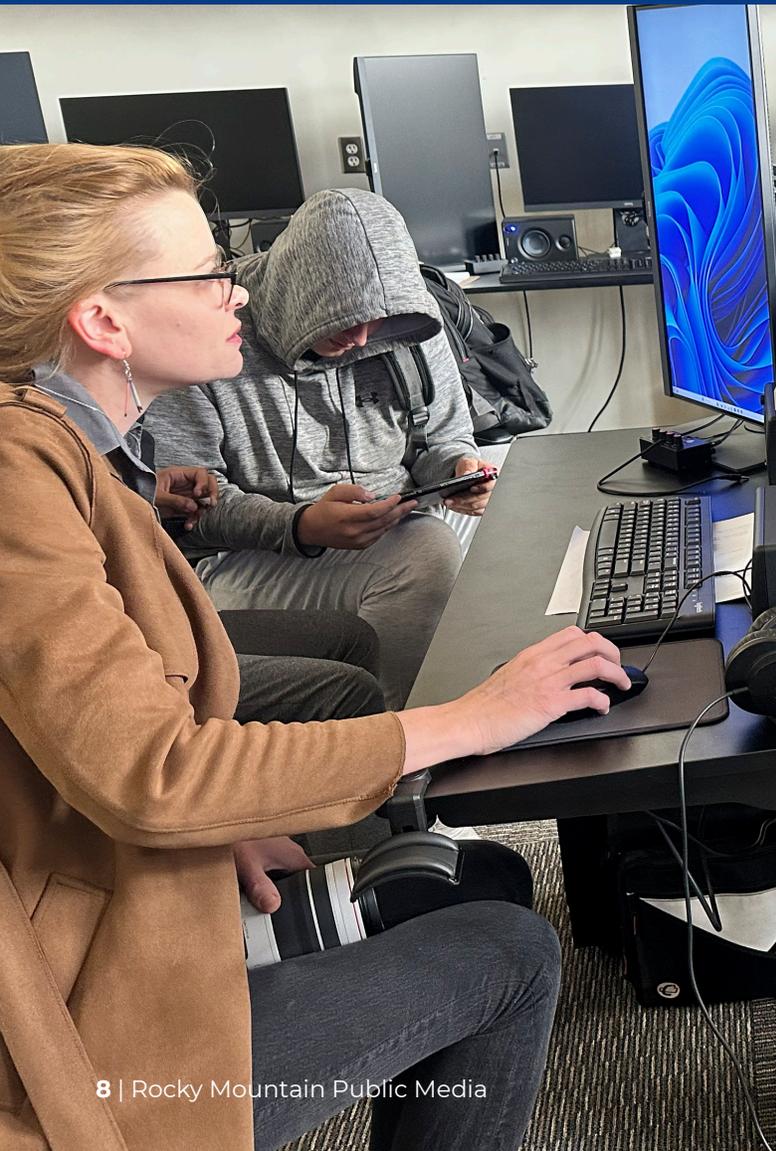


14
Awards



24
Episodes

*Colorado Experience & Colorado
Voices combined

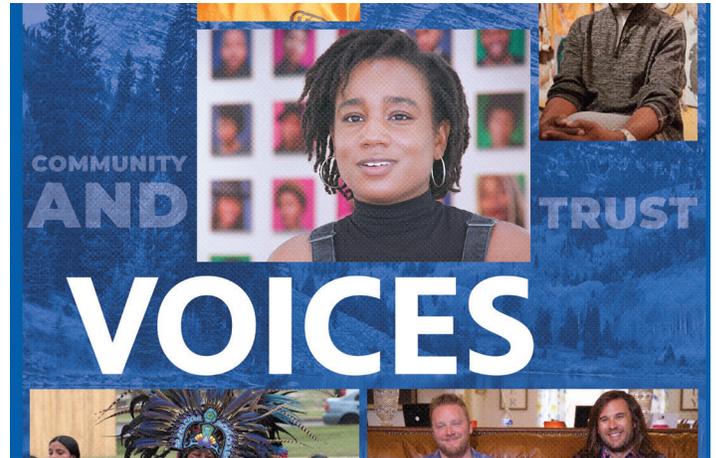


MENTORING FUTURE JOURNALISTS

Rocky Mountain PBS teams up with advanced journalism students at the University of Denver and Colorado State University's Department of Journalism and Media Communication to collaborate on Colorado Voices stories, mentoring the next generation of community-centered journalists in our state. Rocky Mountain PBS staff works alongside students from pitch to production, analyzing story ideas and content, focused on equity issues integral to balanced community representation. Just as with original Rocky Mountain PBS content, the mission of these student projects is to help create a Colorado where everyone feels seen and heard.

COLORADO VOICES

We strive to deliver daily reporting, documentary and digital content in creative ways that impact, move and inspire Coloradans.



COLORADO VOICES

With Colorado Voices, Rocky Mountain PBS is aiming to help build a Colorado where everyone feels seen and heard.

Our deep-dive community work across the state utilizes digital, social media, video, audio and broadcast elements to meet local information needs and respond to audiences where they are. The people we meet and the communities we report in shape our work daily. There's one thing we hear more than anything: appreciation for contemporary, robust public media, and gratitude when our journalists and videographers can tell rich, complex stories, getting past the surface and the sound bite — because public media is different and so is Rocky Mountain PBS reporting. Every day, Rocky Mountain PBS reporters learn more about the communities and audiences we serve. Our award-winning team's goals and assignments reflect a commitment to rural and metro reporting throughout Colorado while focusing collective work on climate, nature, youth, housing and social issues. And our team is dynamic; sharing resources and ideas and remaining on the cusp of best practices in an ever-changing media landscape.

COLORADO EXPERIENCE

a production of RM  PBS



COLORADO EXPERIENCE

The goal of Colorado Experience season 10 is to share a range of unique experiences in hopes of fostering community and connection among Coloradans.

ROCKY MOUNTAIN PBS KIDS

RMPBS KIDS Newsletter continues to provide families with local stories, caregiving resources, family events and engagements across Colorado and features regional early childhood partner content and PBS KIDS national highlights. Also, RMPBS Kids social channels are growing as we are creating a digital team dedicated to growing our reach.



BLACK MILLENNIAL MOM PODCAST

Hosted by radio personality, Ya Girl Cedes on 104.7 THE DROP, the podcast focuses on highlighting the struggles and the authentic beauty of a generations of mothers and fathers who share their parenthood journeys.



KIDS FEST

Rocky Mountain PBS KIDS successfully hosted three KIDS FESTS in Denver, Colorado Springs, and Grand Junction during the summer of 2023, which engaged 90 different local community early childhood organizations to reach over 15,000 people in these communities across Colorado. The RMPBS KIDS FEST events are free for families to attend and create intentional spaces of belonging and connection while providing families with early childhood and parent centric resources from local partner organizations, along with fun activities for the entire family to enjoy including meeting PBS KIDS characters like Daniel Tiger and Clifford.

COMMUNITY FEEDBACK

I recently became a first-time parent, and we spent so much time being isolated during the pandemic. It's so helpful knowing that there are events like these and resources out there that we wouldn't be aware of otherwise. We grew up on PBS and we're forming a community here.

- Joy Menet, Parent



Denver



Colorado Springs



Grand Junction

RMPBS KIDS NEWSLETTER GROWTH



5,000
NEW SUBSCRIBERS
IN 2023



REACHING AN
AUDIENCE OF
12,000



HIGH ENGAGEMENT
RATE WITH
30 - 45%
OPENING LINKS



KUVOJAZZ 98.3



JAZZ ODYSSEY

KUVO89.3 JAZZ ODYSSEY PRESENTS

This year KUVO JAZZ expanded Jazz Odyssey Presents, an innovative program, including six free concerts designed to expand our radio audience to the 18-44 age range, showcase emerging artists, engage audiences with live music events at non-traditional jazz venues, and amplify our digital presence while creating a point of entry for new KUVO members in our community.

COMMUNITY FEEDBACK

I grew up listening to Jazz Odyssey. I love music because of that and it was on 89.3. Thank you KUVO! Much love.

- Enmanuel Alexander, Performer

LOCAL HIGH SCHOOL AND COLLEGIATE BANDS

Showcasing local high school and collegiate bands for more than two decades, KUVO JAZZ promotes student performances, school band festivals, and other special events supporting budding young jazz artists across the state. These concerts play a key role in advancing musical education, and providing valuable opportunities for students to engage with and appreciate the art form.



COMMUNITY FEEDBACK

What a wonderful opportunity... We are always looking for performances to motivate our kids, but also such a performance that brings us into contact with the jazz community at large and has a chance of letting these kids know what jazz music is all about... To be able to bring students here to perform, it moves me, and it feels like a full circle proposition where I get to come back home. If other band directors out there can come here to the source and connect in with this community, I think only good things will happen.

- Justin Adams, Director of Kent Denver's Contemporary Music Program



LIVE AT THE VINEYARDS & JAZZ MESSENGER PARTY

KUVO frequently features live music through broadcasts, live streams, concerts, and events. It's an opportunity to connect listeners to musicians and experience diverse cultures. In 2023, KUVO welcomed the world-renowned Count Basie Orchestra to perform at Live at the Vineyards. The unique event pairs local eateries, a Colorado winery, and live music to culminate in an unforgettable evening. Our Jazz Messenger Party invites members to the Buell to tour the radio station, meet staff, and listen to live music. It's our way to say thank you to the community who help us to keep the airwaves alive.

COMMUNITY FEEDBACK

We've played concerts all over the world. I mean Carnegie Hall, Sydney Opera House but to see people like this, right up close in the front, it's just as great!

- Scotty Barnhart, Director
Count Basie Orchestra



THE DROP 104.7

THERAPY THURSDAY

Therapy Thursday is a weekly segment on THE DROP that offers a listener call-in feature with guests and licensed therapists who specialize in issues affecting QTBIPOC (Queer, Trans, Black, Indigenous, People of Color). Therapy Thursday programming has covered gun violence, domestic violence, and other topics related to mental health and wellness.

COMMUNITY FEEDBACK

I had to pull over I am so emotional right now....I am an autism Mom, I have two boys on the spectrum, am not native to (Colorado)...long story short I felt like an army of one and trying to be a village and advocate for them and I appreciate all Colorado has to offer them but it just (hits) different when you see and hear people that look like you, so thank you I am so appreciative.

- Aswala Aaron-Cole, Listener



3RD ANNUAL BLOCK PARTY

Nearly 8,000 people attended 104.7 THE DROP's 3rd Annual Block Party, showcasing some of the most powerful women in R&B and hip-hop, when R&B vocal trio SWV (Sisters with Voices) hit the stage for an all-female lineup, during a free concert taking place at Levitt Pavilion Denver in June 2023.

THE DROP 104.7 BLOCK PARTY 3RD ANNUAL

COMMUNITY FEEDBACK

I definitely think the radio is essential. Think about 104.7 The Drop. You all were putting on the Block Party for SWV. To me, that's nostalgia. That's doing it for the culture. You connect the community. Think about you all are literally the voices of what's happening in the world. I think about the values I have, and it's about community, creating a legacy and positivity. Especially for our youth. They need to see positive images of themselves in the community and so that's why I rock with y'all.

- Leah Andrews-Willis,
Denver Educator



Photo credit: Gerardo Federico



Photo credit: Gerardo Federico



Photo credit: Gerardo Federico



Photo credit: Gerardo Federico

SOJO

As the world celebrated the 50th Anniversary of the birth of hip-hop, 104.7 THE DROP proudly brought together hip-hop pioneer Chuck D of Public Enemy, Talib Kweli and Colorado's own, The Reminders, for a community conversation and concert in August. Affectionately known as SoJo, the multigenerational, commUNITY-focused gathering highlighted hip-hop history makers and their impact on the culture for a special evening with music as the backdrop in September 2023.



Photo credit: Gerardo Federico



Photo credit: Gerardo Federico

LE[♥]ITT PAVILION
AND **THE DROP 104.7** PRESENT

SoJo:

SOCIAL JUSTICE COMMUNITY CONVERSATION
& CONCERT

COMMUNITY FEEDBACK

In all of the years I've been coming to Denver and Colorado starting in 1987, there wasn't such a station. It wasn't such a thing. And now, the community has a station that they can hear all over in these parts representing the community. And that's what it is all about!

- Chuck D



Photo credit: Gerardo Federico

VALUES-ALIGNED PARTNERSHIPS

As a non-profit, community serving media entity, RMPM fosters “value-aligned” partnerships that have tangible, educational impacts and resources for our Colorado communities. In 2023, there were two values-aligned partnerships that rose above the rest.

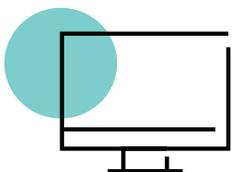
CHEVRON & YOUTH RESILIENCE

In partnership with Chevron, we were able to spotlight five organizations working across Colorado to educate children and caregivers about youth mental health, from infancy to teens, in a wide range of topics.



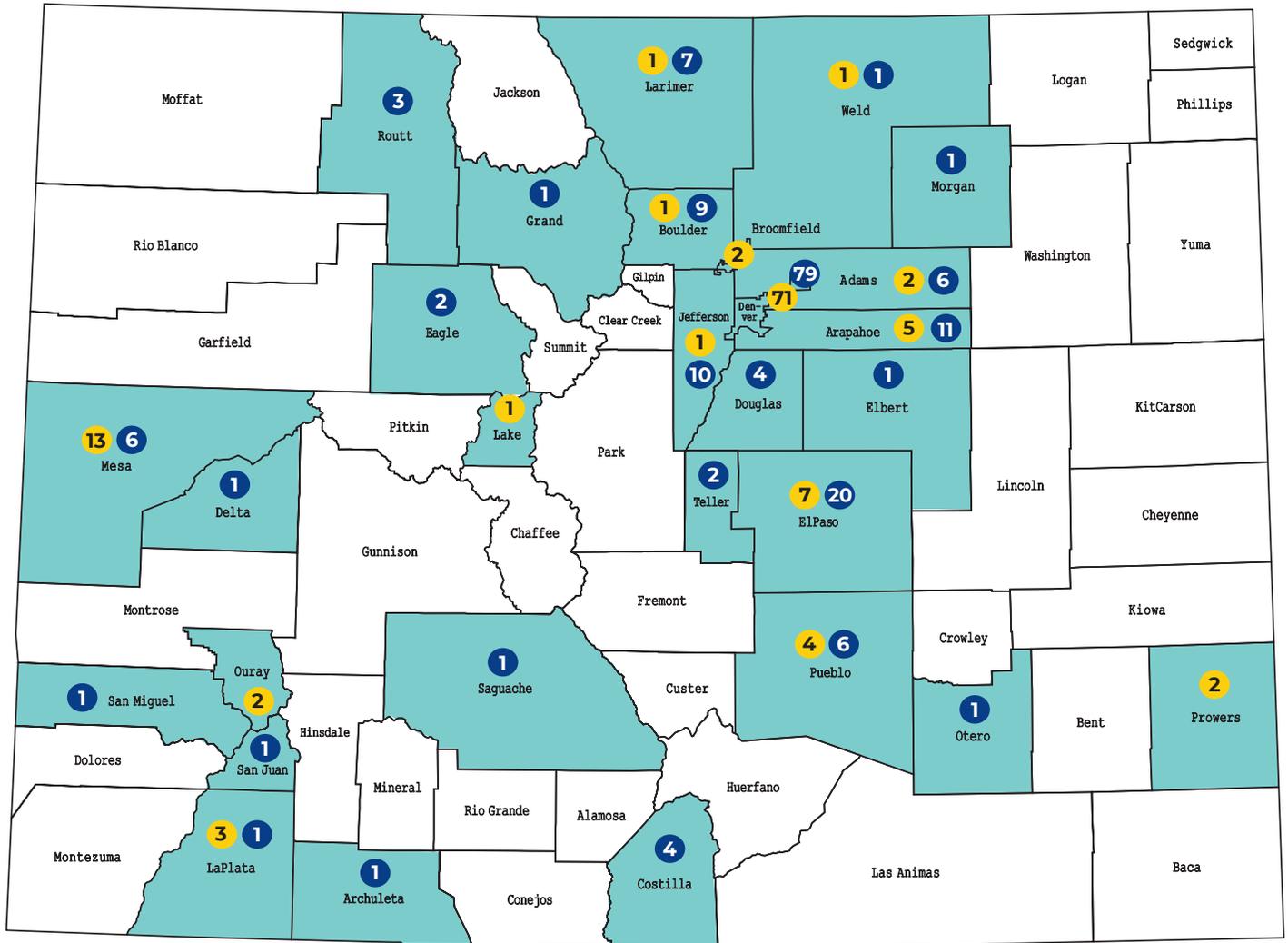
DELTA DENTAL

Our goal for this series, created in partnership with Delta Dental, is to encourage children to take care of their teeth through fun, educational, animated shorts using animals to teach kids about good oral health habits.



1,865,000
STATEWIDE
TV IMPRESSIONS

REACHING COLORADO



THANK YOU!

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Rocky Mountain Public Media

KRMJ-20 | Durango, CO

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