



THE *NEXT* GENERATION OF PUBLIC MEDIA

COMMUNITY IMPACT REPORT

2024

A MESSAGE FROM AMANDA & BOB



Amanda Mountain
President
and CEO

As we reflect on the past year, we are excited to share that Rocky Mountain Public Media has reached a pivotal turning point in our journey to better serve all Coloradans. Our commitment to fostering connections and providing trustworthy, quality content has remained steadfast, yet we know that the media landscape is evolving rapidly, and so must we. This past year, we have embraced this continued transformation and are poised for a digital evolution that will enable us to connect with you—our friends, supporters, and community partners—in new and more meaningful ways.

To help guide us into this exciting phase of digital transformation, we recently welcomed our first Chief Digital Officer, Nikki Jones, signaling our commitment to future-proofing RMPM by driving innovation and leveraging digital tools, technologies, and efficiencies to ensure we remain a trusted resource. Through this new leadership and the initiatives on the horizon, we hope to not only serve as a model for reinventing public media but also remind each of us of the power we have to shape positive change.



Bob Greene
Chair, Board
of Directors

In early 2025, we are launching RMPBS+, an app designed to give you instant access to the local and national stories that matter most to you. RMPBS+ will allow you to take your favorite content with you wherever you go, offering a tailored, personalized experience so our programs fit into your life more seamlessly than ever. Whether you're watching at home, on the go, or catching up on your lunch break, RMPBS+ will bring the heart of Colorado right to your fingertips.

We are also revamping our websites to prioritize your experience. By adopting a human-centered design approach, our platforms are more intuitive, responsive, and personalized to meet your needs. We strive to make every interaction with Rocky Mountain Public Media – whether online, on-air, or in-person – as inspiring, authentic, and welcoming as our vision: to create a Colorado where everyone feels seen and heard.

We are also increasing our commitment to local content, recognizing that now, more than ever, you want stories that reflect the challenges, values, wins and information that is meaningful to you. By deepening our focus on local storytelling and community events, we aim to strengthen Colorado's civic fabric and bring forward the voices that make our state unique, especially those that are often silenced or go unnoticed. We are witnessing history, and we are meeting the moment to support democracy. Let's work together to ensure that public media remains a powerful tool for us all to not just see and hear one another but truly value our neighbor.

We are grateful for your support, your trust, and your belief in the power of public media to inform, connect, and inspire. Thank you for being a part of this journey with us. We look forward to sharing our progress with you in the coming year and beyond.

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DIGITAL TRANSFORMATION

Digital transformation is the process of utilizing technology to change how we conduct business, connect with communities, and reach people where they are. It enhances user experience, increases efficiency, and fosters innovation. Our primary focus is on people, followed by processes, and finally, technology. Rocky Mountain Public Media is committed to becoming a fully transformed digital leader in the public media sector. Our goal is to strengthen our organization's strategic framework by integrating advanced technologies, enabling us to empower more individuals to engage with, consume, and contribute to public media in creative and meaningful ways.



20 24

We are excited to present our 2024 Community Impact Report, which highlights the value our organization brings to communities throughout Colorado. Our efforts are dedicated to uplifting and strengthening these communities through impactful storytelling and unforgettable experiences. This report provides an overview of our larger community engagement initiatives and outlines the steps we are taking to create a Colorado where everyone feels seen and heard. We love hearing from our listeners, viewers, and friends! So, look out for excerpts of feedback presented throughout this report to see how people feel about our work.

WHO IS RMPM?



MISSION

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

VISION

A Colorado where everyone feels seen and heard.

At Rocky Mountain Public Media, we celebrate diverse cultures, traditions, and stories to promote cross-cultural communication and normalize the human experience. We recognize that each person views the world through their unique cultural lens, shaped by their backgrounds. We value incorporating various perspectives, moving beyond self-interest, and fostering community unity. Our approach emphasizes using our minds, hands, and hearts to contribute to healing. These core values guide our interactions within the community and with our partners, members, and friends.

MEET RMPBS+.

Every year we provide thousands of hours of quality national PBS and local programming to over 5 million viewers!

FEEDBACK FROM OUR VIEWERS

“

The programming is really great! Really, really in-depth, very educational, really rich programming. ... We love it!

“

I'm very pleased with the fact [RMPBS+] have a variety of programs. Mystery shows, documentaries, cooking shows - just a little bit of everything and that appeals to me.

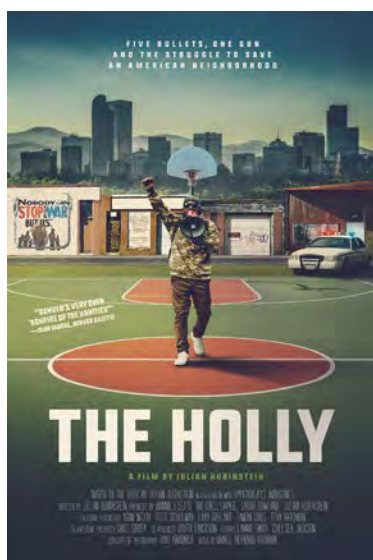
We are excited to launch RMPBS+, a new streaming app created by Rocky Mountain Public Media. Enjoy an easy-to-use platform with thoughtful curation and an emphasis on local programming and news. With RMPBS+, you can watch Rocky Mountain PBS, RMPBS KIDS, World Channel, and Create TV live, or stream your favorite shows on demand. RMPBS+ is the best way to stay connected to and support Rocky Mountain PBS. Download RMPBS+ in February 2025.

**AVAILABLE ON MOST
STREAMING PLATFORMS**



ROCKY MOUNTAIN PBS LOCAL INDEPENDENT SPOTLIGHT

Our vision to create a space where every Coloradan feels seen and heard is reflected in the independent films and series we showcase. We aim to uplift the voices of local storytellers, providing them with a platform to share what matters to their communities.



"The Holly" explores disturbing truths about a Denver neighborhood's cycle of violence, the effectiveness of anti-gang programs, the impact of gentrification, and the events that led to a shooting at a peace rally.



"An Open Door" features Dr. Temple Grandin and her efforts to advocate for the humane treatment of livestock, autism rights, and inclusive neurodiversity. She draws on her personal experiences with autism and her unique visual thinking to offer valuable insights.



"Behind the Wings" is a video series produced by Wings Over the Rockies Air & Space Museum, providing viewers with behind-the-scenes access to aircraft, industry leaders, and much more.



Starting February 2025,
download the RMPBS+ app

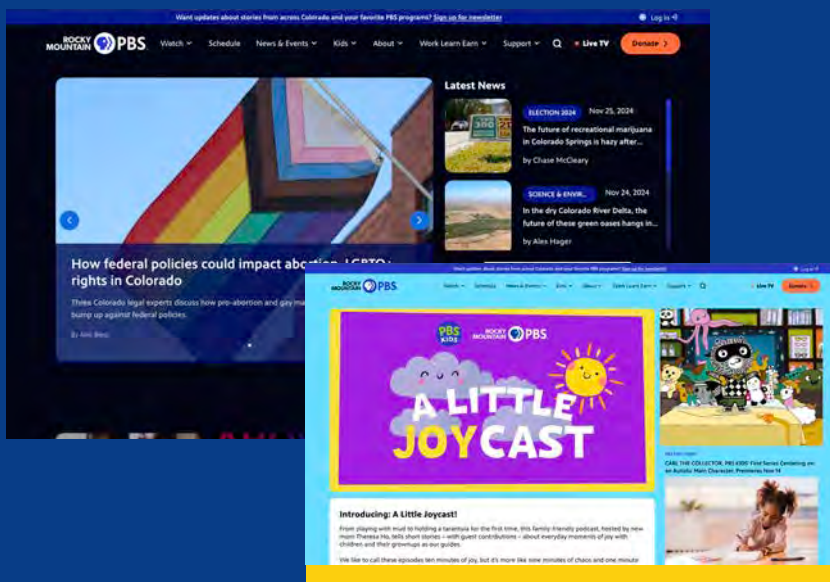


ROCKY MOUNTAIN PBS LOCAL JOURNALISM



Rocky Mountain PBS revamped its journalism team to produce daily original stories that reflect communities across Colorado, providing in-depth reporting and accountability.

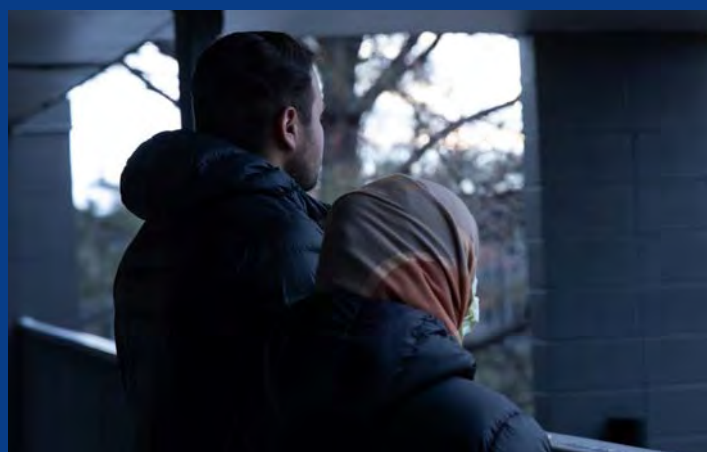
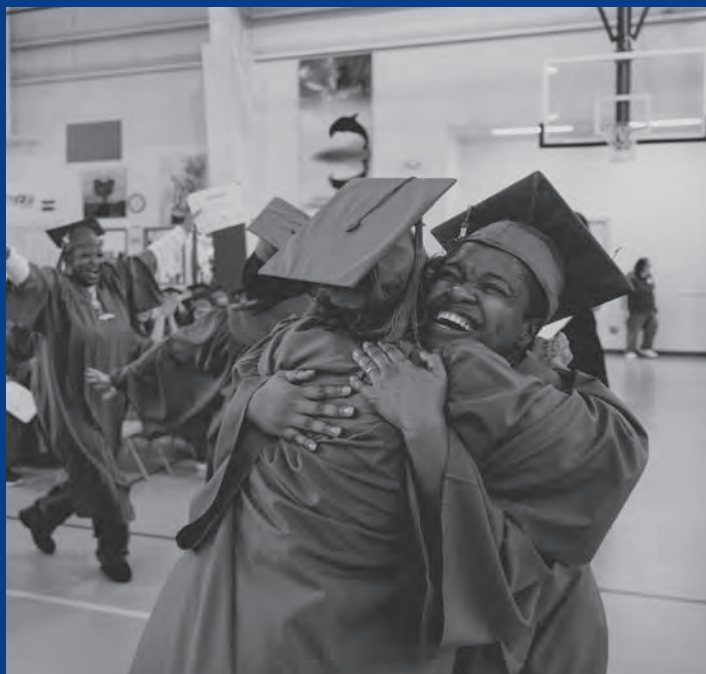
In 2025, the journalism team is excited to launch a new editorial strategy that will connect our audiences through new formats in communities across the state. Our goal is to provide thoughtful, connected reporting that empowers our communities.



As part of an organization-wide modernization effort, Rocky Mountain PBS and RMPBS KIDS also released a new website, rmpbs.org!



Our most read story, *The truth behind The Epoch Times billboards around Denver*, tackled disinformation campaigns and how private interests control news. In an ongoing investigation, reporter Andrea Kramar explored the volunteer-run clearing houses welcoming Afghan refugees to Colorado. We followed up with Venezuelan migrants on how city policies affected their housing as well as their prospects of staying in Colorado. And, we skied with Black immigrants experiencing snow for the first time..

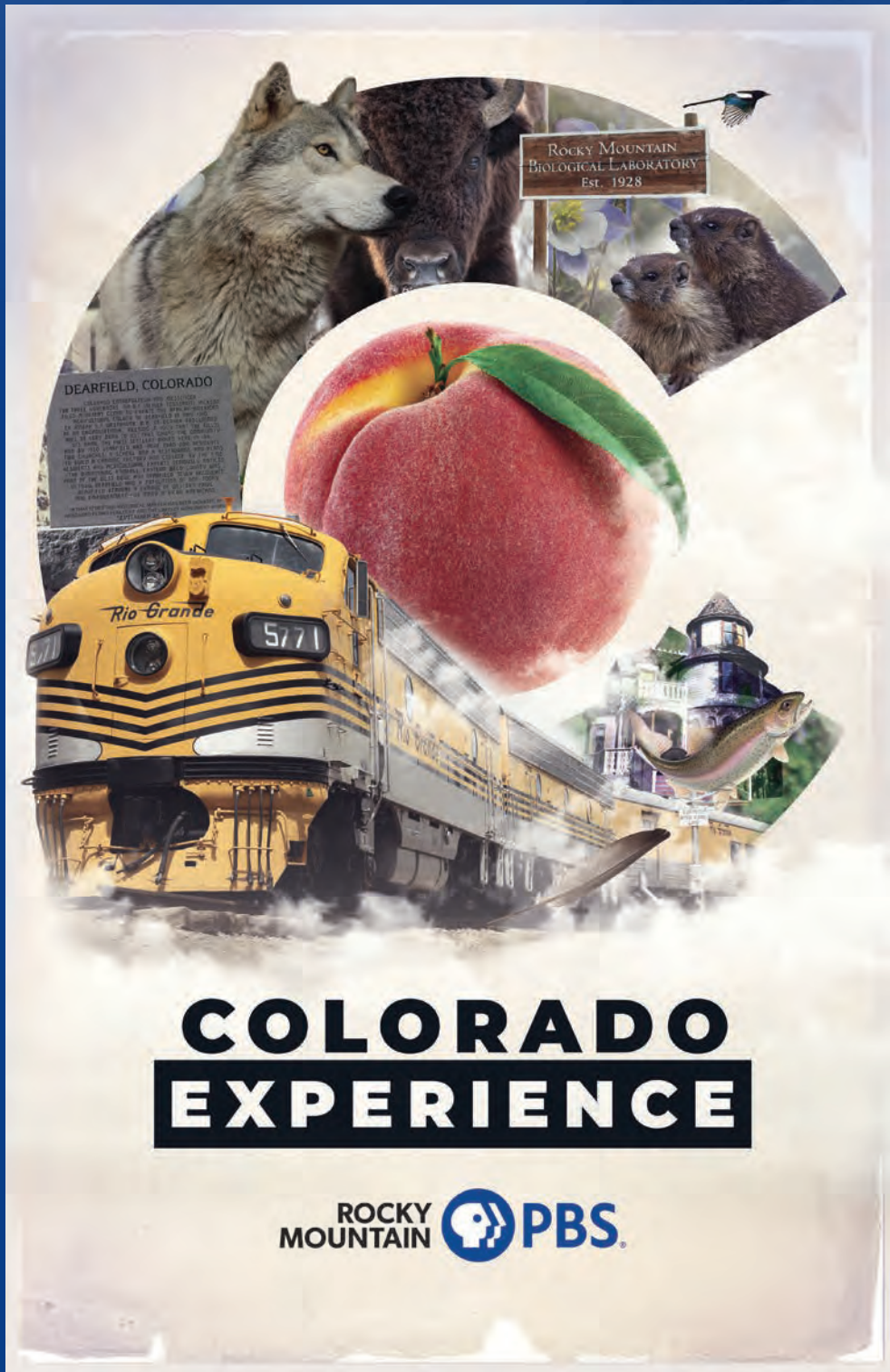


For the better part of a year, Carly Rose and Peter Vo followed a class of business students participating in an entrepreneurship program for incarcerated people and celebrated graduation alongside them.



We wrote stories about rural communities preparing to switch industries from coal plants to river tourism and how one rare bird has made a tiny town in Southwest Colorado an international destination. In Greeley, Cormac McCrimmon profiled a hometown artist returning for the city's first-ever mural festival. Colorado's transgender youth opened up to reporter Alec Berg about how they're tired of being used as political pawns. While in the Navajo Nation, Ziyi Xu captured the 7th Annual Diné Pride Week through the eyes of Navi Ho, the current Miss Montana Two-Spirit.

COLORADO *EXPERIENCE*



8 EPISODES



**ACROSS
15 CITIES**

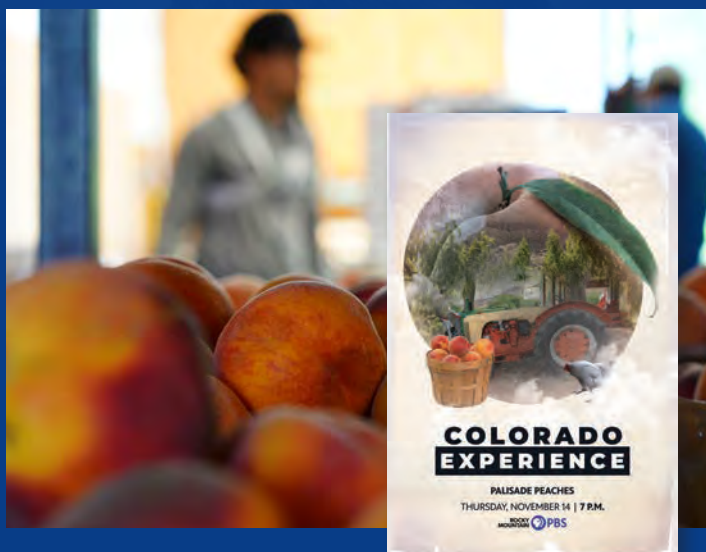
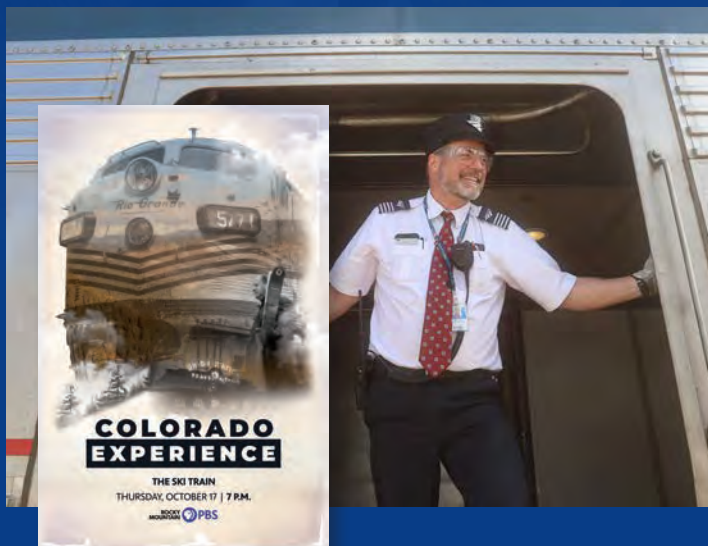


**TOLD BY
9 JOURNALISTS**



**82 VOICES
HEARD**

"Colorado Experience" Season 11 premiered this fall with eight new episodes! Each episode tells a unique story from Colorado's history, offering fresh perspectives that foster a deeper sense of connection among Coloradans. Our goal this season was to center our content around the community's interests.



VIEWER FEEDBACK

“

Very informative, and very important and interesting history, and sure enough, an appealing and beautiful documentary. Thank u very much PBS.



**GAINED 760
NEW FOLLOWERS**



**ENGAGEMENT UP
20% FROM LAST YEAR**



7,000 LIKES

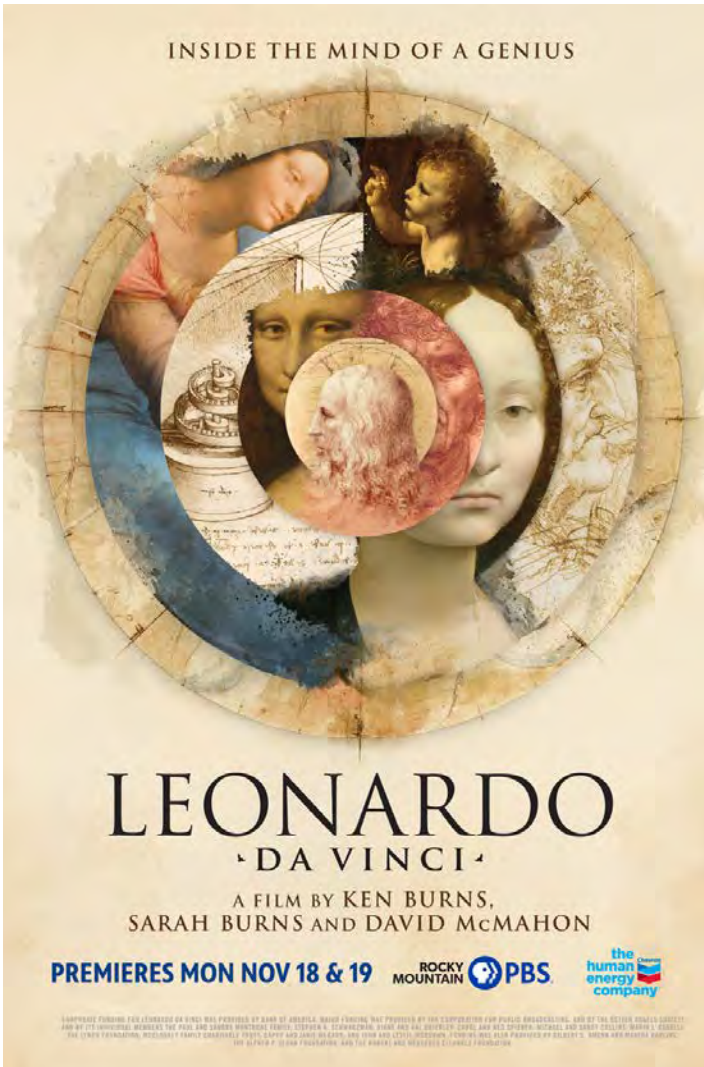


Starting February 2025,
download the RMPBS+ app



RMPBS *EXPERIENCES*

KEN BURNS: LEONARDO DA VINCI SIMULCAST EVENT



Our Ken Burns Leonardo da Vinci screening and conversation event connected neighbors through a simulcast live-stream experience from the Sangre de Cristo Arts Center in Pueblo, the Avalon Theater in Grand Junction, and the Ellie Caulkins Opera House in Denver. Almost 1,500 Coloradans connected in this shared experience to explore the life of Leonardo da Vinci and learn more about the film from Ken Burns himself!

ATTENDEE FEEDBACK

“

Ken Burns! Huge fan!
We've watched a lot [of Burns' documentaries] and they're always fantastic! Really, really enjoyable.



ANTIQUES ROADSHOW: LITTLETON STOP



More than 3,000 people brought family heirlooms to the Denver Botanic Gardens at Chatfield Farms. It was a beautiful, fun-filled day of appraisals and discoveries. Watch the ANTIQUES ROADSHOW: Denver Botanic Gardens Chatfield Farms episodes airing in March 2025!

ATTENDEE FEEDBACK

“

We watch some [ANTIQUES ROADSHOW] episodes over and over again! ... I think the programming is very good and I know that [RMPBS] does a lot of other things in the community like this and it's a really great way to feel like you're involved.



ATTENDEE FEEDBACK

“

We've always wanted to come here and bring the pieces we've brought. So, y'know, it was really cool to get to do that finally. ... We love it!

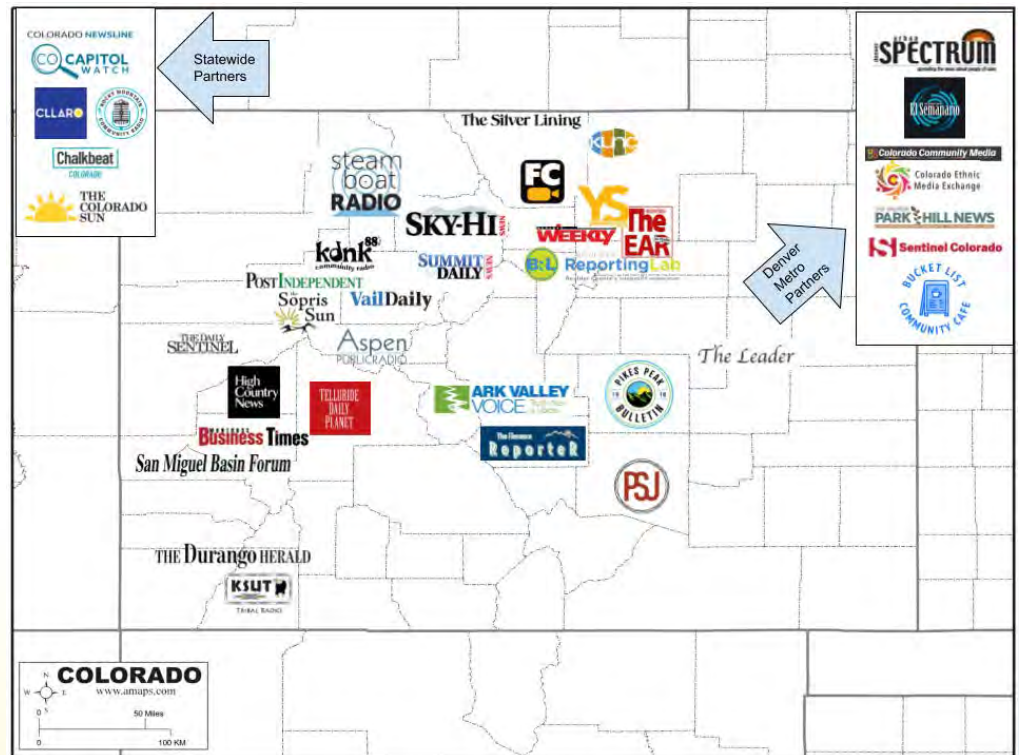


ABOVE THE NOISE

Rocky Mountain Public Media launched Above the Noise, a collaborative initiative in partnership with the Colorado Media Project, the Colorado Press Association, and Colorado State University's Center for Public Deliberation. This project aims to help smaller newsrooms develop deeper and more meaningful relationships with their communities.

Above the Noise provides Colorado newsrooms with the skills and resources necessary to foster these connections. It assists journalists in engaging in sustained community listening, facilitating constructive discussions, and building trust through ongoing relationship development.

The initiative enhances the capacity of newsrooms by offering shared community engagement staff at Rocky Mountain Public Media. These staff members work alongside local journalists to plan and conduct listening sessions and community conversations.



Map of ABOVE THE NOISE partners across Colorado.



40 MEDIA PARTNERS



**1800+ PEOPLE
REACHED**



4,000 MILES TRAVELED

UNDIVIDE US SCREENINGS



To initiate the 24 community listening sessions held across the state, Above the Noise screened the film “Undivide Us.” This film served as a model for guiding the listening sessions by establishing a safe space for challenging conversations and setting the tone for the type of communication expected from participants.

ATTENDEE FEEDBACK

“

Being with fellow townspeople who were sincerely interested in this kind of community strengthening process was impactful.



AMBASSADOR64

Rocky Mountain Public Media's Ambassador64 project is a movement to build connections in all 64 Colorado counties. It highlights the impact of local news on communities and aims to explore critical issues with focused, hyper-local coverage. Ambassador64 includes individuals and organizations that foster connections and communication between communities and newsrooms.



RMPBS KIDS

RMPBS KIDS engaged communities by creating unique, community-focused experiences. The team launched a new podcast, website, and experiences specifically designed with children, parents, and caregivers in mind.



A LITTLE JOYCAST



Launched in September 2024, *A Little Joycast* is a family-friendly podcast, hosted by new mom and RMPBS KIDS digital producer, Theresa Ho. From playing with mud to holding a tarantula for the first time, the podcast features short stories – with guest contributions – about everyday moments of joy with children and their grownups as our guides.



**Sign up for the RMPBS KIDS
Connect newsletter!**

RMPBS KIDS EXPERIENCES

RMPBS KIDS FEST

RMPBS KIDS FEST is our flagship event series dedicated to discovery. This community-oriented, educational festival is free and aims to provide families and children who love PBS KIDS with access to local family resources and the offerings of RMPBS.



3 EVENTS

**OVER 9,000
PEOPLE ATTENDED**

**80 COMMUNITY
PARTNERS**

9 SPONSORS

ATTENDEE FEEDBACK

“

I think we need more events like this!
It's great when community gets
together, and kids get together to be
active and creative!

RMPBS KIDS ON THE GO

We partnered with family-serving organizations across the state to host events focused on PBS KIDS characters and educational content, aiming to engage underserved communities.

15 UNIQUE EVENTS

NEARLY 1,500 KIDS AND CAREGIVERS REACHED



RMPBS BE MY NEIGHBOR DAY

We welcomed two new groups of neighbors to the Buell Public Media Center this year: children met their favorite PBS KIDS character Daniel Tiger in a quieter environment during a sensory friendly hour. The Spring Institute's HIPPY home visiting program also collaborated with us to arrange transportation for our new refugee and immigrant neighbors to attend this special event. All attendees were invited to color bookmarks saying "Hi, Neighbor" in seven different languages!

4 PARTNER ORGANIZATIONS

12 COMMUNITY VOLUNTEERS

ALMOST 600 PEOPLE ATTENDED



KUVOJAZZ

Over the past year, KUVO expanded its multicultural programming to better reflect our diverse audiences. This included launching new shows like “Soulful Strut”, “Global Soul Lounge”, and “All Nations Rise”, as well as the ¡KUVO-LÉ! Latin Musica Series to honor our Latino roots and provide a platform for emerging Latinx artists. Our focus on specialty shows, alongside nationally recognized jazz programming, has resulted in increased listenership and growth in monthly sustaining donors.



**Download the
KUVO app!**

KUVO JAZZ + CARLOS LANDO INDUCTED INTO THE COLORADO HALL OF FAME

On October 29, 2024, KUVO Jazz and Carlos Lando were inducted into the Colorado Music Hall of Fame along with El Chapultepec and Jerry Krantz, Greg Gisbert, Eric Gunnison, Ellyn Rucker, and Ken Walker.



Photo credit: Colorado Music Hall of Fame

LAUNCH OF ¡KUVOLÉ!, LATIN MUSICA SERIES

¡KUVOLÉ! LATIN MÚSICA SERIES

Thanks to a generous grant from the Bonfils-Stanton Foundation and the support of donor, Matt Hertzberger, KUVO produced a live music event series highlighting emerging Latinx talent in non-traditional spaces. These performances included the artists OKAN, LatinSoul, Ritmo Cascabel, 2MX2, Los Alcos, Los Mocochetes, and iZCALLI.



LIVE AT THE VINEYARDS

Our annual signature event welcomed Delfeayo Marsalis, Uptown Jazz Orchestra, and more than 1,300 attendees!



ATTENDEE FEEDBACK

“

I listen to everything KUVO has to offer!
It's got a lot. It's a good community.



JAZZ MESSENGER PARTY

This year's Jazz Messenger Party featured local Afrobeat group ATOMGA and saw increased attendance from new and longtime monthly donors.



Sign up for our Oasis
newsletter for the
latest news and events!

ATTENDEE FEEDBACK

“

It's awesome! It's amazing! The food,
the music, the atmosphere – it's really
beautiful tonight!



THE DROP

THE DROP 104.7 is a favorite among audiences in Colorado's urban alternative music scene, regularly reaching 75,000 unique listeners each week. Together with KUVU, it serves as Denver's hub for uplifting music. We showcase artists like Ari Lennox, Masego, and Anderson .Paak in ways that traditional urban outlets often miss, drawing inspiration from legendary musicians such as Outkast and D'Angelo while promoting emerging independent talent with positive messages.

We have welcomed a diverse range of artists to the Buell Center, including Big K.R.I.T. and Nappy Roots, as well as local talents Kayla Rae and DNA Picasso. We also feature local leaders and creatives, such as the owners of Lawrence & Larimer and educator Dr. Rashad Anderson, to spotlight their valuable contributions to our community.



Stay connected to
THE DROP 104.7 with our
newsletter, **The Sample.**

BLOCK PARTY

The 2024 Block Party featured Common and local artists, including the Battle for the Block competition winner Nelo, at Levitt Pavilion for an audience of more than 9,200.



Photo credit: Gerardo Federico



ATTENDEE FEEDBACK

“

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!



Download
THE DROP app!

VALUE-ALIGNED PARTNERSHIPS

WORK ► LEARN ► EARN

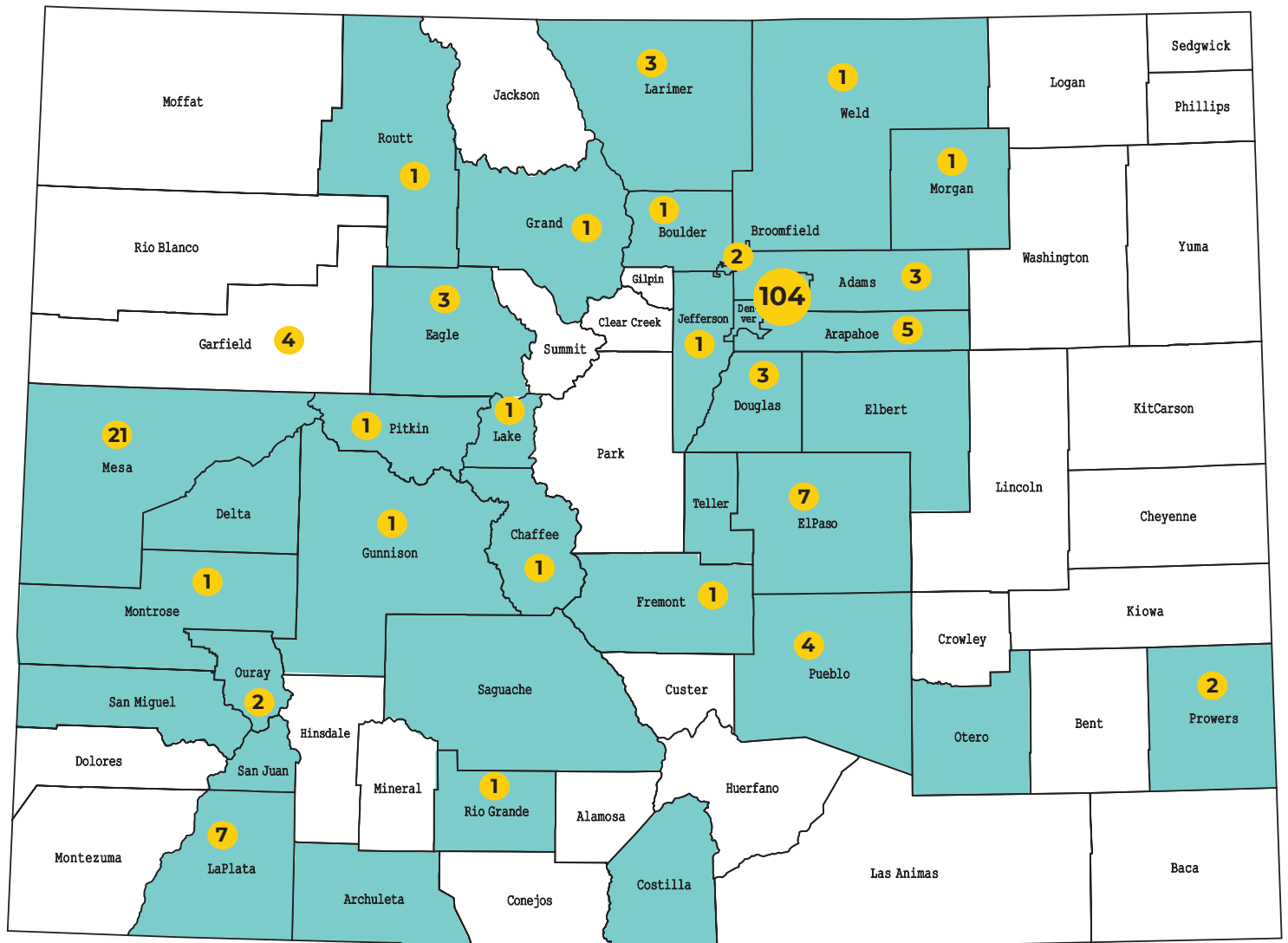
Work Learn Earn supports individuals in Colorado who are starting or changing careers by providing essential tools and knowledge for informed decision-making. We collaborated with various organizations including the Colorado Workforce Development Council and the Colorado Department of Labor, to identify industries and occupations in high demand.

Through “humanizing” the real-life journeys from professionals in these fields, we aim to inspire and connect the next generation of workers to opportunity by offering insights into career paths they may or may not be aware of. Our goal is to help individuals discover potential career pathways and understand the skills, education, and certifications needed to pursue their ideal jobs and what a life in a chosen field may offer.

This initiative officially launched in August 2024. As of November 2024, it is still new, with 35 entities expressing interest in partnering with us. The digital footprint is modest and growing, attracting approximately 8,000 visitors to the webpage.



REACHING COLORADO



Counties reached



Number of experiences

RMPBS, RMPBS KIDS, KUVU and THE DROP related events are included in this count



212 EXPERIENCES



50,036 NEIGHBORHOODS ENGAGED

BRAND EXPERIENCES:

RMPM: 57

RMPBS: 32

RMPBS KIDS: 32

KUVU: 69

THE DROP: 11

Community Hosted Events: 11

COMMUNITY FEEDBACK

“

I think the [PBS] station in Colorado brings community together. ... Rocky Mountain PBS is like our community hub. Where people can chat about things that are local, or the state perspective and I think that brings people together.

THANK YOU!

CONTACT US

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158 S. Park Square, Fruita, CO 81521
970-245-1818


Rocky Mountain Public Media


KRMJ-20 | Durango, CO

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158 S. Park Square, Fruita, CO 81521
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**Starting February
2025 download the
RMPBS+ app**

