• Emmy® Awards won by Rocky Mountain PBS since 1956: 59

• Nearly 900,000 viewers watch Rocky Mountain PBS each week in Colorado and surrounding states, including Wyoming and Nebraska.*

• We are the largest membership organization in the state, with more than 73,000 members and over 300 collaborative community partners.

• 90% of our funding comes from the community: individuals, businesses and foundations coming together to support Rocky Mountain PBS.

• Rocky Mountain PBS has the second highest cume of Hispanics in our market, with a reach of 85%. That means that 85% of all Hispanic households in Colorado tune to Rocky Mountain PBS at least once annually.

• More than 86,000 community leaders watch Rocky Mountain PBS news and public affairs programs like “Colorado State of Mind,” “Frontline,” and the “PBS NewsHour” each week.**

• Percentage of programming hours devoted to children: 30%*

• When Colorado’s early learning community wanted to reach families with a targeted campaign, they turned to Rocky Mountain PBS. The results have been dramatic: there is a direct correlation between our on-air spots and action taken by our viewers. Quite literally, within minutes of the spot’s airing (which encouraged caregivers to sign-up for text messages on a number of important topics) there was a dramatic spike in the number of sign-ups, resulting in more than 4,000 sign-ups in the trial period alone.

• Each year, more than 800 students from 80 elementary and middle schools statewide create newscasts about their schools with Super School News, the award-winning student news program now in its 36th season.

• Matchwits, our high school quiz program produced in southern Colorado and aired statewide, is entering its 32nd season, with more than 50 schools participating each year.

• Homework Hotline is a live, call-in program that helps students with homework and introduces them to many topics and experts related to STEM education. Homework Hotline is seen in Southern Colorado 5 days a week for 30 weeks each year.

• Nearly 800 Colorado middle schoolers enter StoryMakers, our creative writing contest, each year.

• Our annual KIDS Fun Fests in Colorado Springs, Denver and Grand Junction draw an estimated 17,000 people each year.

• KUVO named one of the best “Jazz and Soul” internet radio stations in the world by The Telegraph.

• In 2014, 950 individual volunteers provided 23,855 hours of assistance, valued at $464,000 for Rocky Mountain PBS and KUVO.

• Our local arts program, Arts District, collaborates with 30 other major market PBS stations to collect and curate some of the best art stories from across the country, including right here in Colorado.

• 1956 was the year of our first broadcast, as part of Denver Public Schools.

• The Tim Gill Center for Public Media partners with 21 organizations and in 2015 provided 547 meetings for over 100 community organizations.

• Rocky Mountain PBS’ annual operating budget (FY15): $15.4 million

* Nielsen March 2015

**TRAC Media
• More than 350 non-commercial public television stations in the United States.

• More than 103 million viewers watch PBS on TV¹ and more than 33 million engage with PBS online each month.²

• Over the course of one year, 86% of all U.S. television households watch PBS¹.

• 1st - rank among U.S. citizens’ “most trusted” national institutions³

• PBS is the most trusted & safe place for children to watch television³.  
  - 89% of Americans surveyed trust PBS  
  - Compared with 54% for Commercial Cable TV, 54% for Commercial Broadcast TV

• 1st - rank among U.S. citizens’ “most trusted” source for news⁴

• 2nd - rank among U.S. citizens’ “best use of tax dollars,” second only to military defense³

• 81% of Americans believe that funding given to PBS is “money well spent.”³

• 77% of all kids in the U.S. ages 2-8 watch PBS¹.

• PBS digital platforms offer more than 7,000 hours of free national content and 22,000 hours of free local content².

¹ - Nielson NPower, September 2014  
² - Google Analytics, January-December 2014  
³ - CARAVAN ORC International, January 2015  
⁴ - Public Policy Polling, January 2014