



For Rocky Mountain PBS, 2013 was a year of inspiration, synergy and impact. It seemed as if all the seeds we had planted in previous years came into full bloom. Despite our small size and lean financial ledger, we know we touched millions of lives – as seen in our television ratings, Colorado Gives Day fundraising totals, heartfelt testimonial letters and packed community events. Rocky Mountain PBS has spent close to 58 years in service to its community, but in 2013, the connection felt especially deep and palpable.

Several years ago, we planted a seed dedicated to growing more local programming. We wanted to bring more Colorado-centric information to households across the state, focusing on education, politics, history, arts and entertainment particularly relevant to the Rocky Mountain region. In 2013, the initiative bore glorious fruit in the form of new local series, from *Arts District*, dedicated to using the power of art to illuminate critical issues and artists of our time, to *Colorado Experience*, providing fascinating stories about our state's unique history. We continue to air the weekly news and public affairs program, *Colorado State of Mind*, and are especially proud of a new documentary, *Losing Ground: The Cliff Effect*, that looks at a snag in state law that is causing some women to refuse pay increases. Our digital presence has taken off with an all-new responsive [website](#), and our [social media](#) experienced exponential growth, with local engagement rates virtually unmatched across the PBS system.

Another critical seed was to address key questions surrounding the future and sustainability of public media. Like David taking on Goliath, how could a small, not-for-profit public television network survive in this ever-changing transmedia world? The answer came into focus in 2013 as Rocky Mountain PBS completed an exciting merger with I-News, the state's most trusted public-service journalism team, and KUVU/KVJZ public radio. This innovative public media model, which benefits from efficiencies of scale and like-minded goals, includes a new Western energy initiative, new platforms to share our content, and collaboration with KUSA 9News in Denver. The future is now, and we are excited to cultivate this new frontier.

Education – a staple in our garden – remains one of our top priorities. Kids learn to read, write and reason with our renowned children's programming, and our partnership with teachers and parents statewide is as close to our mission as it is to our hearts. We produce unique, beloved programs such as *Super School News*, where 5<sup>th</sup> and 6<sup>th</sup> graders produce their own newscasts, a middle school writing contest called StoryMakers, a televised statewide high school academic quiz competition called *Matchwits*, an educational call-in program called *Homework Hotline*, and we contribute local content to PBS LearningMedia, a free online resource library developed for preK-12 educators.

We are also proud of our *multiyear community service campaign, Women and Girls Lead*. With the help of an active local advisory committee and key community partners from Girls, Inc. to the Women's Foundation, the initiative has struck a chord. We shed light on important women's issues, from violence prevention to economic equity, as well as screen powerful films and host panel discussions with notable female leaders like animal welfare expert Dr. Temple Grandin. We are drawing attention to women's leadership with grassroots partnerships, inspiring stories and trusted information – and we are doing it in both English and Spanish. *Women and Girls Lead* content airs on V-me, our Spanish-language station, and is critical outreach to Colorado's growing Latino community.

There are so many other wonderful highlights from 2013, such as hosting telethons for Colorado fire and flood relief, creating and organizing three Kids Fun Fest celebrations for 17,000 kids across the state, or offering free film screenings across Colorado through our Community Cinema program, and several more are highlighted in our attached 2013 Community Report. But what cannot be as easily seen or described is the level of connectivity that Rocky Mountain PBS has established with its community this past year. The garden is bountiful, we are positively thriving; we are excited about the future and the role we can play as good citizens and neighbors to everyone in the Rocky Mountain region.



## 2013 LOCAL CONTENT AND SERVICE REPORT

# COMMUNITY FOCUS

### WOMEN AND GIRLS LEAD INITIATIVE

In parts of the world, women have been shot for speaking out about women's rights. Here in the United States, the struggles women face are more subtle. Colorado women earn just 80 cents to the dollar compared to men and currently hold just over four percent of Fortune 500 CEO positions. And while women make up more than 50 percent of our country, their representation in Congress is still an underwhelming 18 percent. There is still much work to do.

In 2013, Rocky Mountain PBS launched its second year of the multiplatform initiative called "[Women and Girls Lead](#)." With the help of a local advisory board of more than 75 powerful women and key community partners from Girls, Inc. to The Women's Foundation of Colorado, our statewide campaign – an effort to celebrate, activate and create programs supporting women and girls across Colorado – has struck a chord.

As a public broadcasting station dedicated to serving the public through partnerships, we are committed to promoting tolerance, understanding and awareness. Through Women and Girls Lead, we are shedding light on important women's issues, including violence prevention, economic equity and leadership development, with the trust and care that our public has come to expect and rely on from Rocky Mountain PBS.

This year, we are most proud of our 30-minute documentary *Losing Ground: The Cliff Effect*, which illustrates the plight thousands of women face each year as they try to improve their economic situation. The film, which aired on Rocky Mountain PBS to rave reviews, has been viewed by thousands of Coloradans across the state and has inspired action at the county level. We've also launched a pay equity section on our website tackling the challenges still very real to many Colorado families.

In addition, the initiative is multiplatform, from on-air educational messages and ground-breaking documentaries to roundtable discussions on our weekly news and public affairs series, *Colorado State of Mind*. On-air and online at [rmpbs.org/womenlead](http://rmpbs.org/womenlead), we feature interviews spotlighting some of the many unsung heroines making a difference in our community, as well as Colorado Makers, women who are leading our state to greater prosperity.

Rocky Mountain PBS is out front screening powerful films and hosting panel discussions that foster meaningful dialogue in support of women's leadership through our free Community Cinema program, as well as town-hall meetings with notable female leaders like animal welfare expert Dr. Temple Grandin. We are holding financial literacy empowerment workshops with women at the University of Denver campus, offering vital tools and resources.

We are raising the profile of women and the importance of tolerance with grassroots partnerships, inspiring stories and trusted information – and we are doing it in both English and Spanish. Women and Girls Lead content airs on Vme, Rocky Mountain PBS' Spanish-language station – and is critical outreach to Colorado's growing Latino community.

How do we know Women and Girls Lead is resonating? Dozens of local organizations have approached us to partner; our advisory committee comprised of three regional groups has expanded; businesses are aligning their brands with the initiative; we received four times the number of nominations for our Be More Awards honoring innovation and leadership, themed this year around the initiative. And we continue to hear from hundreds of women and girls – and men – who thank us for taking on such a worthy cause.

An upbeat and inspirational campaign, "Women and Girls Lead" brings attention to tough issues and Rocky Mountain PBS' leadership role in changing the status quo.