



## 2017 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



*“Now more than ever, the role of public media is crucial to the civic fabric of our state, and I’m humbled by the opportunity to build upon the trust Coloradans have placed in our organization.” - Amanda Mountain, CEO, Rocky Mountain Public Media*

**Rocky Mountain PBS’ mission is to strengthen the civic fabric of Colorado.**



**Rocky Mountain PBS is a valuable part of the State of Colorado’s advancement.**

Rocky Mountain PBS contributes to the Colorado community in a multitude of ways, by sharing local stories over the air and through digital resources, providing educational opportunities, and facilitating events and experiences in communities across the state.

**In 2017, Rocky Mountain PBS provided these vital local services:**

- Community screenings of *Colorado Experience*
- Kids Fun Fests
- “Bright by Text” educational outreach program for caretakers
- *Insight with John Ferrugia*, investigative news reporting on issues facing Coloradans.
- *Matchwits* and *Super School News*—educational programming for (and by) students in Colorado
- Indie Lens pop-up film screenings

**Rocky Mountain PBS’ local services had deep impact in communities across the state.**

- Connected Coloradans with historical and current stories of local relevance
- Aided caretakers in providing educational content to children of all ages
- Provided unbiased reporting on local, regional, and national issues
- Contributed to the national conversation around sexual harassment by convening communities.

## 2017 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

Rocky Mountain Public Media continues to serve the Colorado community in new and innovative ways, while staying true to our mission of strengthening the civic fabric of Colorado.

Our original programming intends to educate, enlighten and inform Coloradans on local and national issues. In 2017, *Insight with John Ferrugia* brought many issues to light that are of relevance to our audiences in Colorado like human trafficking, veteran affairs, child pornography and home care for the intellectually disabled. These investigative reports addressed issues in rural regions that are often underserved by other news outlets. RMPBS' original history series, *Colorado Experience*, premiered its fifth season with several episodes focusing on smaller towns and lesser people and places in Colorado history. *Colorado Experience* brings history to Coloradans who may not have the opportunities to visit historical sites or learn about these events otherwise. Our original arts and culture show, *Arts District* also premiered a new season, with even more episodes featuring artists and art from various communities around the state.

We hosted several effective community events in 2017, including viewings of our *Colorado Experience* program across the state. We brought *Colorado Experience* on the road to many Colorado communities that do not get to experience in-office events, like Leadville, Canon City, Trinidad, and Georgetown. Our community outreach events were well-attended, and served as a great opportunity for our staff to engage with viewers outside of the larger cities. We also hosted four separate screenings and community discussions around the controversial issue of sexual harassment. Each one of these were sold out and truly demonstrated RMPBS' ability to convene communities around relevant conversations.

RMPBS' focus on early childhood education also shines through in our programming. *Super School News*, our longest-running original program, continued to showcase Coloradan fifth and sixth graders for its 37<sup>th</sup> year! The award-winning mini television series is written and produced by students across Colorado and presented on-air. It teaches skills such as teamwork, discipline, quick thinking and the importance of the written word. Over the years, many SSN participants have gone on to careers in journalism, while others benefit more generally from the public speaking and engagement skills required by the project. Other locally produced educational initiatives this year included *Matchwits*, a statewide trivia show for high-schoolers and StoryMakers, a writing contest for middle schoolers.

Finally, RMPM continued to provide local news to Coloradans in an unbiased, informative way. Inside Energy, a collaborative effort between RMPM and other public media groups, provided investigatory news content on energy development throughout the West—an issue that affects Coloradans in a multitude of ways.

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Rocky Mountain PBS' educational efforts continue to reach outside of our typical on-air programming. RMPBS rolled out the "Bright by Text" program that assists caregivers in providing educational content and learning opportunities to young children. As close to 60% of Coloradan children aged 8 and under are cared for by informal childcare providers (family, friends, neighbors), the text service provides useful tips to caretakers without formal educational backgrounds. The program has thousands of subscribers, many of who live in low-income and rural areas, and it allows those subscribers to take advantage of emerging programs and ideas for childhood development.

As in prior years, RMPBS continued our annual Kids Fun Fest celebrations across the state. These are free events for kids and their families that focus on health, education, and general fun. PBS celebrities like Curious George, Daniel Tiger and Clifford the Big Red Dog engage with the kid attendees and families are able to participate in interactive events like arts and crafts, cup stacking, and party games. Additionally, the fest provides parents with information from sponsor vendors like Children's Hospital Colorado, Colorado Shines, and Reach Out & Read.

More generally, RMPBS continues to reach out to underserved audiences through daily operations. Our ever-growing social media presence allows us to reach more passive or infrequent viewers with shorter educational posts, while those who tune into our stations benefit from longer educational programs and community events. Our commitment to serving all members of our community in a variety of ways, to appeal to different types of viewers, was fulfilled in 2017 and it remains a commitment as we move forward.

## Kids Fun Fests: Engaging Children across Colorado

Who says kids these days only stay inside and watch TV? In 2017, RMPBS' Kids Fun Fests engaged with thousands of family members across the state. With regional events in western Colorado and southern Colorado, Kids Fun Fests allow children to hang out with notable PBS characters, enjoy live entertainment and try out dozens of fun kid activities. For adults and caretakers, plenty of sponsors were on hand at each event to provide helpful information on parenting and caretaking resources.



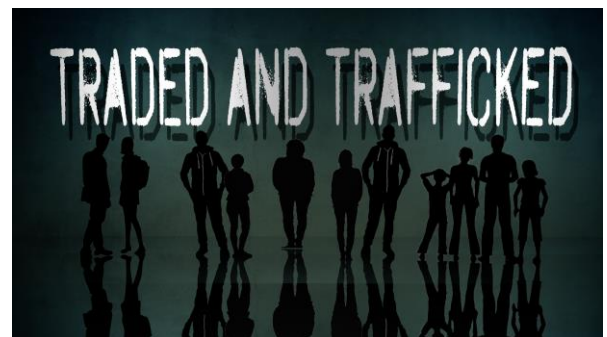
## Insight: Serving Those Who Served

Shortly after *Insight's* program on veterans, "Serving Those Who Served," aired, Rep. Mike Coffman, R-Colorado, and a member of the House Committee on Veterans' Affairs, sponsored or co-sponsored several bills that directly address issues that we raised in our program: female veteran homelessness; sexual trauma, PTSD and suicide among female veterans; a severe shortage of VA medical providers; lack of mental health care in the VA system; and shortcomings in the Veterans Choice program, which was created to reduce wait times and provide medical services to veterans living in rural areas.



## Insight: Traded and Trafficked

The *Insight* program "Traded and Trafficked," a special report on child sex trafficking in Colorado, inspired the Alliance to Combat Human Trafficking – Pueblo, to organize a public meeting at their local library featuring a special viewing and discussion soon after it aired. They featured the program in their human trafficking-related newsletter as well.



## **Insight: Protecting the Vulnerable**

Before our *Insight* report *Protecting the Vulnerable* even aired, lawmakers including Rep. Dave Young and Rep. Dan Pabon were discussing new legislation to help improve the safety regulations for people who have intellectual or developmental disabilities and live in host homes in Colorado, further exemplifying that *Insight* is leading the discussion on topical issues.





2017 LOCAL CONTENT AND SERVICE REPORT  
**SUMMARY**



*Rocky Mountain PBS is Colorado's only statewide, member supported, multimedia network, reaching 900,000 viewers a month.*

In 2017, RMPBS continued to assert itself as a truly **Coloradan** network, with programming and events reaching more communities than ever before. Our programming and events originate from five regional innovation centers around the state in Denver, Colorado Springs, Pueblo, Grand Junction and Durango, while local events bring us to mountain and rural communities.



Our educational programs *Matchwits* (pictured), and *Super School News* give Colorado students the opportunity to interact with RMPBS each year.

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## **Our Values:**

**Trust:** We take seriously our obligation to operate with a high level of transparency and accountability to each other and our community.

**Commitment:** We provide high quality content and services that reflect the needs of our communities.

**Collaboration:** At our core, we believe that the only way to succeed long-term is to ally with others.

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