Women and Girls Lead is an Emmy Award-winning statewide initiative that amplifies the voices of women and girl leaders, expands understanding of gender equity and engages a network of citizens and organizations. Rocky Mountain PBS has ignited the campaign across Colorado through the following actions:

- Actively a strong Advisory Board of community leaders who regularly meet to share information. Lynn Gangone, Dean of the Colorado Women’s College at the University of Denver, has reported that these meetings are critically important. “I learn more about what’s happening for women and girls in the community at Women and Girls Lead meetings than I do anywhere else, especially because of the depth and breadth of the participants who work across the state.”

- Partnered with 40+ women and girl-focused organizations to strengthen organizational missions. At least a dozen new connections initiated through Women and Girls Lead have resulted in new partnerships and collaborations.

- Worked to improve equal pay issues, in partnership with a number of key organizations, including the Colorado Pay Equity Commission, Colorado State University, AAUW, City of Denver, 9to5 and the Colorado Women’s Chamber to educate citizens about the issues swirling around compensation equity.

- Produced more than a dozen Colorado MAKERS videos to introduce our audience to women who are making a difference, and created a half-dozen promotional spots, both in English and Spanish, to spread the word about these important issues. On a five-point scale, Rocky Mountain PBS members rated Women and Girls Lead a 4.6 on level of importance for station initiatives.

- Rocky Mountain PBS created a documentary around the challenges of The Cliff Effect, in partnership with The Women’s Foundation of Colorado and an active individual donor. The impact: significantly greater awareness about the issue and the implementation of a pilot program resulting in more sensible legislation for Colorado’s working poor.

- A leader in the Women and Girls Lead initiative nationally, Rocky Mountain PBS has emerged as a media partner for many key non-profit and governmental organizations. An example: the Colorado Women’s College sought to feature their Leadership Salons at rmpbs.org/womenlead to reach a broader audience. Also: CSU produced two of their own Colorado MAKERS stories to run under the Women and Girls Lead brand and utilized a portion of their underwriting budget to promote the campaign.

- Airing more than 50 documentary films as well as hundreds of other programs that illustrate the collective impact of women and girls. Locally, Colorado State of Mind and Colorado Quarterly are examining critical issues that tie in with the initiative. Online audiences are connecting with each other as we aggregate video, events and social media tools from multiple resources, including PBS’ groundbreaking program MAKERS: Women Who Make America.