



## 2012 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

Through its nationally renowned, public service-oriented television programming, as well as a multitude of community outreach events, Rocky Mountain PBS demonstrates every day that it is dedicated to the citizens of Colorado. On-air, online and in person, we strive to make our presence known via our statewide network but we also take every opportunity to localize and personalize our outreach efforts wherever possible. We consider ourselves a good neighbor and friend to fellow Coloradans, constantly invite and listen to viewer feedback, and know that, as a nonprofit ourselves, we could not survive without the support of our fellow citizens. New technology allow us to do more very year, and we are quite proud of our outreach efforts in 2012.

Our commitment to children and education is well documented. National surveys repeatedly demonstrate that we are the most trusted institution in our country, as well as the most trusted television and online source for children. Education is one of our cornerstones and we do not take this responsibility lightly. Children learn to read with us, to identify colors, to make friends. Before entering public school, we are the trusted providers of educational information; as studies have shown, we help get young children ready for school. In 2012 we continued with some of our most beloved outreach programs, including Homework Hotline and a Jeopardy-like program for high schoolers called "Matchwits." We completed our 33rd season of Super School News, where 5th and 6th graders learn the fundamentals of television journalism and prepare a report for their schools. Hundreds of students from more than 70 Colorado schools participated in the program. We also sponsored a writing contest for middle school students called "StoryMakers," and received more submissions than ever – nearly 1,000. The winners were honored, along with their parents, at a special luncheon with a professional, published author. We proudly post these compelling stories on our website.

Once again, we hosted Kids Fun Fest, a free party for children and their families, in Pueblo, Grand Junction and Denver. Cumulatively, more than 10,000 attended. In 2012, we entered into an exciting new venture with Denver's Department of Parks and Recreation called "A Day in the Park with PBS Kids," aimed at getting kids to exercise and enjoy the outdoors. We also disseminated Sesame Street Workshop outreach kits dealing with hunger and nutrition, and helped kick off a summer READ campaign in partnership with the Colorado State Library and the Lt. Governor's office.

For grown-ups, we continued our very successful Community Cinema outreach program, where free screenings of films aired on the PBS series, "Independent Lens," are shown at 12 locations around the state each month, sometimes with receptions and panel discussions included. We also produced an original documentary called "Urban Rez," about the plight of Native Americans in the 1950s who were urged by our government's Relocation Act to leave the reservation and move to the cities instead. With the exception of Rocky Mountain PBS producer Lisa Olken, the film was created with an entirely Native American crew.

Rocky Mountain PBS also dedicated itself to producing more local content for Coloradans, both on air and on the web. New webs series include "Vintage Colorado" and "WorldDenver Talks," about activists who are doing hands-on work to make our world a better place. New television series include "Arts District," and "Colorado Experience," which has been produced in partnership with the Colorado History museum. Our web site also includes a host of articles and resources on everything from healthcare to education. During times of crisis, such as the Aurora and Newtown shootings, we were quick to post mental health and other valuable resources for our viewers to readily access, and our weekly news and public affairs program, "Colorado State of Mind," also addressed these issues with local experts. This 30-min. program frequently dedicates itself to Colorado's underserved populations. Last year we taped episodes on returning veterans struggling with PTSD, immigration reform, resources for Colorado's uninsured, unemployed youth, juvenile justice, obesity, and education reform,



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Another huge event for us in 2012 was the gifting to our network of a building, valued at more than \$1 million, by the Gill Foundation in Colorado Springs. That building, now called The Gill Center for Public Media, is intended to be a community resource and offers free public meeting spaces for nonprofit groups. We are pleased to be able to help foster the important community work they do and the building has already become a central gathering place.

We have also held many community events, such as an evening celebrating the achievements of local women that featured Linda Alvarado, a luncheon that honored John Parvensky for his work with the homeless, and a town hall called “Critical Conversations,” which focused on training school leaders and was attended by many educators. Along with Spanish language V-me and Denver Medicaid Choice, we hosted a bilingual discussion for pregnant women and families aimed at conveying the importance of good prenatal care. The variety of these events illustrates how willing Rocky Mountain PBS is to help advance issues of concern to our community and, ultimately, improve the quality of life for any and all Coloradans.



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# STORIES OF IMPACT

### **Overall Impact and Outcomes/Partnerships**

Like every television station we measure our success, in part, by the daily Nielsen ratings. We also measure our success by yearly financial contributions and membership numbers – all of which were holding strong in 2012 (see attached annual report). But just as importantly to us are the heartfelt letters and testimonials we receive from grateful Coloradans (available upon request). Sometimes we are thanked with donations, checks big and small. Sometimes we are told by partner organizations how appreciative they are to collaborate with us. We also hear by way of bequest how much we meant to someone, and sometimes we get personal letters, like the one from a grateful dad who told us that our station helps his autistic child stay connected to the world. Using every measurement tool at our disposal, last year was a banner year for our small station

If we could capture the spirit of Rocky Mountain PBS in a bottle, we would present to you a sample of air taken at our 2012 KIDS Fun Fest. This was truly a community-wide event, with the entire block roped off to create a healthy and safe children's paradise. Hundreds of volunteers joined station staffers to produce a magical day for children and their families – all for free. Love of Rocky Mountain PBS was everywhere: kids stood happily in line to hug "Clifford the Big Red Dog," "The Cat in the Hat," and "Curious George." Stage performances from local students and athletes, along with PBS entertainers, enthralled the crowds. A love of reading and education permeated the air, as parent after parent thanked RMPBS staffers for all that this station does for their family. Some even took the time to write thank you notes. It was a day that clearly illustrated the power of Rocky Mountain PBS programming, and the station's desire to parlay that audience reach into being a good neighbor and friend – to children and their parents. KIDS Fun Fest was also held in Pueblo and Grand Junction.

KIDS Fun Fest is also an example of how we use community partnerships to make us all stronger – and one reason, we believe, that we were awarded this year's Excellence in Media award from the Colorado Nonprofit Association. Other nonprofits joining us at Fun fest included, but were not limited to, The Girls Scouts and Boy Scouts, Denver Public Library, Kempe Center, Junior Symphony Guild, Big Brothers/Big Sisters, Adoption Alliance, The Ali Foundation, Children's Museum, Colorado Bright Beginnings and Canine Partners of the Rockies. In the same spirit, we partnered with KUVU, KUSA and KUNC to promote our foreclosure prevention work. And we again joined forces with KUSA last year to host a "petline," designed to help strapped pet owners find free and discounted health care for their pets.

It's been a time of great change for Rocky Mountain PBS and that is expected to carry on into our next fiscal year and beyond. We are very excited about our recent merger with I-News and KUVU, which was predicated on public feedback calling for a greater emphasis on public service journalism, arts and culture programming, and education and lifelong learning. We expect additional media outlets to join this modern-day collaboration and we intend to become a national model for public service journalism in the new millennium. We are literally rewriting the role and scope of public television – on-air and online. Stay tuned!



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Our dedication to local content will continue with new and expanded offerings. We are particularly excited about “Arts District,” which combines segments from around the country about artists doing unique and contemporary work – and gives Colorado artists national exposure! We will also premier “Urban Rez” (referred to above) this spring, with many accompanying outreach events throughout Colorado – one has already taken place on the campus of Colorado State University and was a huge success!

We will continue with our popular multi-year PBS initiative, “Women and Girls Lead”; producing our e-newsletters for everyone from seniors and educators to kids club, cooks club and science club members; running Community Cinema in theatres statewide; hosting KIDS Fun Fest and many other events for our youngest viewers; taking “Colorado State of Mind” on the road for science and health symposiums; creating and airing original, local content designed specifically for our Colorado audience; growing our award-winning website; dedicating ourselves to public service journalism; and honing and expanding public media so that it best serves our constituents -- while still preserving our place as America’s “most trusted public” institution.