

2018 LOCAL CONTENT AND SERVICE REPORT



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



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

- Connected Coloradans with historical and current stories of local relevance.
- Provided in-depth reporting on local, regional, and national issues.
- Contributed to the national conversation around sexual harassment and guns and mental health with investigative reports.

In 2018, Rocky Mountain PBS provided these vital local services:

- Community screenings of "Colorado Experience"
- Kids Fun Fests
- "Insight with John Ferrugia," investigative news reporting on issues important to Coloradans.
- "Matchwits" and "Super School News," educational programming for (and by) students in Colorado.
- Expanding arts coverage across Colorado through "Arts District."

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

Rocky Mountain PBS contributes to the Colorado community by sharing local stories over the air and through digital platforms, providing educational programming, and facilitating events and experiences in communities across the state.

2018 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 2018, “Insight with John Ferrugia” brought many issues to light that are of relevance to our audiences in Colorado like election candidates and ballot issues, sexual harassment, black market marijuana and guns and mental health. These investigative reports addressed issues in rural regions that are often underserved by other news outlets. We were honored to receive a 2019 Alfred I. duPont-Columbia University Award for excellence in journalism for “Insight with John Ferrugia: Imminent Danger,” an investigative report on guns and mental health in Colorado. The broadcast equivalent of the Pulitzer Prize, the duPont-Columbia Awards honor the best in broadcast and digital journalism while recognizing the contributions of news organizations to local communities and the nation.

RMPBS’ original history series, “Colorado Experience,” premiered its sixth season with several episodes focusing on smaller towns and lesser people and places in Colorado history like The Redstone Castle and Fannie Mae Duncan. “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 fifty percent more segments featuring artists and art from around Colorado.

We hosted several effective community events in 2017. We brought “Colorado Experience” on the road to several rural Colorado communities such as Meeker, Canon City, Alamosa, and Ignacio. We introduced “Arts District” and other arts and culture programming to a new audience by presenting at the Colorado Thespian Conference. We also held a sold-out screening for our Denver community around the national program “Kingdoms of the Sky: The Rockies” given its relevant content to our audience. These outreach events were well-attended and served as a great opportunity for our staff to engage with viewers outside of larger cities.

Once again, RMPBS hosted our annual KIDS Fun Fest celebrations across the state. These are free events for kids and their families that focus on health, education, and fun. Families can interact with PBS KIDS celebrities like Daniel Tiger and Jet Propulsion and enjoy live entertainment, arts and crafts, cup stacking, bounce houses and other games. Additionally, KIDS Fun Fest provides parents with information and resources from local vendors like Children’s Hospital Colorado, Boys and Girls Club, Girl Scouts and many more.

RMPBS continues to reach out to underserved audiences through daily operations. Our ever-growing web, email and social media presence allows us to reach those who don't or can't watch us on-air due to geographical challenges.

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STORIES OF IMPACT

KIDS Fun Fests: Engaging Children across Colorado

In 2018, 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 local vendors were on hand to provide helpful information on parenting and caretaking resources.



Insight Awarded 2019 duPont

Our in-depth investigative series "Insight with John Ferrugia" was honored with a 2019 Alfred I. duPont-Columbia University Award for excellence in journalism. The broadcast equivalent of the Pulitzer Prize, the duPont-Columbia Awards honor the best in broadcast and digital journalism while recognizing the contributions of news organizations to local communities and the nation.



Insight: Imminent Danger

As a result of “Insight’s” award-winning report on guns and mental health, Colorado House Majority leader Alec Garnett will re-introduce “red flag” gun legislation next session.

The bill would allow involuntary treatment for mentally ill persons and allow a judge to temporarily remove that person’s firearms until mental health is restored.



Expanding Arts and Culture Coverage in Colorado

In 2018, RMPBS increasing its focus on art in Colorado by refreshing “Arts District,” our award-winning half-hour arts and culture series. The show introduced a new format, new co-hosts, new collaborating producers, a slew of new topics, and doubled the content showcasing local art and artists.



2018 LOCAL CONTENT AND SERVICE REPORT SUMMARY



Rocky Mountain PBS is Colorado's only statewide, member supported, multimedia network, reaching 98% of the state.

In 2018, Rocky Mountain PBS continued to assert itself as a truly **Coloradan** network, with programming, events and initiatives reaching more communities than ever before. Through our five Regional Innovations Centers in Denver, Colorado Springs, Pueblo, Grand Junction and Durango, we're able to produce a wide range of local content that resonates with the various communities we serve.

With content created throughout the state, and the fact that we are a member supported media network, we can truly say we are a media organization of the people, by the people and for the people of Colorado.

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.
