



2023 PARTNER OVERVIEW

ROCKY MOUNTAIN PUBLIC MEDIA

Who We Are

MISSION & VISION

A COLORADO WHERE EVERYONE FEELS SEEN AND HEARD

OPERATING VALUES

Culture is Something Everybody Has

Actively Engage Multiple Perspectives

Building Cultural Bridges

Co-Responsibility



#1 MEMBER

supported organization in Colorado

LARGEST

statewide public media audience

#1 TRUSTED

public institution in Colorado

KUVOJAZZ

#1 PUBLICALLY

supported jazz radio station in U.S.

#1 IN JAZZ

events across Colorado

71% OF KUVO

listeners identify as loyal/heavy



1st URBAN

hip hop public media station in Colorado

FASTEST

growing urban public media station in Colorado

“THE PEOPLE’S STATION”

for R&B and Hip Hop

ROCKY MOUNTAIN PUBLIC MEDIA

Statewide Reach



One Public Media Entity
Reaching Every Colorado County



ROCKY
MOUNTAIN
PUBLIC MEDIA

Colorado

ROCKY
MOUNTAIN  PBS

 WORLD

THE  DROP
104.7

@create

KUVO
JAZZ

LARGEST public media audience in the state
600,000+ unique viewers & listeners per week on TV & Radio

LARGEST statewide member supported network
94,000+ members and growing
350 collaborative community members

CONNECT with more community/thought leaders
114,000+ watch our public affairs/news programming weekly

DIVERSE The second highest cumulative reach into
Hispanic households in all of public television, with a reach of 85%.

ROCKY MOUNTAIN PUBLIC MEDIA

How Is Our Station Group Unique?



LARGEST MULTI-CHANNEL PUBLIC MEDIA NETWORK IN COLORADO

- ✓ 4 - 24/7 Television Broadcast Channels
- ✓ 2 - FM Radio Stations
- ✓ 3 - Websites
- ✓ 4 - Apps
- ✓ 5+ - Targeted e-newsletters
- ✓ Strong Social Media Channels
 - Facebook, YouTube, Instagram, Twitter

Total Weekly Statewide Reach (All Ages & Demos) = Over 1 Million Coloradans

ROCKY MOUNTAIN PUBLIC MEDIA

How Are We Unique?



Public Trust

#1 in trust for the **20th year** in a row (2022)
Commercial TV scored 16% in the same survey

79% of viewers are **more likely** to do business with a PBS sponsor than a non-sponsor

Source: Nielsen Scarborough, Denver, CO 2023 Release 1 & 2022 Release 1 Total (Mar 2021 - Mar 2023)



Community Minded

RMPBS viewers are involved in their communities.

- 30%** more likely to always vote in local elections
- 24%** more likely to always vote in state elections
- 37%** more likely to support Arts & Culture organizations
- 17%** more likely to likely to support social/veterans programs
- 70%** more likely to likely to support environmental causes

Source: Nielsen Scarborough, Denver, CO 2023 Release 1 & 2022 Release 1 Total (Mar 2021 - Mar 2023)



Clutter Free Programming

Sponsored Local Messages:

RMPBS = **2 ½ minutes / hour**
Local Commercial Station = 16 minutes / hour
Cable Stations = 20 minutes / hour

**LESS CLUTTER MEANS YOUR MESSAGES ARE
SEEN & HEARD = MORE IMPACT!**



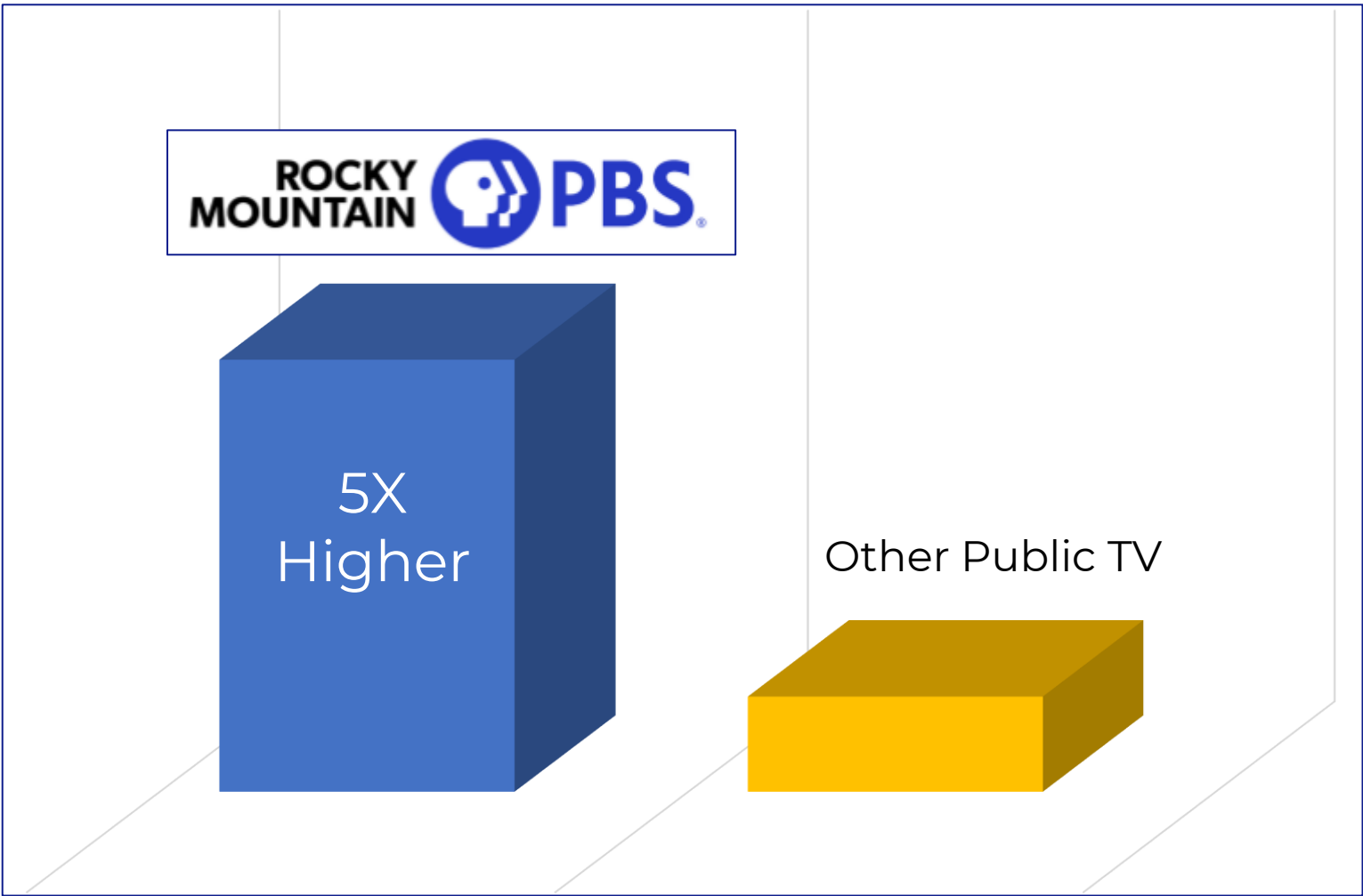
No Political Ads

There are no political advertisements on RMPBS. This includes ads for ballot issues, local, state and national candidates. As network and cable television stations bombard viewers with negative political ads, RMPBS provides a sanctuary that respects viewers.

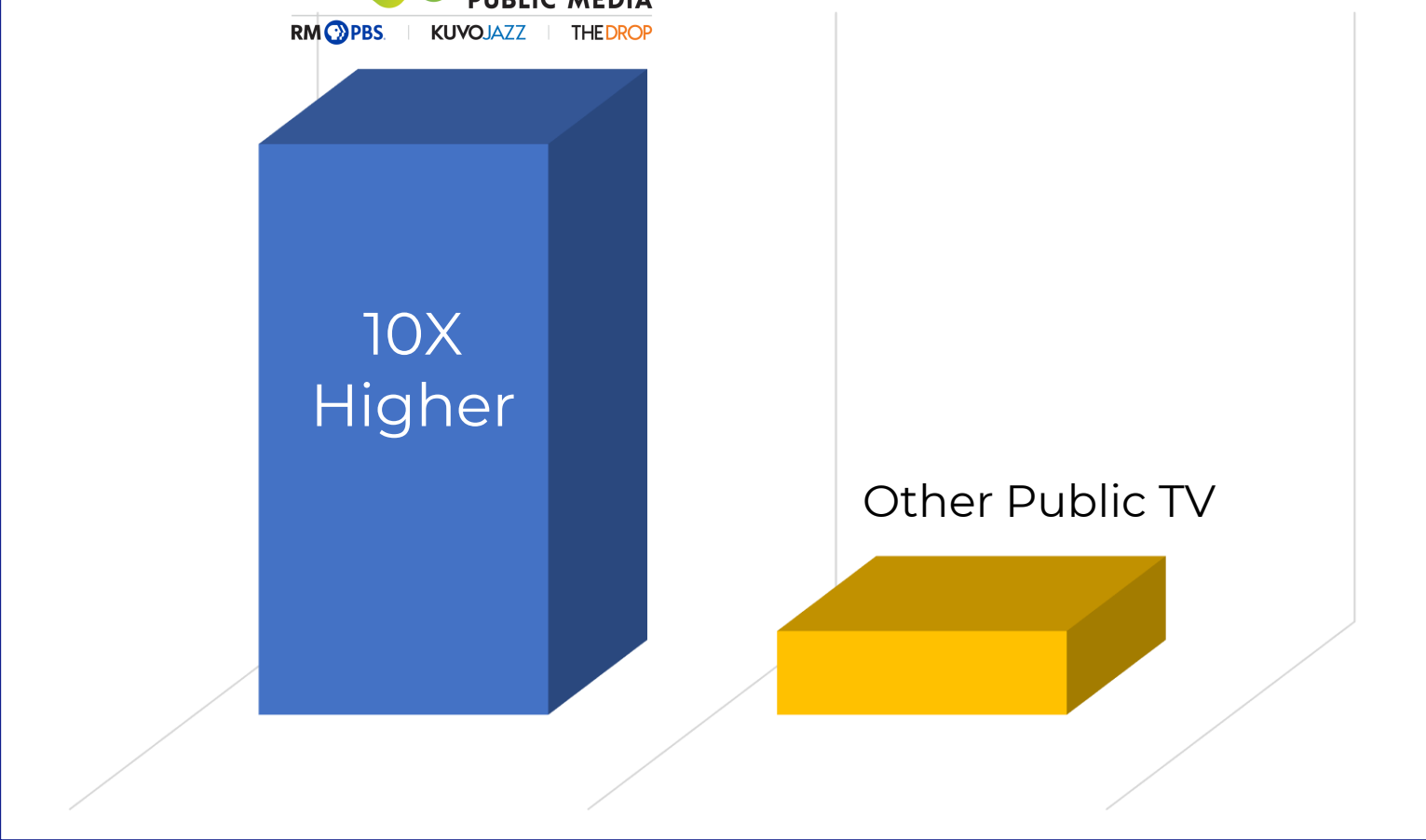
ROCKY MOUNTAIN PUBLIC MEDIA

Unrivaled Statewide Engagement

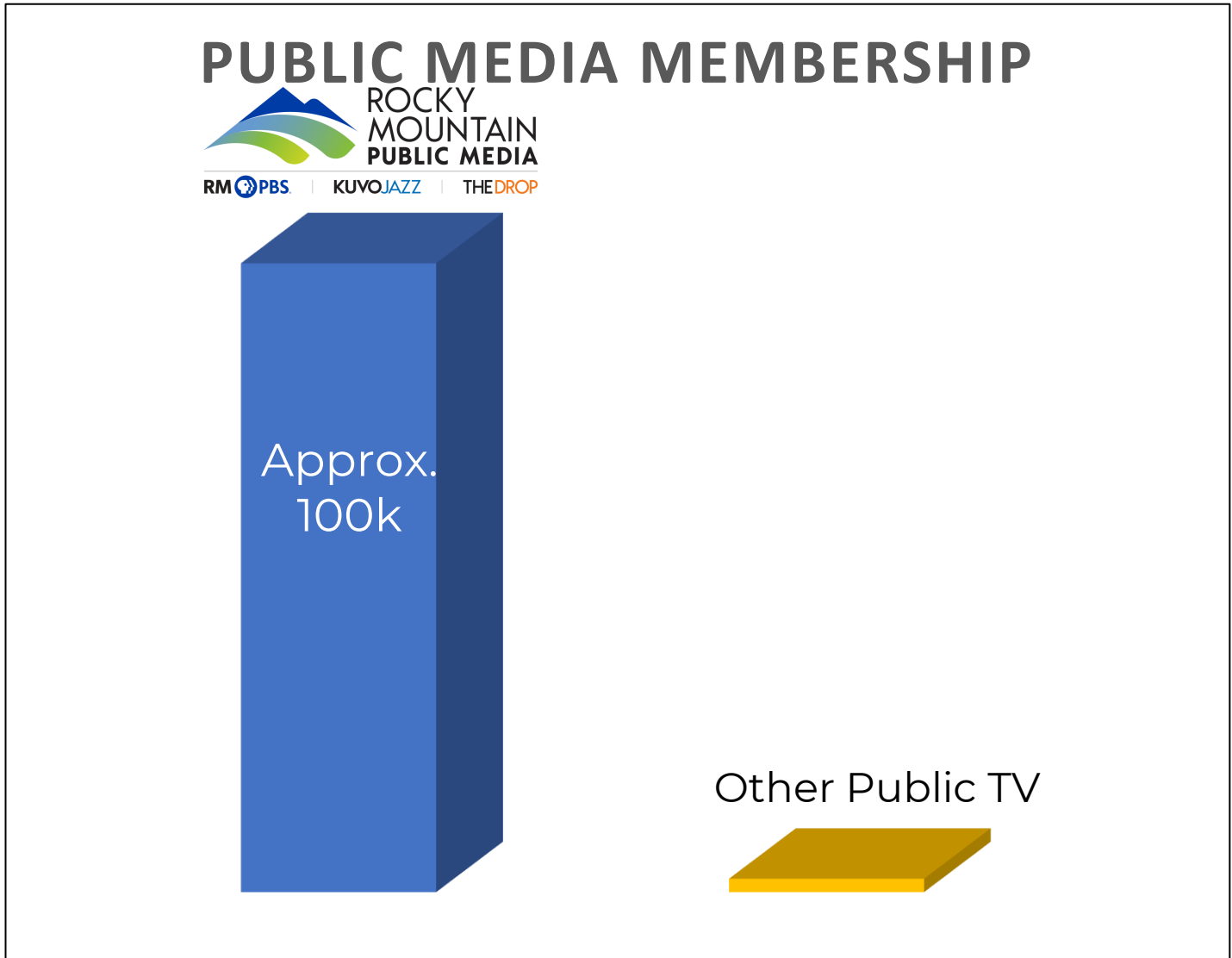
WEEKLY STATEWIDE PBS TV REACH



WEEKLY STATEWIDE MEDIA REACH (ALL PLATFORMS)



PUBLIC MEDIA MEMBERSHIP

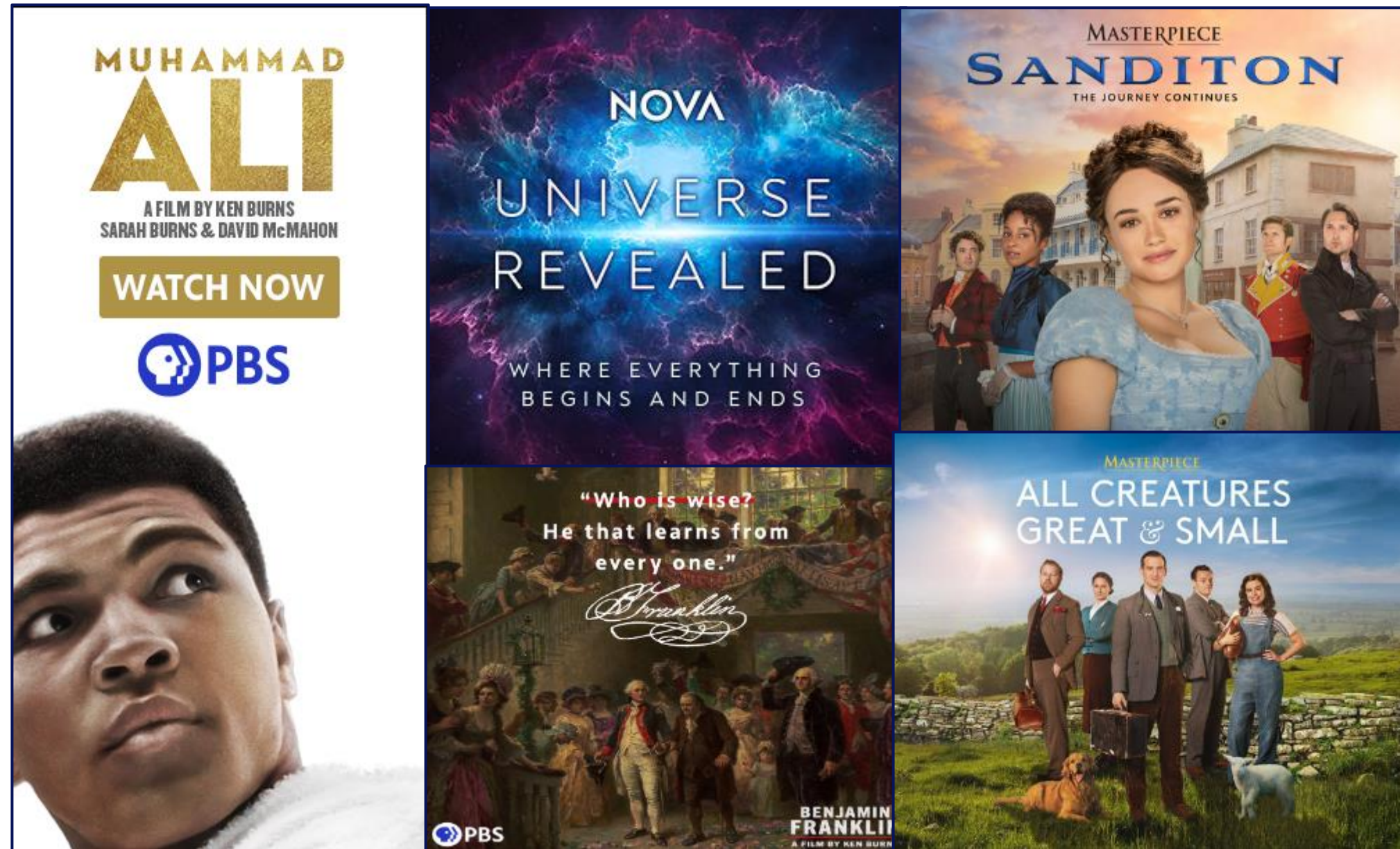


RMPM versus Other Colorado Public Television

- ✓ RMPBS is the Primary PBS station in Colorado with over 65 years of service
- ✓ RMPBS has nearly 100x the membership versus other public television
- ✓ RMPBS Reaches 5x the weekly, statewide audience versus other public television
- ✓ RMPM Reaches 10x the weekly, statewide audience versus other public television
- ✓ RMPBS has “first run” exclusivity for PBS programming (over 1 week)

ROCKY MOUNTAIN PUBLIC MEDIA

RMPBS Audience Profile



Viewers: Local Viewing Habits

32.5% do not watch CBS 4 (KCNC)
34.2% do not watch NBC 9 (KUSA)
39.2% do not watch ABC 7 (KMGH)
41.3 % do not watch FOX 31 (KDVR)
27.6% do not have cable or satellite TV

Source : Nielsen Scarborough 2022

ROCKY MOUNTAIN PBS Content is

TRUSTED

#1

in trust for 20th straight year among nationally known institutions, including commercial TV Networks

VALUED

78%

of all viewers feel PBS stations provide an excellent value to their communities

**DIVERSE &
IN TOUCH
CULTURALLY**

75% believe PBS features **diverse range of people**

74% believe PBS **appeals to people of different ethnic backgrounds**

68% believe PBS in **“in touch” with today’s culture**

Source : Marketing & Research Resources, Inc. (M&RR) January 4-13, 2022

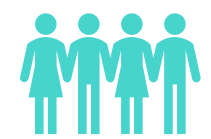


PBS Kids is the #1 educational media brand

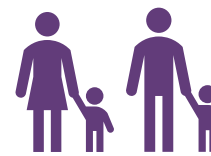
REACHING A DIVERSE AUDIENCE on 24/7 Channel



151,430 unique viewers (18+) / month on PBS Kids 24/7 Channel



25.2% Latinx Households (index 147)
7.6% Black Households (index 232)



50% Have kids 5 and under in the home (index: 557)
33% Have kids ages 6-11 in the home (index: 255)
71% are adults ages 21-49 (index: 137)

Source : Nielsen/Scarborough Market/Release: Denver, CO 2023 Release 1 Total (Mar 2022 - Mar 2023)

RMPBS Kids is Unrivaled in Reaching Diverse Parents and Kids

PBS stations reach more children, and more parents of young children, in low-income homes than any children's TV network.

(Source: Nielsen NPOWER, 9/20/21 - 9/18/22, L+7 M-Su 6A-6A TP reach, 50% univ., 1+ min., K2-11 in HH w/Inc <\$25K, Adults 18-49 w K <6 in HH w/Inc <25K, PBS stations, children's cable networks.)

PBS stations reach more Hispanic, Asian American, and American Indian children ages 2-8 than any of the children's TV networks in one year.

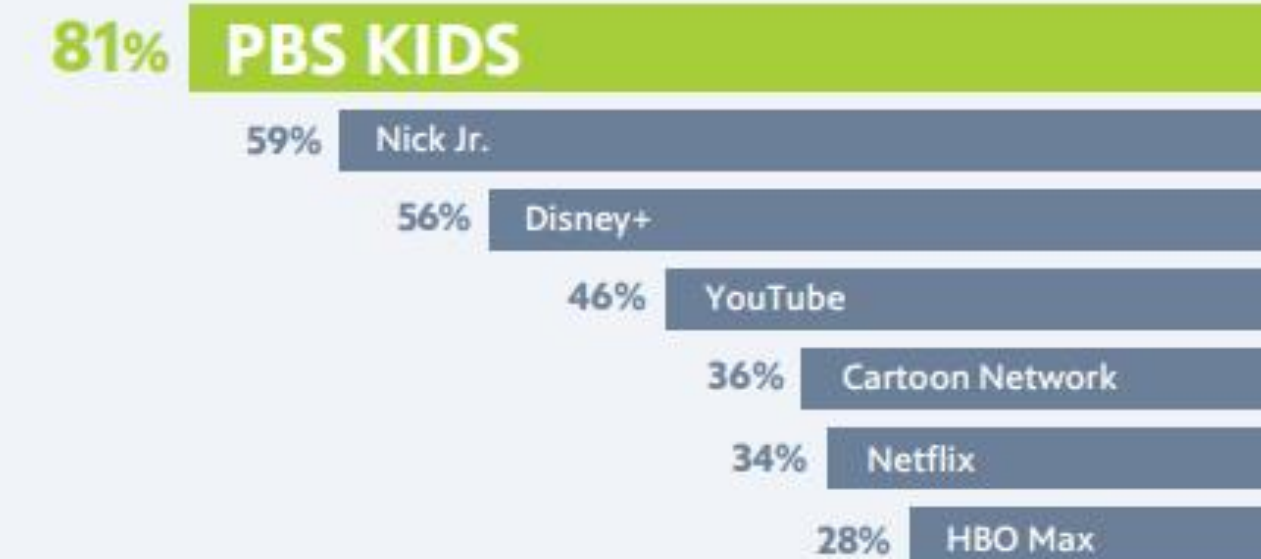
(Source: Nielsen NPOWER, 9/20/21 - 9/18/22, L+7 M-Su 6A-6A TP reach, K2-8, 50% unification, 1+ min., K2-8 Hispanic, Asian/Pacific Islander, American Indian/Alaska Native, All PBS Stations, children's cable TV networks.)

PBS KIDS averages 15.4 million monthly users and over 371 million monthly streams across PBS digital platforms.

(Source: Google Analytics, Cross Platform Users and Streams, Oct 2021 - Sep 2022, includes pbskids.org, video app on OTT and Mobile, and games app.)



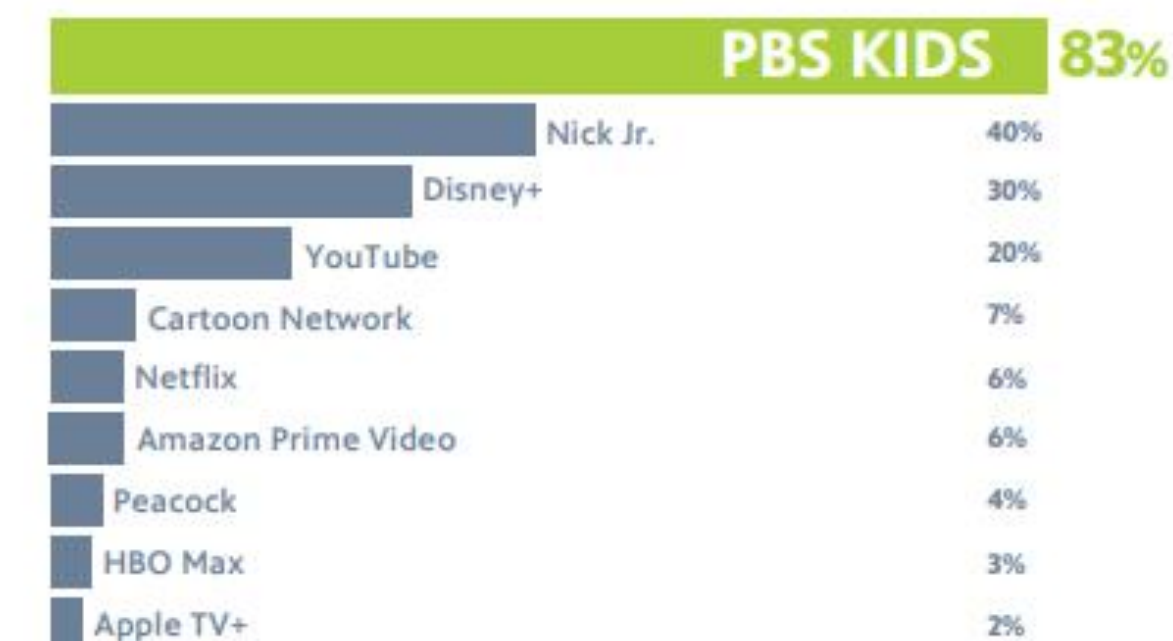
Parents say PBS KIDS
Helps prepare children for success in school.



Graph indicates "agree strongly" and "agree somewhat."



PBS KIDS named
Most educational media brand.



Graph indicates "most educational" and "second most educational."

85%

of parents agree that PBS KIDS is a safe and trusted source for kids to watch television and play digital games and apps.

ROCKY MOUNTAIN PUBLIC MEDIA

PBS Kids Highlights



Broad Reach:

64%

of all kids ages 2-8 watch PBS



Co-viewing:

54%

of kids 2-5 are watching PBS with their mom's



Impact:

86%

of parents agreed that PBS KIDS helps prepare children for success in school vs other kids' stations



Halo Effect:

80%

of moms agree that companies that support PBS Kids programs are trustworthy



Recall:

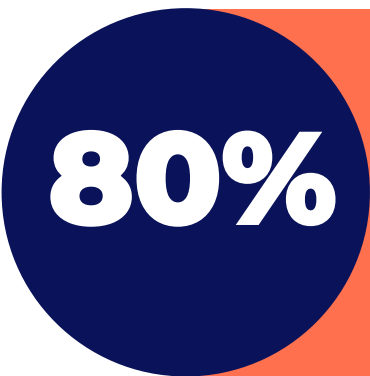
50+%

or more parents say they pay attention to the sponsor messages on PBS Kids



Diverse Reach:

- Reaches more moms than any other Kids TV Network
- More moms with young children



of Americans agree that PBS is the **UNDISPUTED** leader in children's programming

KUVO JAZZ 89.3

Community | Culture | Music



The KUVO Mission:

To provide distinctive music, news and informational programming reflecting the values and cultural diversity of our listener community.

REACHING A DIVERSE AUDIENCE



120,000+ listeners in the Denver Metro Area/week



23% Hispanic listeners
16% African American listeners
5% Asian listeners



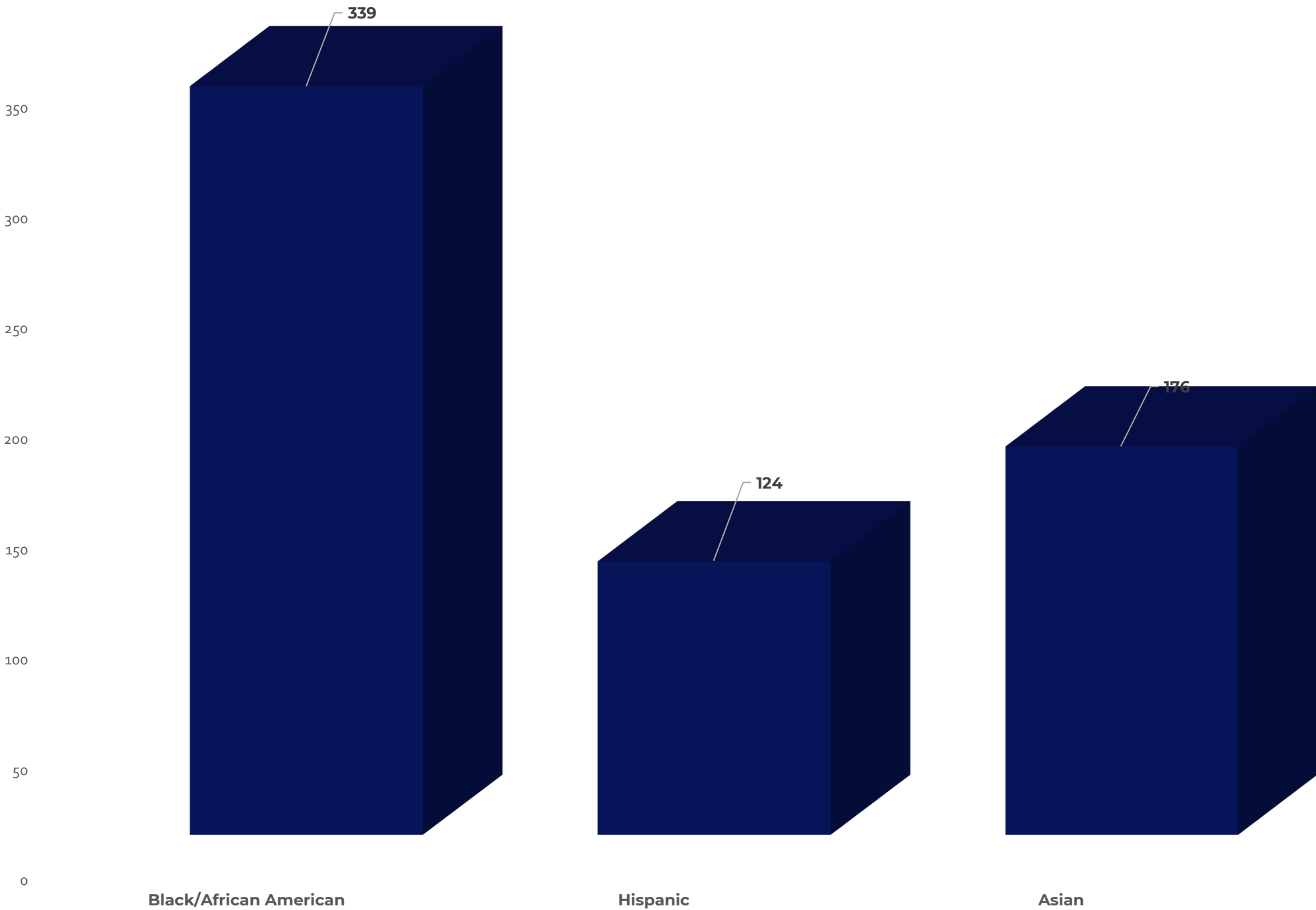
11+ HOURS of Latin music / week



KUVO JAZZ partners with school Jazz programs across the state for their High School/Collegiate Jazz Series.

REACHING A DIVERSE AUDIENCE

Denver Average = 100



These demographics are represented at up to **more than 3x** the market average, making KUVO one of the **most diverse** media audiences in Colorado.

*Nielsen Scarborough Market/Release: Denver, CO 2021 Release 2 Total (Aug 2020 - Aug 2021)

#1 PUBLICALLY

supported jazz radio station in U.S.

#1 IN JAZZ

events across Colorado

71% OF KUVO

listeners identify as loyal / heavy



Recognized by our colleagues, **DownBeat**, an American music magazine devoted to jazz, blues and beyond.



Awarded **best Jazz station in the world** by the UK's London Telegraph



KUVO's Jazz Messenger's our sustaining member join from around the world!

KUVO produces 19 locally inspired specialty shows --- *every week!* Over 80 hours of Jazz produced by KUVO hosts!



KUVO is an NPR member station and has news breaks at the top of every hour Mon-Fri, 6am-5pm



FESTIVALS & COMMUNITY

Coming together as one

Every summer KUVO Jazz creates and participates in Free Festivals for our communities to celebrate their talents, culture, food, music, the arts, and dance!

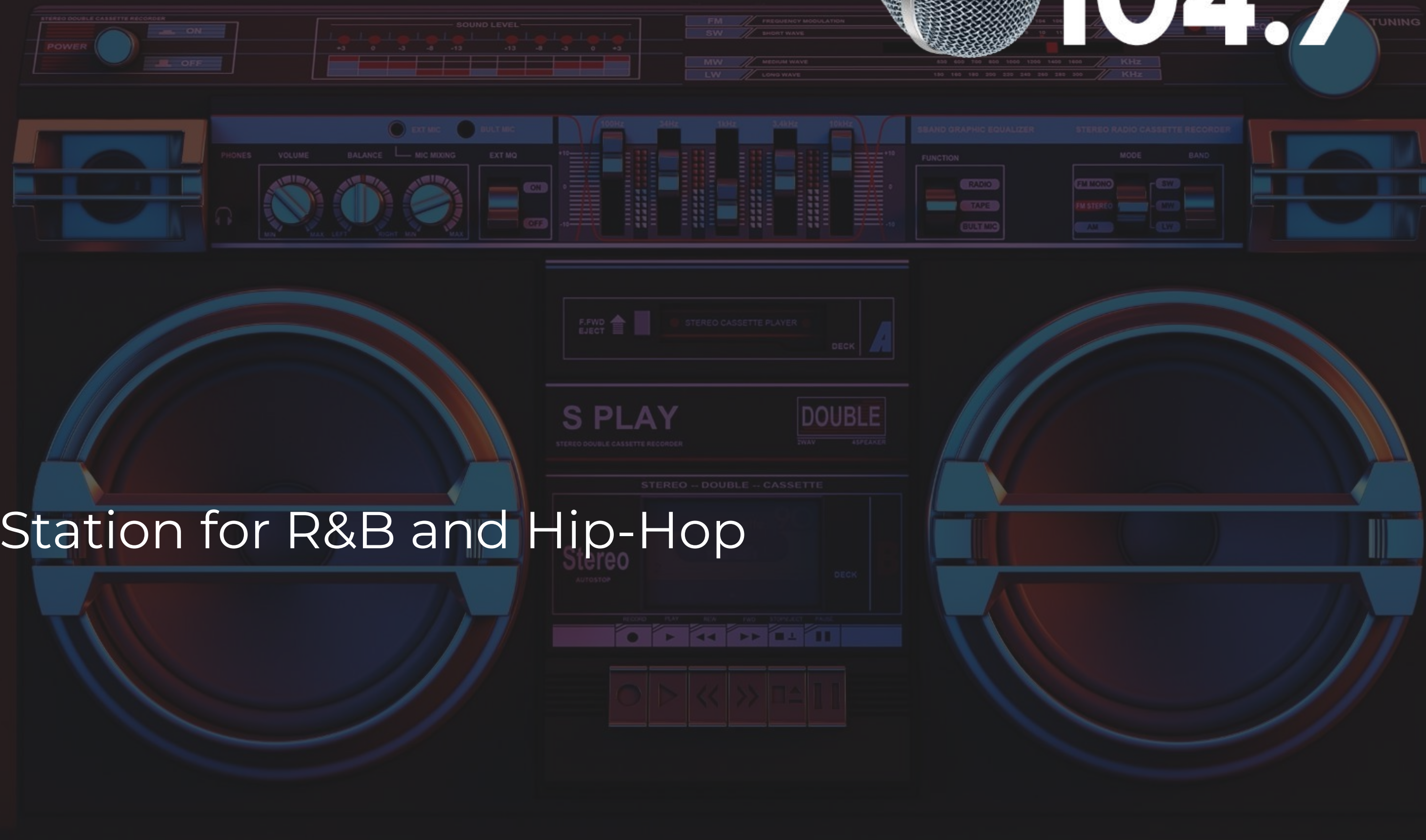
- Five Points Jazz Festival
- Colorado Black Arts Festival
- City Park Jazz
- Juneteeth Music Festival
- Cinco de Mayo
- Taste of Puerto Rico
- Live at the Vineyards

KUVO's **Live at the Vineyards** is a wine tasting, gourmet feast, with live music, dancing, and silent auction. Over 1,000 loyal KUVO fans attend annually to experience the best in live jazz & community!



THE DROP

104.7



The People's Station for R&B and Hip-Hop



**THE PEOPLE'S
STATION
FOR
R&B AND HIP-HOP**

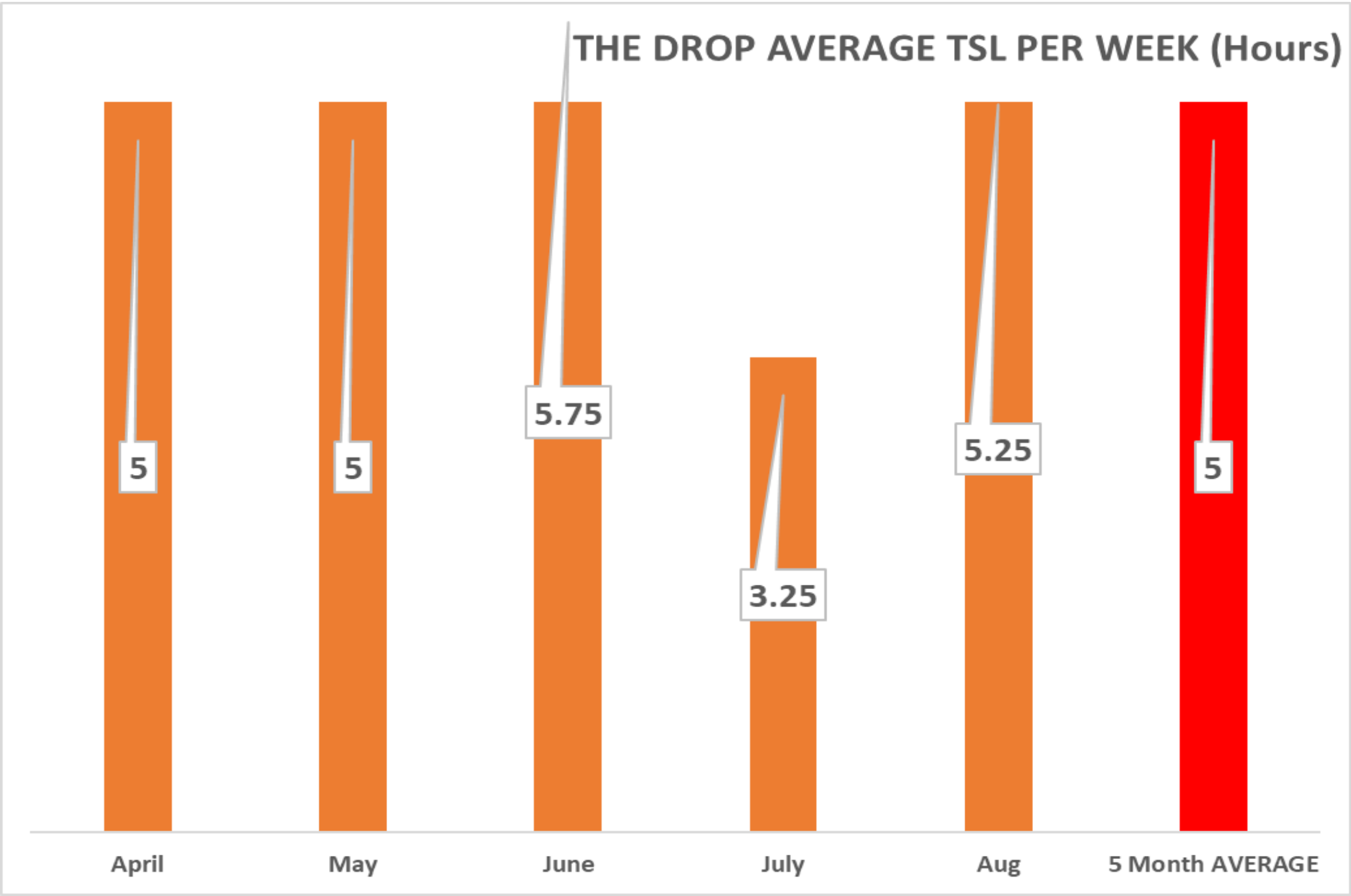
We are not just in the business of radio or entertainment; we are in the business of community connection and extension.

THE DROP is a leading multi-platform lifestyle brand that provides a voice for new and independent music and popular culture with a focus around growth, awareness and opportunities for diverse music communities through advocacy, education and community engagement.

THE DROP is committed to protecting the integrity of Colorado's urban music scene through developing relevant influences and contributions while supporting significant impacts on the fabric of Colorado's music culture.

The DROP Mission:
To provide a voice for new and independent music and popular culture with a focus around growth, awareness and opportunities for diverse music communities through advocacy, education and community engagement.

The DROP Average Weekly Time
Spent Listening **Nearly 5x Higher!**



Competitors
Flo 107.1 - 1:00 per week
KS 107.5 - 1:45 per week

Radio ranker – Feb 22-Sept 22

REACHING A DIVERSE AUDIENCE

60,000+ listeners in the Denver Metro Area/week
(Boulder 104.7 just added in August!)

70% African American listeners
15% Hispanic listeners

30+ HOURS of Local Artists' music played each week

THE DROP partners with local high schools and non-profits to bring the community in and share their stories

*Nielsen Scarborough Market/Release: Denver, CO 2021 Release 2 Total (Aug 2020 - Aug 2021)

ENGAGEMENT



SONIC THE DROP 104.7
2ND ANNUAL FOOD DRIVE
NOVEMBER 15TH - 20TH
HELP GIVE FOOD TO OUR COMMUNITY
NOMINATE a deserving person or family this holiday season.
HOLLADAY HOOKUP THE DROP 104.7



THE DROP 104.7 PRESENTS "THE BLOCK PARTY"
FREE SATURDAY JUN. 12TH @ 7pm
Wale
A MEAZY, JAKOB CAMPBELL, OLD MAN SAXON
LEVITT PAVILIONS DENVER

8,000 attendees at Levitt to say "thank you" to all communities and provide access to many who can not afford today's concerts



THE DROP 104.7 PRESENTS THE
2ND ANNUAL BLOCK PARTY
PERFORMING
JUNE 10, 2022
GREEK AMPHITHEATRE | CIVIC CENTER PARK

15,000 FREE tickets claimed in less than 1 day to say "thank you" to all communities



THE DROP 104.7
THERAPY THURSDAYS
CALL OR TEXT
303.893.DROP




DIGITAL ENGAGEMENT

ROCKY MOUNTAIN PUBLIC MEDIA

Digital Engagement Across All Our Platforms

WEB TILE ADS




RMPBS.ORG:
350,000+
Monthly Impressions

KUVO.ORG:
60,000+
Monthly Impressions

THEDROP303.ORG:
50,000+
Annual Impressions

NEWSLETTERS




Spotlight (RMPBS): Weekly
77k sends
34% Ave. Open Rate

Oasis (KUVO): Weekly
17k sends
27% Ave. Open Rate

The Sample (THE DROP): Bi-Weekly
17k sends
27% Ave. Open Rate

SOCIAL MEDIA POSTS




RMPBS:
44,000+ Followers

KUVO:
24,100+ Followers

THE DROP – 11,000 Followers

Subject to internal approval


DEDICATED MEMBERSHIP EMAIL BLASTS



Email Direct to Members
60,000 – 150,000
email sends to members
1x per month

Member Exclusive Opportunities

VIDEO PREROLL



:15 before (SHOW TITLE)
online

NON-SKIPPABLE

76,000 monthly impressions

Our digital platforms continue to grow, connect with and engage a diverse spectrum of communities Statewide.

We are better together.

RMPM – Partner Content

RMPM Website Reaches Broader Audiences

Being a partner with Rocky Mountain Public media expands your reach, impact, visibility and audience engagement!

RMPM Website Traffic (past 12 months)

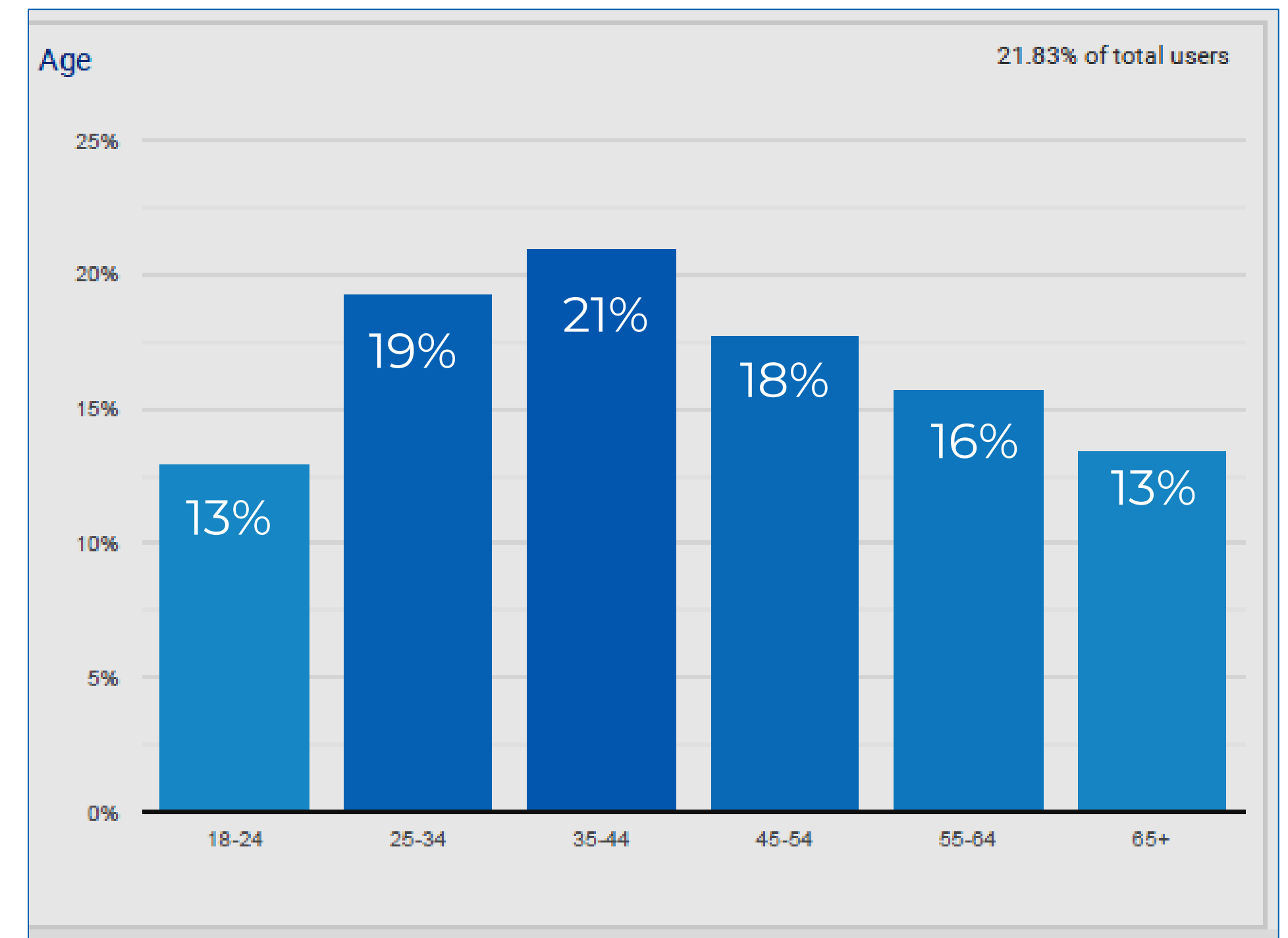
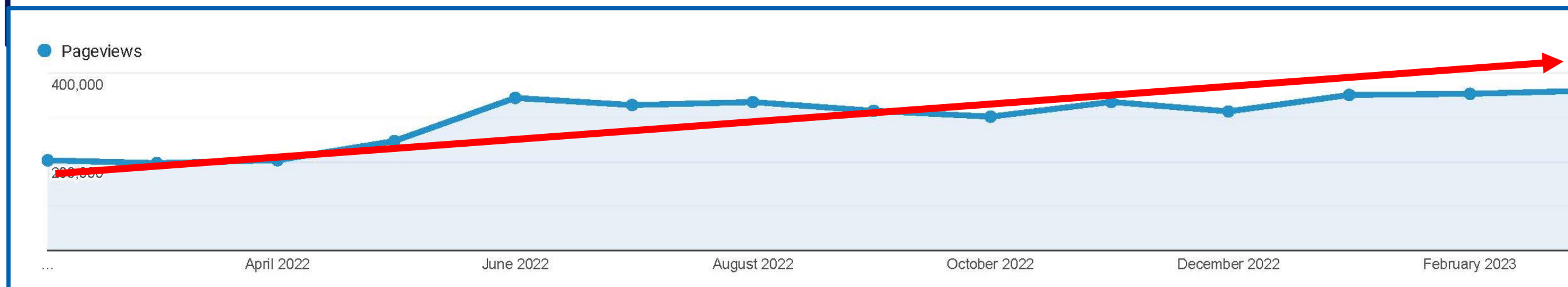
- ✓ **4,192,489 pageviews**
- ✓ **3,205,717 unique pageviews**
- ✓ **Monthly Traffic = approx. 350,000 and growing!**

✓ RMPM Website Demographics (past 12 months)

- ✓ **71% ages 18-54**
- ✓ **52.9% Male**
- ✓ **47.1% Female**

Reach a broader audience statewide!

Source : Google analytics, April 2023



Source : Google analytics, April 2023

RMPM – Partner Content

Regional Partners for Public Media

REGIONAL PARTNERS
FOR PUBLIC MEDIA



The screenshot displays the RMPM website interface. At the top, there's a banner with the RMPM logo and a description of the organization. Below this, a video player shows Amanda Mountain, President and CEO of Rocky Mountain Public Media. To the right of the video is a map of Colorado divided into four regions: Northern Colorado, Western Colorado, Front Range & Eastern Colorado, and Southern Colorado. Below the video, a section titled 'Our Partners for Public Media' features logos for Colorado Springs Airport, Ada Rocky Mountain ADA Center, Colorado Community College System, and Colorado Lottery. The Colorado Lottery logo is circled in red. Below the partner logos, there's a section titled 'JOIN US! BECOME A REGIONAL PARTNER FOR PUBLIC MEDIA' with a circular logo. At the bottom, there's a 'Spotlight Newsletter' section with a description of the newsletter's content.

RMPM is proud to offer **The Colorado Lottery** the opportunity to align with us by becoming a **Regional Partner for Public Media**. As our partner RMPM will showcase “**your community-alignment and impact**” on our highly-visited website, our coveted newsletters and across our TV platforms.

RMPM Regional Partners receive **annual placement on our Regional Partner Pages**, to showcase the impact and influence our partners have in their communities across the state by each region.

Deliverables include:

- **Regional Partners Website**
 - Logo placement on Regional Partners welcome/landing page.
 - Content placement in up to four Colorado regions in the form of video and/or articles. Content can be updated every 3 months.
- **On-air – WORLD/CREATE**
 - :30 “Thank you” spot that will include an :15 second intro from RMPM President and CEO, Amanda Mountain, thanking our regional partners, and will feature **The Colorado Lottery logo in the :15 second spot.**



JOIN US AS OUR PARTNER IN SUPPORTING ALL COLORADO COMMUNITIES