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
ROCKY MOUNTAIN PUBLIC MEDIA
Statewide Reach

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

Source: Marketing & Research Resources, Inc. (M&RR) January 7-19, 2022
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)

Clutter Free Programming

Sponsored Local Messages:
RMPBS = 2 1/2 minutes / hour
Local Commercial Station = 16 minutes / hour
Cable Stations = 20 minutes / hour

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

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)

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

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)


RMPBS Kids is Unrivaled in Reaching Diverse Parents and Kids

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

Source: Marketing & Research Resources, Inc. (M&RR) January 2023
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
- 80% of Americans agree that PBS is the UNDISPUTED leader in children’s programming
KUVO JAZZ 89.3
Community | Culture | Music
These demographics are represented at up to more than 3x the market average, making KUVO one of the most diverse media audiences in Colorado.

#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
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 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.

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

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

ENGAGEMENT

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

15,000 FREE tickets claimed in less than 1 day to say “thank you” to all communities
DIGITAL ENGAGEMENT
Our digital platforms continue to grow, connect with and engage a diverse spectrum of communities Statewide.

We are better together.

Source: RMPM Internal digital data analytics 2022-23
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
RMPM – Partner Content
Regional Partners for Public Media

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