



Turn Up Your World

**Community Radio for
Northern Colorado**

**Annual Report
Fiscal Year 2007**



Letter From The General Manager

In 2007, Community Radio for Northern Colorado endeavored, in a number of ways, to fulfill the mission to deepen its listeners' understanding and sense of community by providing the highest quality news reporting, diverse music and cultural programming. Thanks to the various community partners that have come together making possible the programming heard on KUNC, KRNC, and 13 translators across Colorado.

During the year, there were a number of important events and milestones that took place as we celebrated the 40th anniversary of the station's service to the listening audience.

Highlights of the year include:

- A partnership with the Monfort College of Business at the University of Northern Colorado to bring *Marketplace* host Kai Ryssdal to Greeley and Denver to meet with listeners.
- The return of our friends from *Wait, Wait...Don't Tell Me!* for their third broadcast from the Chautauqua Auditorium in Boulder.
- The strengthening of our programming staff when the news staff was increased to five members with the addition of *Morning Edition* host Katie Goetz.
- The addition of Robert Leja as Director of Corporate Support and Marketing. He is helping us to continually forge new partnerships with businesses in northern Colorado. This has led to a substantial increase in the number of community events that KUNC has sponsored this past year.
- Improved signal coverage for a major portion of the KUNC listening area. This was realized in July with the move of the station transmitter and antenna to the Buckhorn broadcast site west of Fort Collins. Also an acquisition of a translator at 99.9 FM was made to serve the city of Boulder.

In the year ahead, please expect more improvements to the service offered by Community Radio for Northern Colorado. You can expect:

- Extended in-depth coverage of the Colorado Legislature with the addition of regular reporting from the Capitol Coverage Project
- Further additions to those areas of northern Colorado where the station programming will be heard

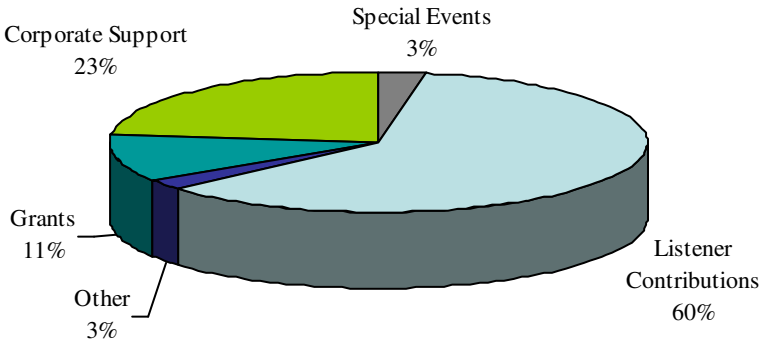
All of these accomplishments have been achieved through the support of our community. During a year when federal funding was cut by \$28,000, it was the business underwriters, members and Leadership Circle supporters who were instrumental to our continued and enhanced service.

Most importantly, thanks for listening!

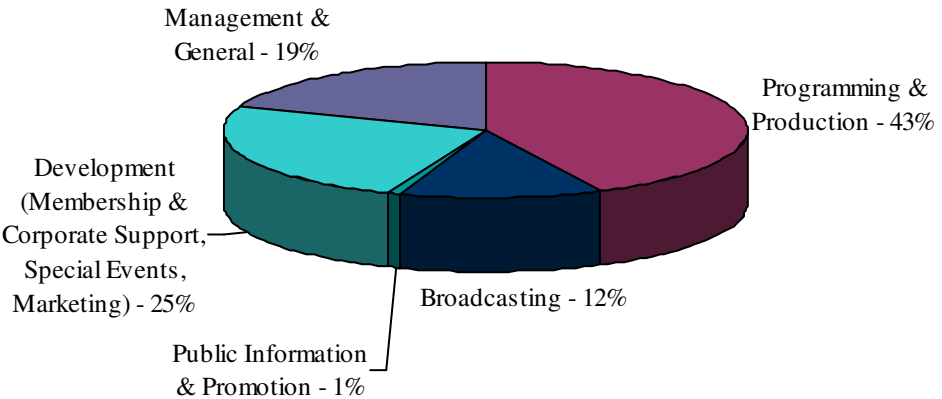
Sincerely,
Neil Best
General Manager

Fiscal Year 2007



Revenue



Expenses



Year in Review

- For fiscal year 2007, KUNC added 526 new members, bringing total membership to 10,215.
 - 2007 marked 40 years of broadcasting for KUNC. We broadcast a series of features about the station's history, and in April, we invited listeners to share their favorite memories with us for Listener Appreciation Day.
 - Kai Ryssdal visited Greeley in March, broadcasting *Marketplace* from the KUNC studios, visiting with listeners, speaking to students at the University of Northern Colorado, and addressing the Monfort College of Business' Business Plus speaker series
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- *Wait Wait Don't Tell Me* returned for another sold-out show at Boulder's Chautauqua Auditorium in August. Denver veterinarian Kevin Fitzgerald's "Not My Job" segment was excerpted for *Wait Wait's* pledge drive highlight show.
 - KUNC's annual Tuna Fish & Peanut Butter Concert was on August 24th, raising 1,867 pounds of food, and \$3,358 cash for the Food Bank for Larimer County and the Weld Food Bank
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- KUNC increased mountain coverage with the launch of our Leadville Translator at 90.7 FM.
 - In July, we signed on our new transmitter on Buckhorn Mountain, just west of Fort Collins. This filled in coverage in our core listening area north of I-70 and allowed better reception in much of the Denver metro area. An additional 800,000 people now have the opportunity to tune in to KUNC.
 - KUNC launched a re-designed website and a new logo. KUNC.org served 163,000 unique visitors during the year.
 - Finally, we launched our Boulder translator in August, giving listeners in Boulder county two options for improved reception at 91.5 FM and 99.9 FM.

Sponsorships/Community Service

KUNC fulfilled our mission of serving our communities by sponsoring and helping to promote a wide range of events through a combination of on-air announcements, website exposure, and our free on-line community events listings.

A partial list:

- Greeley Blues Fest
- Steamboat Wine Festival
- High Plains Chautauqua
- Earthworks Expo
- Steamboat Strings in the Mountains
- Blues at Breckenridge
- Rocky Mountain Sustainable Living Fair
- Boulder Food & Wine Festival
- Greeley Philharmonic
- Fort Collins Symphony
- Greeley Chorale
- Larimer Chorale
- Boulder Philharmonic
- Union Colony Civic Center, Greeley
- Fort Collins/Loveland Farmers Markets
- TriMedia Film Festival
- A Renaissance of Local, Boulder
- Lincoln Center—Dance & Classical Music Series
- Greeley Stampede

Diverse Music is a core element of KUNC's programming, and in addition to featuring a variety of jazz, classical, singer-songwriter, acoustic and world music each weekday, KUNC was involved with a series of local live performances from Diverse Music artists, including:

- Ottmar Liebert/Boulder Theater
- Hapa/Boulder Theater
- Pink Martini/Lincoln Center
- John Prine/Lincoln Center
- George Winston/Lincoln Center
- Ani DiFranco/Denver Botanic Gardens at Chatfield
- Wildflower Concert Series/Planet Bluegrass, Lyons
- Etown, with David Wilcox & Yonder Mountain String Band/Lincoln Center

Programming Highlights

The Radio-Television News Directors Association recognized KUNC's Brian Larson and Nancy Greenleese with two regional Edward R. Murrow Awards.

- The awards were in region three in the U.S. which includes Arizona, Colorado, New Mexico, Utah, and Wyoming.
- Brian was awarded Best News Series for his reports on Avian Flu and Colorado.
- Nancy was recognized for Best Use of Sound in her report, *Scooters: A Ride on the Wild Side*.



Brian and Nancy also received two AP Awards each:

- Brian won 1st Place in the Feature category for his Iris Scan story and 2nd Place Documentary for his Avian Flu series.
- Nancy received 2nd Place in General Reporting for her Generation XXL story and 2nd Place for Use of Sound category for the scooter story

The Colorado Broadcasters Association also recognized KUNC's news staff for their reporting in 2006.



- Larson was awarded a first place in the Best Single Event News Category for a story highlighting the foreclosure problem in Weld County and Greeley.
- Greenleese dominated the Best Feature Reporting category winning a first place award for her piece on a Boulder author and his unique method of promoting his first novel. She also received second place honors for a story on the growing sport of tree climbing in Colorado.

KUNC introduced Colorado Profiles, a monthly feature highlighting some of Colorado's most interesting people. Individuals included W.D. Farr, Emma Salazar, Temple Grandon, among others.

KUNC Underwriters

Underwriting is a key part of our community support. A partial list of KUNC's Underwriters:

Alpine Bank	Fort Collins Food Coop
Bank of Choice	Fort Collins Nursery
Bank of Colorado	Fort Collins Utilities
Banner Health	Friendship Hospital for Animals
Boulder Comforts LLC	FRII
Boulder Community Hospital	Front Range Pre-Cast Concrete
Boulder Convention and Visitors Bureau	Gill Foundation
Cancer Center of the Rockies	Good Samaritan Society
Chase Oriental Rug	Health District of Northern Larimer County
City of Boulder	Heart Center of the Rockies
City of Fort Collins	Heath Construction
City of Greeley	Holland & Hart
Colorado Asthma & Allergy Center	Home on the Range
Colorado Christian University	Hospice of Larimer County
Colorado Recovery	Jax, Inc
Columbine Drug	Leadville Colorado & Southern Railroad
Columbine Galleries	Lincoln Center
Coopersmith's Pub & Brewing	Loveland Design/Carpet One
Dellenbach Motors	Max'ims
Dr. James Mangle DDS	Metier Law Firm, LLC
Dr. Steven L. Kauffman	Orthopedic Center of the Rockies
Faegre & Benson LLC	Pax World Funds
Farmers Market of Fort Collins	Poudre Valley Health System
Flood & Peterson	Poudre Valley Hospital Foundation
Food Bank for Larimer County	Sather's Leading Jewelers
Fort Collins Downtown Development Authority	Saturn of Fort Collins
	Women's Clinic of Greeley

CRNC Board of Directors

Charles Bruce-Denver
 Bill Cooley-Boulder
 Ken Deshaies-Silverthorne
 Julie Johnson Haffner-Windsor
 Michelle Kooi-Loveland
 Cindy Richmond- Fort Collins
 Denny Swanson-Steamboat Springs
 Mary Tinkcom-Westminster
 Maggie Witwer-Greeley
 Neil Best, ex-officio-General Manager

The Board of Directors for Community Radio for Northern Colorado is responsible for the management and operation of KUNC-FM.

KUNC Community Advisory Board

William Arduino-Fraser
 Linda Gallup-Evergreen
 Craig Goble-Greeley
 Joshua Kahn-Boulder
 Tess Malumphy-Greeley
 Mary Tesch Scobey-Fort Collins
 Wayne Trainor-Greeley
 Janine Mohr-Loveland

KUNC's Community Advisory Board is a volunteer group of interested listeners that meet six times a year to make recommendations to the KUNC staff. The board is advisory in nature and is not authorized to exercise any control over KUNC daily management or operations.

KUNC Staff

Marc Applegate-Announcer/Producer
 Jim Beers-News Director
 Neil Best-General Manager
 Nancy D'Albergaria-Development Director
 Kyle Dyas-Music Director
 Deanna Garcia-*All Things Considered* Host
 Katie Goetz-*Morning Edition* Host
 Nancy Gunderson-Membership Associate
 Brian Larson-Announcer/Producer
 Robert Leja-Director of Corporate Support & Marketing
 Kirk Mowers-Content Director
 Kristi Pruit-Development Associate
 Rob Seligmann-Corporate Support Associate
 Larry Selzle-Chief Engineer
 Kirk Siegler-Reporter
 Ashlee Struble-Corporate Support Associate
 Jean Tacoronte-Director of Finance & Administration
 Jessica Walter-Administrative Assistant
 Wendy Wham-Announcer/Producer



Program Guide

	Mon-Thurs	Friday	Saturday	Sunday
12:00 AM	Echoes		Jazz After Hours	
1:00 AM	BBC World Service			
2:00 AM				
3:00 AM				
4:00 AM	Morning Edition		BBC World Service	
5:00 AM			Weekend Edition	
6:00 AM				
7:00 AM				
8:00 AM	Diverse Music		Car Talk	
9:00 AM			Wait Wait Don't Tell Me	
10:00 AM	American Routes		Marketplace Money	
11:00 AM			Speaking of Faith	
12:00 PM	All Things Considered		The Splendid Table	
1:00 PM			A Prairie Home Companion	
2:00 PM	Marketplace		This American Life	
3:00 PM	All Things Considered		Living On Earth	
4:00 PM	All Things Considered		All Things Considered	
5:00 PM	All Things Considered		All Things Considered	
6:00 PM	Fresh Air	This American Life	E-Town	St. Paul Sunday
7:00 PM	World Cafe		Beale Street Caravan	Hearts of Space
8:00 PM			Nine O'Clock Blues	
9:00 PM	Echoes		Jazz After Hours	
10:00 PM	Echoes		Jazz After Hours	
11:00 PM	Echoes		Jazz After Hours	

 Music Programming	 News/Business
 Entertainment	 Interview/Information