



## *Investment in the Community 2004 Annual Report*

### **KUNC Mission Statement**

KUNC's mission is to deepen its listeners' understanding and sense of community by providing the highest quality news reporting, diverse music, and cultural programming.

### **KUNC Core Values**

***Audience Respect*** means that CRNC will honor the informed and curious nature of its listeners and members.

***Program Excellence*** means that CRNC will ensure that KUNC only broadcasts programs that are of the highest quality.

***Balanced Programming*** means that CRNC will ensure that all points of view are presented on KUNC.

***Community Based*** means that CRNC will maintain the regional foundation upon which it was founded.

***Non-Commercial*** means that CRNC will preserve its status as a non-profit organization and that KUNC will remain free from direct advertising.

# General Manager's Letter

January 2005

Year's end is a time to evaluate and reflect on KUNC's initiatives and accomplishments throughout the year. It is also a time to lay groundwork for the direction we will take and strategies we will use to continue to provide meaningful programs and services to the community.

It is also time to reflect on KUNC's role in the community: the programs we have broadcast, the projects we have mounted, and the positive effect we have had on the quality of life in northern Colorado.

For 37 years, KUNC has been a trusted community resource providing quality programs and information services. In addition to bringing to our community a schedule of high caliber cultural programming, KUNC broadcasts NPR news, independent journalism that is consistently credible, reliable, and intelligent. The engaging, thought-provoking programs heard on KUNC facilitate civic discourse while exploring diverse viewpoints and surprising perspectives. This programming differs dramatically from programs heard on commercial stations. KUNC continues to play a critical role in our community by keeping up with new technologies and ideas to increase instructional, educational, and cultural programs and services.

We began this last year with a plan to replace our aging transmitter and antenna, which had served the station well for nearly 25 years. We also began preparing for the next generation of technology by installing a High Definition transmitter, allowing KUNC to be the first station in northern Colorado to begin the new era of digital radio broadcasting. Through tremendous support from the members in our listening audience, we have accomplished both of those goals, ensuring our ability to deliver KUNC's quality radio programming to the listening audience in northern Colorado for years to come.

It is always a pleasure to report our successes at KUNC. Last year, an estimated 128,000 listeners heard KUNC's programming each week.<sup>1</sup> Additionally, over 10,000 individuals and families chose to support KUNC with their memberships during this past year.

As many of you know, National Public Radio received \$225 million in bequest funds during 2004 from the estate of Joan Kroc. Nearly \$15 million of this exemplary gift will be used to add reporters, editors, and producers and open bureaus in underreported areas of the world, including Africa, Asia, and Latin America. As listeners, we will all benefit from this visionary gift.

I invite you to examine the following pages that describe the progress KUNC has made toward achieving long-term goals and successfully fulfilling its mission. I think you will find that the results reflect the value KUNC brings to our community and that support of KUNC is, indeed, a good investment.

The committed, passionate staff of KUNC, along with a supportive, committed board of directors and community advisory board, has made the achievements of the past year possible. Thank you for supporting their efforts.

Sincerely,

Neil Best  
General Manager  
Community Radio for Northern Colorado

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<sup>1</sup> Data are Copyright Arbitron, Inc. Denver-Boulder TSA Persons 12+, Mon.-Sun., 6a-12m, Spring 2004. Arbitron data are estimates only. Source: RRC, Inc.

## **KUNC Listener Comments**

“I’ve been home on the PC all day – working on paperwork for the office, and have really enjoyed listening to KUNC via the internet.”

Jim Lang in Lake Zurich, IL

“I can tell that Marc Applegate does the Saturday night Blues Hour from 9-10pm as a labor of love. I love it too.”

Tom and Marilyn Ryan

“Enclosed please find a check to cover my commitment to KUNC and for all the work all of you there at the station do to keep us informed and entertained.”

Steve Bors in Estes Park

“KUNC has continued to demonstrate consistently excellent programming with a good mixture appealing to a wide audience. I feel the news on National Public Radio was the least biased coverage during this last tension-filled election.”

Kenneth Jessen in Loveland

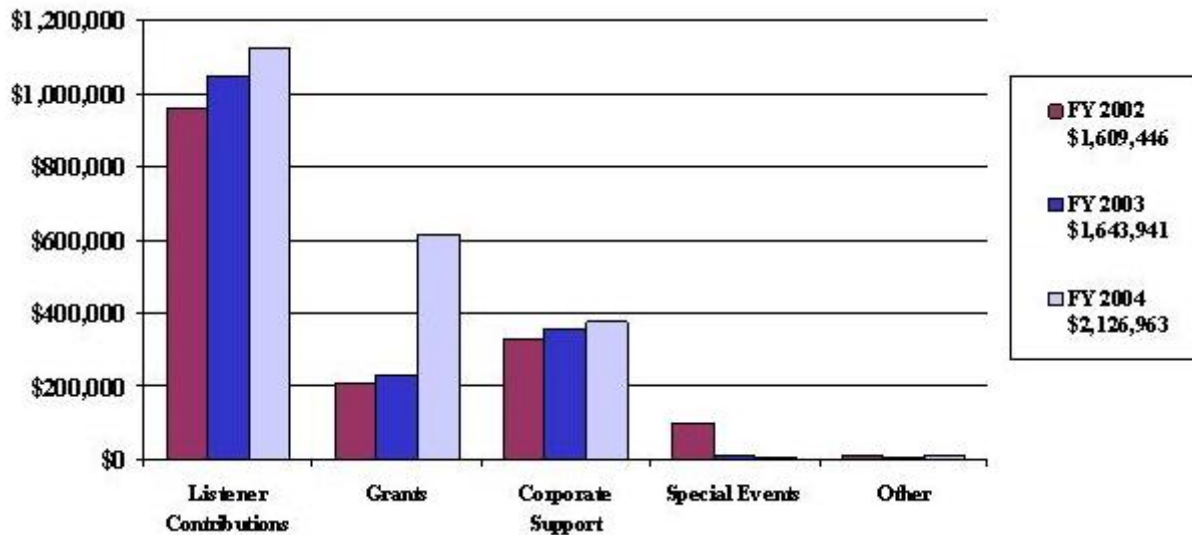


## Financial Highlights

KUNC has been fortunate to realize increased growth in the areas of *Listener Contributions*, *Grants*, and *Corporate Support* over the past three years.

*Listener Contributions* increased by 8% in 2003 and 7% in 2004.

*Corporate Support* has also increased over the past two years. There was a 6% increase in 2003 and a 5% increase in 2004.



*Grants* realized a 6% increase in 2003 followed by a 164% increase in 2004. Three grants played a significant role in this past year's dramatic increase:

- *Corporation for Public Broadcasting's (CPB) Community Service Grant* – This grant is awarded to KUNC each year based on the amount of funding KUNC is able to raise in its community. The grant awards are based on funding figures from the previous year's reporting. To calculate 2004's grant, CPB used KUNC's reported figures that included the more than two million dollars that was raised by the community group to purchase KUNC's license from the University of Northern Colorado. Our funding for 2005 from CPB is more in line with grants from 2002 & 2003.
- *US Department of Commerce, Public Telecommunications Facilities Program (PTFP) Grant* – This grant was awarded to KUNC to assist in the replacement of our 25 year old transmitter and antenna. Funding from PTFP was based on a 50% split with KUNC for the total project amount.
- *Corporation for Public Broadcasting's (CPB) HD Radio Seed Market Conversion Fund Grant* – CPB awarded KUNC funds to assist in the installation of a high definition transmitter, which allows KUNC to broadcast digitally.

## Radio Programming Highlights

This past year we continued to explore the stories that are important in northern Colorado. Our news department reports on the region every day of the year. Jim Beers leads the department of award-winning news journalists, including Brian Larson and Nancy Greenleese.

The commentaries of Dr. Marc Ringel, Fran Cadez, and Ken McConnellogue help us capture the dreams and concerns of those of us who live and work in Colorado. Jody Hope-Strogoff of the *Colorado Statesman*, and Bob Baun of the *Northern Colorado Business Report* keep us informed of politics and business in our backyard. Speaking of backyards, Tom Throgmorton guides us through the Colorado growing season with his weekly *Garden Report*.



*The SubDudes at a live  
taping of E-Town*

On a regular basis, numerous national and regional artists visited the KUNC studios and shared their thoughts and their music with the KUNC audience. One of the artists to visit KUNC was The SubDudes who were on a national tour. The SubDudes stopped by KUNC for an in-studio interview with our music director, Kyle Dyas, in June of 2004 before performing at Bittersweet Park in Greeley.



Throughout the year, KUNC maintained its commitment to encouraging thoughtful discussion of critical issues through a series of documentary reports by *American Radio Works*. Additionally, KUNC provided our listening audience special live coverage of major news events throughout the country and the world.

## Community Involvement Highlights

As a Centennial Sponsor of the *High Plains Chautauqua* held in Greeley, August 3-7, KUNC is pleased to note that more than six thousand northern Colorado residents participated in fifty-six programs at fifteen different venues. Perhaps most pleasing was the participation of nearly 600 children who experienced the joy of storytelling and the learning of history.

In cooperation with the Food Bank of Larimer County and the Weld Food Bank, KUNC presented *Tuna Fish and Peanut Butter* again in 2004. *Newcomers Home* and *Jubilant Bridge* provided an evening of music, and despite cold, rainy conditions, a loyal audience celebrated a sense of community while gathering support for the food banks. Nineteen hundred pounds of food was collected and nearly fourteen hundred dollars was raised to benefit the northern Colorado community.



In February and again in October, KUNC was the primary sponsor for two events benefiting the Women's Center of Larimer County: *Women Rock the Sunset* and *Women Rock the Rialto*. We are pleased to note both raised much-needed funds for the community and *Women Rock the Rialto* was a sold-out show.

Throughout the year, dozens of organizations use the Community Events page at [www.kunc.org](http://www.kunc.org) to share with our listening audience in northern Colorado news of events, activities, concerts, and meetings. That information is read by thousands of KUNC listeners who visit the website each month and by thousands more who hear the public service announcements shared by the on-air staff during our daily broadcasts.

For more than two decades, KUNC has collaborated with the American Association for the Advancement of Science to help scientists learn how to communicate through the media. The summer internship program has resulted in a wealth of shared experiences over the years. It has been gratifying to consistently hear KUNC's 2003 AAAS Fellow, Rob Frederick, reporting education and science issues in Michigan on various NPR news programs. We are also excited to note that KUNC's 2004 AAAS Fellow, Kerry Grens, has chosen to stay in broadcast journalism and is currently a reporter for New Hampshire Public Radio.



## Calendar of Events

Responding to listener interest, KUNC will begin publication in January of a monthly e-newsletter, *In-TunE*. Our goal is to create a topical publication that will be anticipated by its readers, sharing information about KUNC that will connect the listener with the station.



Live performances with the artists heard on KUNC are on the wish list of many KUNC listeners. In 2005, KUNC will be exploring the creation of a series of concerts that will do just that with our colleagues at a variety of venues in the area.



This summer we are looking forward to the return of *Wait Wait...Don't Tell Me!* to Colorado for another live performance, hosted by KUNC.

The station is continuing to explore different avenues to enhance our ability to report the events and tell the stories from northern Colorado. During this coming year, we will be adding a fourth announcer/producer, adding to the largest broadcast newsroom in northern Colorado. We are also working with the University of Colorado Journalism School to develop a partnership that will result in more coverage of Boulder County and beyond.

## Awards

Most people delight in recognition of performances and work well done, and we at KUNC are no exception. The following are awards KUNC has received during 2004:

### Associated Press

**Best Feature**                      *Bacon Elementary: Green School*                      First Place

A story by Jim Williams on a Fort Collins school built with environmental concerns in mind.

**Best Documentary**                      *Day IV*                      First Place

The story of the CSU Drug Court, reported by Brian Larson

**Best Documentary**                      *Domestic Violence*                      Second Place

A series of reports by Jim Williams on the societal problem of domestic violence and what is being done to face the issue in northern Colorado

**General Reporting**                      *West Nile Spraying*                      First Place

A report by Brian Larson on how northern Colorado communities were using spraying programs to deal with the West Nile Virus.

### Colorado Broadcasters Association

**Best Documentary**                      *Domestic Violence*                      Third Place

**Single Event News**                      *New Pump Station*                      Third Place

Brian Larson reported on the opening of a new bio diesel pumping station in northern Colorado.

## **Community Radio for Northern Colorado Board of Directors**

Our board members work tirelessly for KUNC by providing community input and advice from a local perspective. KUNC would not be the extraordinary station it is without these individuals' dedication and commitment. Thank you.

Bob Bassett	Greeley	Nancy D'Albergaria	Greeley
Rick Fisher	Steamboat Springs	Myrna Johnson	Boulder
Marc McKenzie	Windsor	Cindy Richmond	Fort Collins
Diane Runnells	Frisco	Pat Thomas	Greeley
Phil Woodend	Greeley	Neil Best	Ex Officio

## **KUNC Community Advisory Board**

Our advisory board members work closely with the programming and development departments to offer the community perspective to the development of programming and fundraising initiatives at KUNC.

William Arduino	Fraser	Dick Bond	Greeley
Carol Bussey	Greeley	Linda Gallup	Evergreen
Craig Goble	Greeley	Josh Kahn	Boulder
Guy Kelley	Fort Collins	Jody Lininger	Greeley
Tess Malumphy	Greeley	Pam Ruehle	Boulder
Mary Tesch Scobey	Fort Collins	Sue Spooner	Estes Park
Carolyn Stuart	Greeley	Tom Sutherland	Fort Collins
Wayne Trainor	Greeley		

## **Leadership Circle Members**

Members of the Leadership Circle are a unique, concerned group of individuals who support KUNC and its mission with generous donations. Your confidence in KUNC's programming and staff is so very gratifying. Thank you for this most valued support.

For more information on the Leadership Circle, please call Michelle Komanich, Development Director at 800-443-5862 or on-line at [michelle.komanich@kunc.org](mailto:michelle.komanich@kunc.org).

## Station Underwriters

KUNC thanks all of its underwriters for their continued support. Almost 20% of KUNC's overall budget is provided by businesses and organizations that underwrite the station's programming. Again, thank you for the opportunity to do business with you.

For information about underwriting programs on KUNC, please call Jeff McVay or Rob Seligmann at 800-443-5862 or on-line at [Jeff.McVay@kunc.org](mailto:Jeff.McVay@kunc.org) or [Rob.Seligmann@kunc.org](mailto:Rob.Seligmann@kunc.org). A complete list of KUNC's underwriters is available at <http://www.kunc.org/corporate.html>.



“We’ve found that KUNC reaches a rich tapestry of people who share an appreciation of what makes our area special. These are the people in Northern Colorado who get it.”

*Ellen & Ted Zibel, The Perennial Gardener, Fort Collins*

## Volunteers

One hundred and thirty-five loyal volunteers logged more than 600 hours of time to help KUNC in 2004 with fundraising events, special events, etc. Volunteer support is the backbone of these successful events; events we could not accomplish without their valued support. Thank you for all you do for KUNC.



To become a volunteer at KUNC, contact Nancy Gunderson, at 970-350-0815, or [Nancy.Gunderson@kunc.org](mailto:Nancy.Gunderson@kunc.org).

## Conclusion

As we move into the new year with renewed vigor, we are mindful that we face a number of challenges. Those include maintaining our quality of programming while continuing to identify sustainable revenue and keeping our promise of community involvement while maintaining staffing levels and volunteerism. We like to think the future is bright, but we are also realistic. As our national deficit continues to climb, and with the possibility of reduced federal funding, it becomes increasingly clear that KUNC must hold tight to friends like you. As we develop new strategies for sustainability and excellence, we will continue to keep you informed about where we are headed. We hope you will trust KUNC enough to let us know how we are doing from time to time. Thank you for continuing to participate in our locally owned, independent broadcasting enterprise.



Marc Applegate



Jim Beers



Neil Best



Kyle Dyas



Nancy Greenleese



Nancy Gundersen



Yolanda Heaton



Michelle  
Komanich



Brian Larson



Jeff McVay



Kirk Mowers



Rob Seligmann



Larry Selzle



Jean Tacoronte



Wendy Wham