

# KRFC Local Content and Services Report

KRFC is a community resource that promotes connections and fosters a sense of belonging by serving the interests of a diverse group of listeners. KRFC offers a channel for community building and cultural enrichment in Fort Collins and Northern Colorado by providing creative programming focusing on our local community. Our diverse music and locally focused programming provides an outlet for the expression of a wide spectrum of ideas, targeting those typically under-served by the media--youth, the elderly, minorities and those with musical and cultural interests not served by mainstream commercial media. In addition, KRFC fosters a sense of community and closeness. During this time of rapid growth and expansion along the Front Range, a real sense of community is often missing from the lives of Northern Colorado residents.

KRFC will continue to reach out to the community and build strategic partnerships to function as a connecting point for people and the music, events, organizations and businesses in Northern Colorado. Creating connections in the community between individuals and organizations, businesses and the community at large is the most important outcome of KRFC. By engaging listeners in meaningful dialogue around community issues, the station is able to foster a greater understanding between community members. The KRFC listening audience will benefit from programming that presents intelligent and thoughtful dialogue.

- KRFC supported 63 different Larimer County nonprofit organizations to help promote each agency's Colorado Gives Day activities. Colorado Gives Day is a state-wide, one-day initiative encouraging individual philanthropy. On Colorado Gives Day, Larimer County nonprofits collectively raised just under \$2 million. Annette Geiselman, Chief Stewardship Officer of the Community Foundation of Northern Colorado wrote:

*"Thank you for coming to the celebration this week, your presentation was wonderful! We are so grateful for KRFC's support of our role as Regional Champion for Colorado Gives Day. It was wonderful to see how much our nonprofit partners appreciated our efforts and without you, the day would not have been what it was!"*

*With deep appreciation, Annette"*

- This is our second year of Support Local Culture, a joint venture with Noosa Yoghurt, a privately owned local yoghurt manufacturer. Together, KRFC and Noosa promote individual artists and arts and culture nonprofit organizations in our listening area (Larimer, Weld and Boulder counties) to our audience. The campaign includes on-air announcements, a prerecorded interview, social media posts by both KRFC and Noosa as well as featuring the artist or organization on KRFC's website.
- We recently developed a program for Community Supported Agriculture (CSA) farms to help promote supporting locally grown produce, eggs and meat. FoCo Cafe, a recently opened, pay-what-you-can eatery partnered with The Shire, one of Fort Collins' CSAs to present a bike-in

outdoor benefit concert at the farm. KRFC was the only media partner for the FoCo Cafe/The Shire CSA benefit concert. We were told by Jeff and Kathleen Baumgartner, the owners of FoCo Cafe that our sponsorship (on-air and social media) helped them to sell out the show in record time.

- Old Town Square, considered the gem of Fort Collins will undergo extensive renovations this spring and summer. KRFC and the Downtown Development Authority, the governmental agency overseeing the project are collaborating on monthly on-air updates to keep listeners apprised of the project's progress. Additionally, our public affairs program, Community At Work, offers insight into issues that affect our communities by providing a closer look at the public agencies serving Larimer County residents. This ½ hour show is hosted by Larimer County's Community Information Manager Deni La Rue, the Health District of Northern Larimer County and the City of Fort Collins on a rotating basis.
- Rising Artists Mentor Program (RAMP) gives voice to young musicians in the community. Students from grade school through high school learn about the radio broadcasting industry and how to perfect their performances.
- KRFC broadcasts three specialty shows targeting minority audiences, featuring World, Tejano and Panchanga/ Latin music. KRFC is also a continuing sponsor of the local Cinco de Mayo celebration helping to bridge the gap between ethnic communities in Northern Colorado. KRFC sponsors the Global Village Museum and in 2014 was a major sponsor of an exhibit on India, focusing on recent immigrants from that country. KRFC will continue our efforts to reach out to minority communities and invite them to utilize KRFC as a community resource and support multicultural events in our community.

KRFC's emphasis on community focused programming helps raise the awareness of local service organizations and charities that cannot afford advertise with traditional commercial media in order to keep our community connected.