

COMMUNITY RADIO FOR NORTHERN COLORADO

EDUCATIONAL PURPOSE AND OBJECTIVES

Community Radio for Northern Colorado (CRNC) is a non-profit corporation recognized by the state of Colorado and by the Internal Revenue Service as a 501(c)3 organization. CRNC currently is licensed to operate KUNC(FM) Greeley, Colorado, KRNC(FM) Steamboat Springs, Colorado, KENC(FM) Estes Park, Colorado, KVNC Minturn, Colorado, and 12 translators serving communities in northern and central Colorado.

The CRNC Mission Statement is to cultivate the mind and spirit, to inform, inspire and entertain, and to encourage community. The vision of CRNC is to develop and provide the highest quality, diverse content that is relevant to the Northern Colorado community.

The Core Values of CRNC are:

Audience Respect-CRNC will honor the informed and curious nature of its listeners and members.

Program Excellence-CRNC will ensure that KUNC/KRNC/KENC/KVNC and the proposed KMPB only broadcasts programs that are of the highest quality.

Balanced Programming-CRNC will ensure that all points of view are presented on KUNC/KRNC/KENC/KVNC and the proposed KMPB.

Community Based-CRNC will maintain the regional foundation upon which it was founded.

Non-commercial-CRNC will preserve its status as a nonprofit organization and remain free from direct advertising.

CRNC is governed by a board of directors that is charged with ensuring the organization meets its responsibilities as a non-profit corporation and its obligations as a non-commercial broadcaster as outlined by the Federal Communications Commission.

The programming of the CRNC station is broadly educational in focus, drawing upon the resources of National Public Radio, Public Radio International, British Broadcasting Corporation, American Public Media, and the 20 member professional staff to bring news, music, and cultural programming to listeners across northern and central Colorado.

In addition to a wide variety of international and national broadcasts, CRNC staff members offer programming focused on Colorado. State-wide reporting is offered on a daily basis, both in newscast form and in long form reporting.

The news staff has received numerous awards from the Colorado Broadcasters Association, the Associated Press of Colorado, and in the past two years the Radio and Television News Directors Association recognized CRNC with four Edward R. Murro Awards.

Each week, the music department prepares 30-hours of locally hosted music programming that features regional, national, and international musicians performing classical, Jazz, and singer-songwriter music.

CRNC also operates a website that includes a community events feature (<http://events.publicbroadcasting.net/kunc/events.eventsmain>) that is accessible to all users and on a monthly basis is utilized by dozens of organizations across the listening area to share information about community activities.

CRNC also provides critical Emergency Alert System information to western Colorado. The PEP (Primary Entry Point) for Colorado is KOA(AM) Denver. Radio stations on the west side of the Continental Divide are unable to receive the KOA signal reliably, and CRNC through its system of stations, KUNC/KRNC/KENC/KVNC and translators delivers pertinent EAS information to the west slope of Colorado.