

KVNF

IMPACT REPORT



'26

**TO THE MANY HANDS AND
HEARTS THAT MAKE UP KVNF,
THANK YOU.**



NOW 100% COMMUNITY OWNED



One year ago, Congress rescinded more than \$1 billion in federal funding for public radio stations across the country. You stepped up when KVNF lost its funding that represented 20% of our income.

Thanks to the most generous outpouring of support in KVNF's history, we are entering the future stronger and prepared. Rather than simply responding to this era of transformation for Public Media, **we are strategically investing in how and where we serve you**—our loyal audience.

The Board of Directors and Staff remain committed to our strategic plan, and we are already seeing meaningful progress that you can explore in this report. Highlights this year include:

- A rainy day fund was established to **strengthen KVNF's financial resilience** when unexpected challenges arise.
- **Replacement of our 89.1 transmitter**, already reducing energy use by approximately 10%.
- **Expanded news collaborations** with the Colorado Water Reporting Project, the Colorado Media Project, and the Colorado Capitol News Alliance.
- **New digital music engagement tools** for DJs developed by our music department that will be showcased this year at the Rocky Mountain Community Radio annual conference.

In this report, we invite you to celebrate what your support has made possible. Every success and milestone reflected here belongs to our community as much as to KVNF. It is an honor to serve you through KVNF, Mountain Grown Community Radio.

Greg Krush
Board President

Ashley Krest
General Manager



3 STRATEGIC INITIATIVES

1 REIMAGINE

the organization and its programming/services beyond the FM dial into the future.

2 ATTRACT

and retain staff; build KVNF up to be a premier employer.

3 ESTABLISH

a solid and sustainable financial position and physical infrastructure for the organization.

*Thank you for being part
of our next chapter.*

1

REIMAGINING RADIO

MEETING OUR AUDIENCE ON THE DIGITAL LANDSCAPE

Our FM signal is the heart of KVNF, and we know you are increasingly consuming music and news from a wide variety of other (mostly digital) sources. If KVNF is going to thrive for another 50 years we must meet our audience where they are, and increase our presence on digital platforms, music players and podcasts, etc

RECENT SUCCESS IN SOCIALS

38K **IEWS**
GOLD
MOUNTAIN
FIRE

37K **IEWS**
LAW HEAD
FIRE

28K **IEWS**
MONTROSE
COUNTY SCHOOL
DISTRICT

978 **NEW
FOLLOWERS**
FACEBOOK &
INSTAGRAM

KVNF IN YOUR FEED

“KVNF Regional Newscast” and
“KVNF Local Motion” is now on 3
major platforms



Apple Podcasts

Listen on Apple
Podcasts



Spotify

Listen on Spotify



YouTube Music

Listen on YouTube



Take KVNF Everywhere
With The Listening App!

KVNF IN YOUR COMMUNITY!

KVNF has been out and about
to summer concerts, outreach
events, panel discussions & more.

22 **LIVE
MUSIC
SHOWS**

6 **COMMUNITY
EVENTS**

5 **DONOR
EVENTS**

INFORMED, PREPARED, CONNECTED

We have a responsibility to keep you informed in the event of an emergency. KVNF actively coordinates with local emergency management teams, and has developed an emergency response plan to ensure we bring you accurate, timely information in the event of an emergency in our community. Over the past year this has included multiple wildfires prompting evacuations, flash floods, and other severe weather.





ATTRACT & RETAIN STAFF

MAKE KVNF A PREMIER EMPLOYER

Small mountain communities struggle to attract and retain high-performing staff due to limited, expensive housing. When new hires must relocate—especially with families—they often don't stay, forcing organizations into repeated, time-consuming hiring cycles that strain capacity and disrupt operations.

KVNF wants to be a premier employer in our community. We're focused on boosting staff attraction and retention by:

- Improving policies and procedures
- Identifying gaps in the employee experience
- Evaluating improved employee benefits such as retirement savings and health benefits

Staffing Strategy Evolves

Our staffing strategy is evolving as our needs and goals evolve. We've recently combined audio production and underwriting tasks into a single position, expanded hours worked in the music department, and are currently hiring for a new position supporting membership, events, and our digital/social marketing strategy and implementation.

REPORT FOR AMERICA

KVNF applied to host a *Report for America* reporter, and was put on a waitlist for 2026. Having not received an assignment from the waitlist, we were promised a placement in 2027. We look forward to this new reporter joining our newsroom next year to bring you more in depth reporting on the issues that matter most to you.



3 STRENGTHEN KVNF'S FINANCIAL FOUNDATION

PLANNING FOR TOMORROW.....

We are building a strong and sustainable financial position for today and our future.

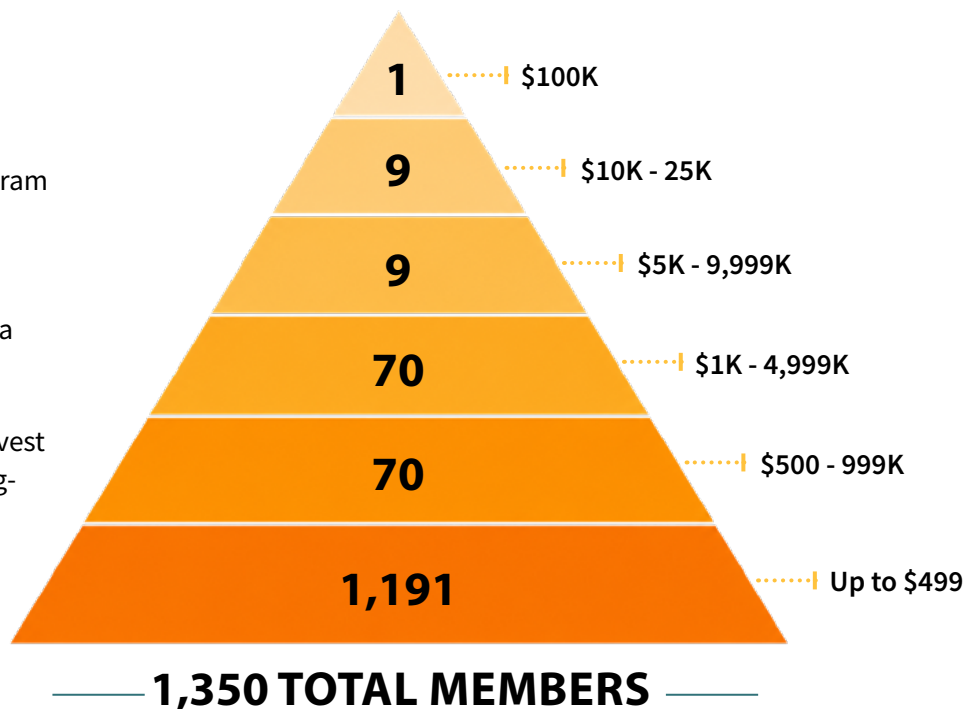
After the loss of 20% of our funding last year when the Corporation for Public Broadcasting was defunded, we vowed that KVNF's programming and mission would not suffer, and launched major appeals to our supporters. We received a heart warming response that back-filled the missing funding for the first fiscal year impacted, however as outrage over the federal funding cuts fades, we are concerned about filling this budget gap in perpetuity. Accordingly, we are setting strategies and pursuing all opportunities to raise support from major donors, underwriting, grants & foundations, and planned giving. We're pleased to share that KVNF has achieved our strategic goal of building a 6 month cash-on-hand reserve. If you are a supporter, Thank You!

OUR FINANCIAL FOCUS

KVNF aims to build a strong and sustainable financial foundation by developing a robust major gifts program with consistent growth, creating a strategic approach to grants and foundations, and enhancing annual fundraising efforts towards growing a healthy membership and enhancing underwriting opportunities for the business community. We will also invest in growing financial reserves for long-term stability.



Pyramid illustrates KVNF's Donors categorized by donor levels from the past 12 months.



MAINTAIN ROBUST INFRASTRUCTURE

THE FOUNDATION UNDER EVERYTHING WE DO

The hardware, software and physical components it takes to bring KVNF’s programming to our audience is a complex system that requires constant maintenance, upgrades, and replacement. Some of the equipment in our airchain is 2-3 decades old. We are strategically prioritizing the replacement and repair of these components to ensure KVNF stays on the air for another 50 years.

The biggest project this year was the replacement of our main console in the KVNF on-air studio in Paonia. This was a big leap for KVNF away from the analog broadcasting world and our first step into the “Digital Audio over IP” world. It’s also made our studio far more flexible — we can route audio between rooms, remote hosts, and backup systems with software. The DJ’s are loving the new board and high fidelity sound!



We also replaced the Transmitter for our bigger signal, 89.1 where we are seeing an energy savings of about 10% since installation.



RELIABLE SERVICE

Consistent signal you can count on



FUTURE READY

Upgrading today for 50 more years on air



ENERGY EFFICIENCY

Lowering costs, reducing impact

MUSIC

DIGITAL IMPROVEMENTS & COMMUNITY INVOLVEMENT



LEGACY LAYS FOUNDATION

For over 35 years, Candy Pennetta was the heart of KVNF's Music Department. The foundation she laid made everything listed here possible. **This year's growth in the Music Department is rooted in Candy's spirit:** a deep love for music, this station, and the people it serves.

TECH INFRASTRUCTURE

We launched a dedicated server for the music department, significantly improving DJ access to our music library and streamlining the show curation process for DJs. This is a foundational step in modernizing how KVNF's music programming is managed and delivered.

COMMUNITY INVOLVEMENT

KVNF's Music Director, Andrea 'Dre' Castillo, developed and launched a volunteer preview team to assist with music ingestion, a first for the department. There are currently 5 active volunteers supporting this workflow, expanding our capacity and community involvement in a meaningful way.



NATIONAL IMPACT

KVNF gained national visibility this year on NPR's New Music Friday podcast. Music Director Dre co-hosted the podcast with NPR's Stephen Thompson to talk about new releases in music and local singer-songwriter Emily Scott Robinson. This was a milestone that speaks to the curation and impact happening at KVNF.

NEWS

KVNF NEWS IS THRIVING

KVNF News is thriving! Our weekly newsletter has 2,700 subscribers, and a read/open rate between 30-40%, which is high compared to our peers!

KVNF's newsroom delivered more than **2,000 stories over the past year**, a consistent daily presence that never dipped below 147 stories in any month. The reporting spanned nearly 50 sources and the work of 137 reporters and contributors— from KVNF's own original journalism to regional and statewide partners like the Mountain West News Bureau, Rocky Mountain Community Radio, and the Colorado Capitol News Alliance — giving listeners local, state, and regional perspectives in a single broadcast. Roughly one in five stories was locally produced, reflecting a sustained investment in local news.

KVNF BRINGS HOME 12 NEWS AWARDS



COLORADO BROADCASTERS ASSOCIATION

- ★ 2 Awards of Excellence
 - ★ 5 Certificates of Merit
-

SOCIETY OF PROFESSIONAL JOURNALISTS

- ★ 1 first place award
 - ★ 3 second place awards
 - ★ 1 third place award
-

Awards were received by Brody Wilson, Lisa Young, Marty Durlin, and James Barrs



KVNF WELCOMES AUDREY MCCABE

Audrey has a background in fact-checking and misinformation research for PolitiFact, Common Cause, and Media Matters for America. She has researched and written extensively and has experience tracking online trends and turning complex topics into clear, timely reporting. Audrey holds bachelor's and master's degrees from New York University and is focused on delivering accurate, community-centered news for rural Western Colorado.

KVNF Staff (from left): Melanie Finan, Membership Director; James Barrs, Audio Editor & Producer; Ashley Krest, General Manager; Audrey McCabe, Regional News Host & Reporter; Adam Smith, Operations, A/V Production and Design; Andrea Castillo, Music Director & DJ Coordinator; Brody Wilson, Regional News Host & Senior Staff Reporter; Jennifer Matamoros, Business Liaison



THANK YOU

for Keeping KVNF Strong

Our mission is only possible because of you. Your membership, donations, and support power local, independent journalism, diverse music, and emergency communications across Western Colorado. Together, we're building a stronger KVNF—today and for the future.

FOUNDATIONS & GRANTS

KVNF was proud to receive support from Press Forward and every community foundation within our broadcast area with gifts from:

- Delta Community Fund
- Surface Creek Fund
- Ouray County Community Fund
- West Elk Community Foundation

Thanks also to our grantors:
The CU Water Desk, The El Pomar Foundation, The Gay & Lesbian Fund of Colorado, The Rose Foundation.



MOUNTAIN GROWN CIRCLE

With an annual gift of \$1,000 or more, members receive exclusive event invitations, updates from GM Ashley Krest, and custom KVNF gear embossed with the Mountain Grown Circle.

Join us in growing strong, local, and independent—together.

OTHER WAYS TO GIVE

Many supporters choose to make an even greater impact through planned and tax-advantaged giving.

- IRA Qualified Charitable Distributions
- Donor-Advised Funds
- Gifts of Appreciated Stock
- Vehicle Donations
- Estate and Planned Giving

These gifts help ensure that independent community radio remains strong for future generations.

BOARD OF DIRECTORS



GREG KRUSH
President



ANNE KARSIAN
Vice President



GREG STUNDER
Treasurer



MELISSA NEWELL
Secretary





PAUL FRAZIER



SARA JOHNSTONE



DREW MCCRACKEN



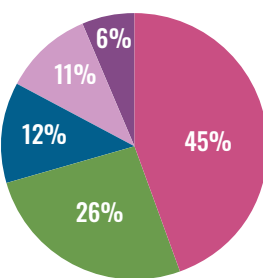
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CHOSZCZYK



SUE
WESTERVELT

FINANCIALS

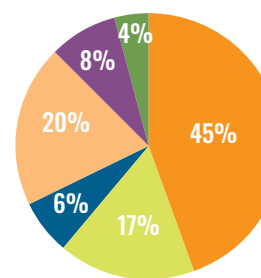
INCOME



Membership & Major Donors.....	\$419,981
Grants.....	\$244,352
Underwriting.....	\$115,118
Raffle (Gross Sales).....	\$100,320
Misc. Donations/Income.....	\$60,011

TOTAL INCOME\$939,782

EXPENSES



Programming.....	\$359,694
Administration.....	\$134,869
Facilities.....	\$52,755
Development & Fundraising....	\$159,337
IT & Engineering.....	\$67,143
Capital Purchases.....	\$33,275

TOTAL EXPENSES\$807,073

Established Rainy Day Fund with Income surplus of \$105,000

GRAND TOTAL EXPENSES\$912,073

Report for fiscal year October 1, 2024 - September 30, 2025



KVNF'S FUNDRAISING SCHEDULE

We run four fundraising campaigns per year. Here's what we anticipate for the next 12 months:



SPRING DRIVE
second week in March



SUMMER RAFFLE
June 1 - Aug. 31



FALL DRIVE
second week in Oct.



YEAR END
last 3 weeks of Dec.



P.O. BOX 1350
PAONIA, CO 81428

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