

## KFFR Proposal 2026

Last year, the Town of Grand Lake provided a \$5,000 line item to KFFR in addition to a \$2,000 grant, and a \$2000 underwriting package for your Skijoring event. In general, these funds supported our expansion into the area and helped us promote the work and events of the town. The \$2,000 grant specifically supported our work with the Winter Carnival.

KFFR also supported several events in Grand Lake, including a Christmas show with the Rocky Mountain Rep, a community forum on wildfire mitigation with Congressman Joe Neguse, a live performance at Music in the Park, and a broadcast of a speech during Constitution Week as well as announcements and a presence on the Saturday of the event. This investment allowed us to bring Grand Lake programming to a wider regional audience and build deeper community connections, and we are very appreciative.

Obviously, we're eager to grow that relationship in 2026.

To this end, I'd like to formally request consideration of a \$10,000 investment from the Town of Grand Lake in 2026 to help us continue KFFR's presence in your community. This expanded support would allow us to provide additional coverage, promotion, and live participation at more Grand Lake events—including Winter Carnival, potential MakerSpace programming, expanded collaboration with the Rep (such as Halloween and Christmas shows), Skijoring, Buffalo Days, and Constitution Week.

In addition to being physically present at events, we would promote them in advance on-air and include regular messaging about town initiatives, resources, and events—essentially becoming a trusted media partner for the Town of Grand Lake.

Would it be possible for me to present this proposal to the Board of Trustees sometime in the next few weeks?

I believe this investment could result in a meaningful partnership for both the town and KFFR, and I'd welcome the opportunity to outline it further in person.

As for Winter Carnival: we're happy to participate again, but we'd like to continue to refine our approach. In past years, we've attempted full live broadcasts of the event, but segments like the snowmobile races didn't translate well to radio—especially when there's lots of action but no visual context for listeners.

Instead, we'd suggest doing scheduled live breaks during the event, featuring short interviews with participants, town officials, and local personalities. These can be broadcast on both KFFR and KWTR, while we play music in between segments using our sound system and help MC the event—or potentially integrate with your new PA system, depending on what works best.