

# OVER 20 YRS CREATIVE IMPACT

The Voice of Our Community is on the air at 88.1 in Grand Junction & 96.9 in Palisade, Colorado.

For more than 20 years Grand Valley Public Radio Company Inc., has been operating KAFM as a 501 (c)(3) Non Profit Public Broadcasting Station. KAFM has served our community as an essential source of music discovery, artistic culture and networking connector.

KAFM connects our listeners to our communities, by providing that personal touch from our team of over 100 volunteer announcers. Where you hear thoughtful commentary and the largest library of music on-the-air in Western Colorado.



Broadcasting Live & Local 24/7 with our unique personal touch, KAFM's announcers are our neighbors who are as diverse and eclectic as our music.

# THE HUB OF COMMUNITY

KAFM is the favorite local hub of **community networking**, where you often meet your neighbors in the halls and hear them on the air. We specialize in music discovery and are an active supporter of local musicians and artists. We are the only station in the area that has a daily Community Affairs Hour, where local charities are invited to share their resources with our listeners.

KAFM provides our community with the largest variety of music, not available anywhere else on the dial ...

- Jazz
- Triple A
- New Age
- Blue Grass
- Folk
- Blues
- World-Beat
- Big Band & more



KAFM's programming is the most eclectic and engaging in the Grand Valley.

An audio oasis on your radio dial!



# OUR UNDERWRITERS



Are often held in high regard by our listeners who appreciate your contributions.



Are seen as more trustworthy and credible by our members and listeners; sharing their values.



Are thought of more as supporters than just another business trying to make a sale.



Are often shown appreciation from customers for supporting KAFM Community Radio.

# OUR DEMOGRAPHICS



89% of our listeners purchase and utilize the services of our underwriters.



Listeners' range from young students to seniors;

- 67% aged 25 to 54
- 24% aged 18 to 34
- 50% aged 35 to 65
- 54% male | 46% female



Have discretionary income and purchasing power.



**KAFM's loyal listeners are passionate music lovers!**

# OUR MEMBERS

**KAFM's listeners are choice consumers, savvy business leaders, and influencers who are active in our community.**

KAFM currently has nearly 1000 Members, more than 100 on-air volunteers, and an additional 100 volunteers. We have from 10,000 to 15,000 listeners at any given time. That's a lot of motivated listeners & customers!

**Hundreds of businesses and organizations** have chosen to spend substantial promotional dollars with KAFM over the last two decades. It turns out that those "non-advertising" dollars are some of the most effective promotional expenditures in their budgets.



**KAFM 88.1 & 96.9**  
**Good for Our Community**  
**Good for Your Business!**

**THE VOICE OF OUR COMMUNITY**