



FOR IMMEDIATE RELEASE

Colorado Public Radio and Colorado College announce partnership to expand 91.5 KRCC public service and create new public media center

Colorado Springs, Colorado, Jan. 17, 2020 — Colorado Public Radio and Colorado College have entered into a long-term agreement to create a new public media center bringing together 91.5 KRCC, the Rocky Mountain PBS Regional Innovation Center and college journalism resources. As a part of this agreement KRCC will be affiliated with, and operated by, Colorado Public Radio (CPR) in partnership with Colorado College. The station will continue to be identified as KRCC. This collaboration will increase KRCC's ability to produce and deliver original local content and will provide KRCC's audiences with CPR's state-wide resources. CPR and Colorado College are committed to maintaining KRCC's strong local and regional news presence and will continue to employ Colorado Springs-based personnel.

"This partnership with CPR preserves KRCC's regional identity and Colorado College's educational mission," said Colorado College President Jill Tiefenthaler. "Listeners will benefit because this collaboration brings more resources to cover the news in southern Colorado and northern New Mexico, and KRCC's news will now have wider distribution via CPR. It also provides valuable learning and internship opportunities for our students."

"This investment in KRCC will enable the station and CPR to be more reflective of the state, bringing important stories, ideas and experiences to audiences across Colorado," said CPR's President Stewart Vanderwilt.

Media and journalism are undergoing tremendous change. Traditional broadcasting is being supplanted by new digital distribution methods, and trust in journalistic institutions is under assault.

“Scale, capacity and innovation are necessary to ensure that media with values rooted in public service remain not only viable, but essential to the communities we serve,” said Vanderwilt. “Working together is a wonderful pathway to greater impact, sustainability and public service.”

“We’re excited to create a media hub that will include 91.5 KRCC, Colorado Public Radio, Rocky Mountain PBS and CC’s Journalism Institute,” said Tiefenthaler. “To have all of these under one roof, at what will be a state-of-the-art building at 720 N. Tejon St., creates tremendous possibilities.”

Maintaining the local identity of 91.5 KRCC, while being a part of CPR, is important to the community service goals of Colorado College, CPR and KRCC.

About Colorado College

Colorado College is a nationally prominent, four-year liberal arts college that was founded in Colorado Springs in 1874. The college operates on the innovative Block Plan, in which its approximately 2,100 undergraduate students take one class at a time in intensive 3½-week segments. In 2016, Colorado College announced an alliance with the Colorado Springs Fine Arts Center, and the following year the two became the Colorado Springs Fine Arts Center at Colorado College, providing innovative, educational and multidisciplinary arts experiences for the campus and Colorado Springs communities. The college also offers a master of arts in teaching degree. For more information, visit www.coloradocollege.edu.

About 91.5 KRCC

KRCC is a public radio station in Colorado Springs, Colorado. KRCC broadcasts non-commercial News/Talk programming, mostly from National Public Radio and American Public Media during the daytime hours. It was started in 1951 by Colorado College students. KRCC is a member-supported, non-commercial community service of Colorado College. KRCC's network includes four transmitter and nine translator stations. All transmitter and translator FCC licenses are held by Colorado College. For more information, visit www.krcc.org.

About Colorado Public Radio

Colorado Public Radio is a non-profit 501(c) (3) organization that produces and curates in-depth and meaningful news and music, establishing thoughtful connections to Colorado for listeners seeking to be informed, enlightened and entertained. Roughly 95 percent of CPR's funds come from the private support of listeners, businesses and foundations. For more information, visit www.cpr.org.

CPR News delivers in-depth, insightful and impartial news and information from around the world, across the nation and throughout Colorado, examining its relevance to our state and connecting it to our community.

CPR Classical takes listeners on an in-depth exploration of thoughtfully curated music – with an emphasis on Colorado's classical community – providing context to a broad range of meaningful and compelling works from past to present.

Indie 102.3 takes listeners inside the world of new and independent music – exposing them to up-and-coming artists and highlighting Colorado's local music scene.

Denverite is an online news source dedicated to Denver's curious and concerned.

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