



KRCC
(719) 473-4801
912 North Weber Street
Colorado Springs, CO 80903

91.5 KRCC Colorado Springs & Pueblo
89.1 KECC La Junta
91.7 KCCS Starkville
Streaming live at krcc.org

Southern
Colorado's
NPR Station

Dear KRCC Members, Supporters and Listeners:

I wanted to write about our very difficult recent decision to cancel our local program, *Wish We Were Here*.

Wish We Were Here has produced just 16 episodes since its launch in early July of 2014. The staff consisted of two full-time producers who shared the production duties of one 58-minute show per month with a schedule of producing 10 new episodes over the course of a year - two months were slotted as repeats. As you can imagine, having two full-time employees dedicated to a less-than-once-a-month program severely limits our budget for adding any additional local coverage and other local productions that can reach more people. Without divulging personnel information such as salaries and benefit costs, I will say that each episode of WWWW cost KRCC around \$10,000.* For scope, the once-a-week *Ted Radio Hour* costs \$3,864 per year. One of the new programs, *Ask Me Another*, is \$1,969 per year. *This American Life* is less than \$6,000 per year.

The decision to discontinue the program has **absolutely** nothing to do with the quality of the program, but the economics of it. By redistributing the funds required to produce WWWW, we will be able to hire an experienced, trained journalist to regularly host on air and contribute to features, reporting, storytelling and newscasts on a daily basis. We also will be able to add an additional full-time reporter/producer to the news and programming staff. These two changes effectively increase our newsroom from one person to three people without spending any additional funds.

I want to clearly acknowledge that WWWW is an award-winning, very, very well done program that KRCC staff, listeners and members should continue to be proud of. Unfortunately, few public radio stations could financially support this type of production outside of the major cities due to the infrequency of content release and very intense production and staff needs. What makes WWWW a great show is also what makes it very difficult to schedule where more of our listeners are to help increase financial support.

Most of our audience is in morning and afternoon drive times. Airing an hour-long documentary in that time period is just not possible. We would alienate more listeners than we would draw in. The most successful programming reaches many ears, and in turn, audiences and underwriters support it financially.



KRCC
(719) 473-4801
912 North Weber Street
Colorado Springs, CO 80903

91.5 KRCC Colorado Springs & Pueblo
89.1 KECC La Junta
91.7 KCCS Starkville
Streaming live at krcc.org

Southern
Colorado's
NPR Station

Why not just keep focusing on it as a podcast? WWWH was a radio show with a podcast. The most consistently successful podcasts are less than 30 minutes long and are released weekly – that breaks apart everything the WWWH producers had set to course and would change the program completely. **

The world is increasingly shrinking and issues that happen states or an ocean away often now have implications for our audience here and KRCC needs to be able respond and inform. KRCC is also committed to connecting members of the Southern Colorado community to each other and exploring our region's unique issues that often go underreported.

By redistributing resources and staff, increasing our locally focused modular and feature content, news content, and drive time presence, we will be actively serving many more members of our community. Developing a stronger news focus opens us up to apply for a wider variety of grants and foundation support to assist in running a fiscally responsible business less dependent on pledge drives.

A larger, nimbler and broader reporter/producer base also allows us to partner with NPR and other public stations on projects and series further exploring and explaining issues affecting our home – our region that we all live, work, grow and celebrate in. KRCC wishes to expand our contributions to this amazing community and connect and serve as many people as possible.

Sincerely,

Tammy Terwelp
KRCC General Manager

* I added this information Friday, June 24th to help clarify the economics.

** I added this information Friday, June 24th to explain further how radio programming works.