

Colorado Public Radio Meets Sturm Family Foundation and American National Bank Challenge

FOR IMMEDIATE RELEASE: Wednesday, July 30, 2008

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(CENTENNIAL, Colo.) Colorado Public Radio has met the Sturm Family Foundation and American National Bank Challenge, raising a total of \$1,503,828. The gifts support CPR's ongoing commitment to expanding local news coverage through the KCFR Colorado News Initiative.

In August 2007, the Sturm Family Foundation and American National Bank issued a \$280,000 challenge grant to help Colorado Public Radio raise \$1.5 million by end of the 2008 fiscal year. Challenge contributions came from individuals, corporations and foundations, with the majority coming from several foundation grants: The Colorado Health Foundation; The Denver Foundation; the Gay & Lesbian Fund for Colorado; and the Gates Family Foundation.

Funding provided through the challenge has already strengthened CPR's Colorado news coverage. Over the past year, KCFR News has expanded its staff of journalists, including health reporter Eric Whitney. Hourly newscasts now feature more original, in-depth reporting on such topics as the salmonella outbreak in Alamosa, the state Oil and Gas Commission, the Colorado Legislature, and health care reform. And KCFR News will provide extensive coverage of the Colorado perspective on the Democratic National Convention in August.

Sue Sturm said, "We are pleased to have stimulated public support of Colorado Public Radio's substantive approach to local news and its mission to elevate public discourse in Colorado."

"CPR is thrilled to have met this ambitious fundraising goal, and grateful to the Sturm Family Foundation, American National Bank, and all our News Initiative donors for their generous support, and for their commitment to intelligent and meaningful statewide news coverage," commented CPR President Max Wycisk.

Meeting the challenge completes phase one of KCFR's Colorado News Initiative, a major step toward increasing specialized reporting, expanding news content on the web, and producing special news features. On-going fundraising for the News Initiative will continue to focus on local content and collaborations with news departments at public radio stations across the state.

About the Sturm Family Foundation and American National Bank Donald and Susan Sturm founded the Sturm Family Foundation in 1990 to support educational and housing opportunities for low-income families and renewal initiatives within the Denver/Boulder Jewish community. In addition, the Foundation designates gifts to non-profit organizations that are of particular interest to the Sturm family.

Donald and Susan Sturm are owners of American National Bank, a highly capitalized, independently owned and operated bank with assets of over \$1.8 billion. Its 33 banking locations are located in Colorado and Wyoming. The Sturms and ANB are involved in numerous philanthropic events and activities to benefit worthy causes.

Colorado Public Radio News

90.1 FM in Denver, 1490 AM in Boulder, 1230 AM in Pueblo, 89.5 FM in Grand Junction, 88.3 FM in Montrose, and 88.3 FM in Craig, and online at www.cpr.org.

Colorado Public Radio Classical Music 88.1 FM in Denver, 91.9 FM in Pueblo, 94.7 FM in Colorado Springs, 89.9 FM in Vail, 90.5 FM in Glenwood Springs, 103.3 FM along the Western Slope, and online at www.cpr.org.

Colorado Public Radio News and Classical Music are available on HD Radio in Denver, Boulder, and Vail.

Colorado Public Radio's statewide two-channel network reaches more than 85% of the state's population. About 350,000 people listen every week (source: Arbitron, Spring/Fall 2007), and more than 90% of Colorado Public Radio's operating funds come from the private support of listeners, businesses and foundations.

Media Path: Press release will be accessed through link on News Initiative Support Page.

Page.<http://www.cpr.org/index.php?option=content&task=view&id=125> Explanation: We received \$140,000 from this foundation with another \$140,000 pledged. Web exposure was negotiated with donor.