



***Low Power, Listener Supported,
Non-profit, Grassroots, Open Source, Award-winning,
Community Radio!***

Project Overview and Update for year 2007

Contact Information:

KRUU-LP 100.1 FM
405 N. 2nd St.
Fairfield, IA 52556

email: info@kruufm.com
phone: 641-209-1083
web: <http://www.kruufm.com>



About KRUU-FM - Giving Fairfield a Voice.

The **mission** of KRUU is to give Fairfield a voice and strengthen the community by encouraging creativity, dialogue and community involvement. KRUU is an open, inclusive, diverse forum for music, creative expression, information, and entertainment. It is a non-commercial, non-profit, community-supported low-power radio station with a strong emphasis on locally created and produced programming.

KRUU volunteers currently produce over 75 original programs each week, feature all kind of content, and represent all corners of our community,

KRUU grew out of a Community Youth and Technology project called the Beatbox that operated in Fairfield from 1999 until 2003. Inspiration, equipment, core volunteers and our building are carryovers from the Beatbox project, and have been instrumental in the creation of KRUU-LP.



A group of KRUU volunteer hosts outside the station at 405. N. 2nd St.

Board of Directors & Advisory Board

The KRUU Board of Directors is currently made up of 4 committed Fairfieldians:

- James Moore
- Roland Wells
- Caleb Flynn
- Sundar Raman

The KRUU Advisory Board includes representatives from throughout the community:

- Andrew Bargerstock
- Caleb Flynn
- Celio Mondjane
- Connie Boyer
- David Neff
- Ed Malloy
- Holly Moore
- Jeffrey Hedquist
- Joe Holland
- Julie Stephens
- Lee Gobble
- Monica Hadley
- Sonia Vera
- Steve Cooperman
- Sundar Raman

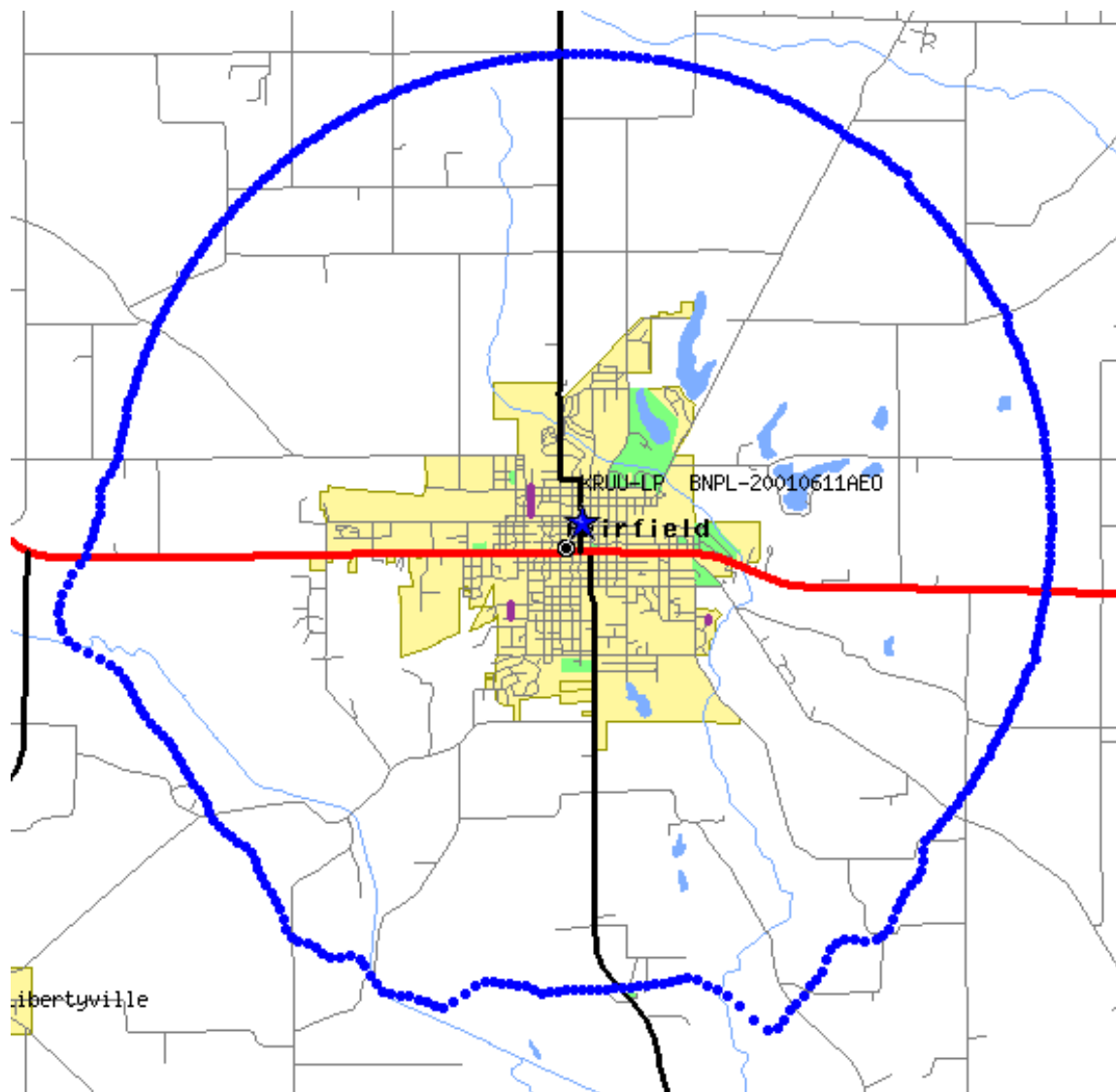
Station Information:

FYA, Inc. / The Beatbox is an Iowa non-profit corporation and a registered IRS 501(c)3 tax-exempt organization. As such, all donations to KRUU-LP are tax deductible. Our EIN # is 42-1502584.

KRUU-LP is our FCC authorized Low-Power FM Station (LPFM) which transmits at 100 watts on 100.1 FM from our tower located at 405 N. 2nd St. in Fairfield Iowa.

Phone: 641.209.1083 (Primary)
Email: info@kruufm.com
Web: <http://kruufm.com>
FM Radio: 100.1 in the Fairfield, Iowa area (coverage below)
Internet: Live internet broadcast at <http://kruufm.com>

KRUU operates at 100 watts from a 60-foot tower with a coverage area that reaches the entire city of Fairfield, Iowa. The broadcast radius is approximately 10 miles, but we've been told that we're actually pretty clear about 20 miles out.



FCC signal range map for KRUU-LP

In addition to our low power FM signal, KRUU transmits live over the internet 24/7 from <http://kruufm.com>. Our listenership locally and around the world has steadily increased, with our current website visits averaging over 2,500 visitors each day.

2007 Highlights

2007 was an amazing year for KRUU. We grew from a chaotic (but totally driven and inspired) start-up organization into a focused community powerhouse. Here is a small list of some of the highlights we are most proud of (there are many many more!):

- Over 25,000 volunteer hours given by over 150 community members producing up to 80 original shows a week!!!
- KRUU is one of 7 puzzle pieces in Fairfield's successful Great Places application. As part of the Great Places program KRUU is awarded a full-time VISTA position. Tom Knight comes on board as community outreach director in November following a training period in Chicago for he and supervisor James Moore.
- Pledged listener support reaches nearly \$1000 a month.
- The KRUU website is now receiving over 2500 visits a day from 50 countries a month--nearly a million visitors a year!
- Our underwriting program rolls out and the first underwriters begin running spots: Landscape Architect, Artha Studios, Fairfield Arts and Convention Center, Everybody's, Iowa Source, the Fairfield Rotary Club, Convention and Visitors Bureau, David Lynch Foundation, King Corn, Iowa Source, Fairfield Weekly Reader, to name a few.
- KRUU coverage of the Iowa primaries includes interviews with Barack Obama, Hillary Clinton, John Edwards, Ron Paul, Mike Huckabee, Rudy Giuliani, Mitt Romney, Bill Richardson, Chris Dodd, Dennis Kucinich, Joe Biden, Bill Clinton, Elizabeth Edwards, Michelle Obama, Jackie Dodd, Sen. John Thune for John McCain, Joe Wilson, Gavin Newsome, and Steve Forbes. Kudos, Dennis Raimondi.
- Other interviews of note include Helen Thomas, Valerie Plame Wilson, Stephanie Miller, seminal guitarist Dick Dale, Dinosaur Jr's J Mascis, German chanteuse Nina Hagen, Jennie Rothenberg-Gritz of Atlantic Monthly, and Maya Angelou.
- Roger Waters of Pink Floyd donates a digital mixing board for the station's in house recording studio. [Construction to be completed in 2008]
- 10-12 hours a week are devoted to high school and college programming. [One of our high school deejays has been hired by a commercial radio station.]
- 10 hours a week are devoted to Creative Commons licensed music programming.
- Fairfield Chamber of Commerce presents KRUU-FM with a Community Improvement Award.
- *Linux Journal* senior editor Doc Searls names KRUU one of his faves in May 2007, stating, "*I listen to a lot of radio on-line and I don't know of a station that's more committed to free software and open-source values than this little station...*" [Sundar Raman has been invited to write an article for *Linux Journal*.]
- KRUU is one of six case studies on Ubuntu Linux's website highlighting the operating system's applied value and KRUU's commitment to open source.
- The station was the first completed project in Fairfield's cultural district.

A special note of recognition is included here for James Moore, the KRUU Station Manager, without his total dedication and tireless attention, the station would not exist. Along with a core team of dedicated volunteers, including Barb Fix, Sundar Raman and Caleb Flynn, James has nurtured the station into a truly unique asset for our vibrant community...that has proven itself to have national and international appeal.

Looking forward to 2008

2008 promises to be an exciting year, with much expansion and continued progress. Some of the things to look forward to in the coming year:

- New shows in the pipeline include Dave Neff and Robert Tree's "Parsons College Remembered," Helen Drar and Amine Kouider's "Africa United," Regine Constant's "It's A Woman's World," a Native American program by the son of Lakota Sioux chief Arville Looking Horse, and an exciting open source citizens' journalism local news model that is in development with Paul Scaeffler, an Emmy award-winning TV anchor who spent 14 years in Cincinnati.
- The station is scheduled for fiber optic hookup by Fairfield's own LISCO which will greatly increase the capacity of our live Internet stream.
- The Kreglows, Alan and Martha, donated 24 solar panels, 16 batteries and an inverter, once installed this system will provide a half to two-thirds of the station's electrical needs.
- Our Ford Econoline 350 live remote "magic bus" is tuned up, awaiting painting & refurbishment for mobile applications and ArtWalk appearances.
- Completion of our in house recording studio.
- Completion of our 5 year strategic plan.
- And much, much more!

Get involved!!!

Contribute to KRUU-FM Today

KRUU-LP is a community supported radio station. We would not be able to function without the help of listeners like you. Please consider a donation today, so that we can be on the air tomorrow. Along with raising funds to support continuing operations, KRUU is raising funds for needed equipment and building renovations.

Contribute today by sending a check to our address below, or via paypal on our website at <http://www.kruufm.com>

KRUU-FM is a 501(c)3 non-profit organization, all your contributions are tax-deductible.

Underwriting and Sponsorship

While KRUU-LP is a non-commercial station, we do look for station sponsors, or "underwriters." Underwriters sponsor the station in exchange for an on-air announcement. Reach out to KRUU-LP's progressive, diverse, and dedicated audience. Find out more about our Underwriting program by contacting James Moore, Station Manager @ 641.209.1083

Volunteer

KRUU is a massive volunteer operation, every week more than 100 people work together to produce and broadcast our 75-plus original shows.

KRUU is always looking for volunteers to assist with the following tasks: data entry, community outreach, audio production and editing, staffing the front desk / reception responsibilities, news writing/editing/producing, producing radio programming, recording material in the field, help with upcoming outreach events, maintaining IT resources, grant writing & fundraising and so much more!

Contact us or stop by today if your interested in getting involved in our exciting project!

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