

Iowa Public Radio Announces \$550,000 Gift from the Friends of KHKE/KUNI**Date:** Thursday, March 10, 2011**Category:** Press Release

March 10, 2011 (Des Moines, IA) -- Iowa Public Radio is pleased to announce gift commitments totaling \$550,000 – the largest gift ever received – from the long-time public radio community support group, the Friends of KHKE/KUNI. The gift will support infrastructure improvements in the Cedar Falls KUNI studios where IPR has centralized all classical and Studio One music services.

“IPR has made a commitment to continue the very popular Studio One format featuring blues, folk, jazz, alternative and vintage rock including a focus on independent artists from Iowa. We believe centralizing that service along with classical music in Cedar Falls was a good move. But they needed quite a facelift on the facility and new equipment, so we decided to fund the purchase of a new mixing console and digital routing, furniture and fixture updates and a new antenna for KUNI, “ said Steve Firman, president of the Friends of KHKE/KUNI. “We feel we’ve done our part, now we are watching for Congress to do their part by continuing federal funding for public broadcasting that ensures our programming for classical and Studio One continues.”

“Studio One is the second largest listening audience of all IPR formats with 29% of those listeners representing a 25-44 demographic according to the Spring 2010 Arbitron report, “ said IPR’s music director, Al Schares. “We continue to achieve our expansion goals not just in our footprint across the state but in attracting and retaining new, younger listeners.”

“Cultivating this precious gift from the Friends of KHKE/KUNI, a separate 501 c 3 nonprofit corporation whose purpose includes creating awareness for public radio and generating support through gifts and special projects, began in June 2009 over a lunch meeting. We exchanged ideas on the history of the organizations and our future together. It was important for me to understand their commitment to KHKE/KUNI’s music format and I am grateful for their support in sustaining the service,” said IPR’s chief executive officer, Mary Grace Herrington. The two organizations have begun discussion for a seed gift of \$1,000,000 for an operating endowment.

Iowa Public Radio informs, enriches and engages Iowans through radio programming and other media. IPR enhances civic and cultural connections across the state, strengthening communities and reflecting Iowa’s sense of place. For more information about this event or any of Iowa Public Radio’s programming, contact us at 515-725-1700.