

NABSHOW NEWS

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NAB CRYSTAL RADIO AWARD PRESENTED TO KKLI -FM

WASHINGTON, DC -- KKLI-FM Colorado Springs, Colo. today was awarded the National Association of Broadcasters Crystal Radio Award. Since 1987, the NAB Crystal Radio Awards have recognized radio stations for their outstanding year-round commitment to community service.

Ten winners were chosen from among [50 finalists](#). Recipients were recognized at today's NAB Show Radio Luncheon.

KKLI-FM provided this description of its accomplishments in 2008:

Colorado Springs is home to Pikes Peak, the Air Force Academy, NORAD, the Olympic Training Center, a hall of fame pitcher, a race car legend and one radio station that beats at the heart of this community, KKLI 106.3. During KKLI's 23-year history, people have been entertained by its music and inspired by its call to action. Again in 2008, KKLI was involved in the city it calls home. KKLI has brought to light the tragedy of suicide, the sometimes violent readjustment for returning soldiers and the present danger of wild land fire. KKLI has been a beacon of information as area services shrink in light of budget shortfalls. KKLI has helped feed the hungry and clothe the poor during times of high gas prices and massive layoffs. KKLI has offered a platform for local organizations to get their message out and help them raise funds to continue their work. KKLI's small but engaged staff of three announcers, a promotions director and one intern has been instrumental in raising the city's awareness and more than \$1.2 million for local organizations in 2008.

For more information on KKLI-FM's accomplishments, contact Bob Richards at bobrichards@clearchannel.com.

The NAB Radio Luncheon, sponsored by ASCAP, featured a keynote address by [Dave Ramsey](#), popular national radio personality and personal money management expert. During the luncheon, legendary sportscaster [Vin Scully](#) was inducted into the NAB Broadcasting Hall of Fame.

About the 2009 NAB Show

The NAB Show will take place April 18 - 23, 2009 in Las Vegas (exhibits open April 20). It is the world's largest electronic media show covering filmed entertainment and the development, management and delivery of content across all mediums. Complete details are available at www.nabshow.com.

About NAB

The National Association of Broadcasters is the premier advocacy association for America's broadcasters. As the voice of more than 8,300 radio and television stations, NAB advances their interests in legislative, regulatory and public affairs. Through advocacy, education and

innovation, NAB enables broadcasters to best serve their communities, strengthen their businesses and seize new opportunities in the digital age. Learn more at www.nab.org.

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