



COMMUNITY POWERED  
**RADIO**  
MUSIC, VOICES AND VIEWS

**2026**

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## WHO WE ARE

**Kootenay Co-op Radio has been serving West Kootenay communities since 1999. The station has become a treasured part of everyday life for our listeners and represents the unique spirit of our eclectic region.**



## ▶ WHAT SETS US APART

- 100 percent **member-owned** and operated.
- **Non-profit society** with three staff and over 100 dedicated volunteers.
- Over 100 hours of **original programming** every week .
- Nearly **50 original music shows** that showcase a wide spectrum of tastes including rock, classical, pop, world, bluegrass, hip hop, country, jazz, and electronic.
- Engaging, thoughtful and compelling **current affairs and talk shows** that reflect the our region and help people stay informed.
- Broadcast from **four main locations in the region** plus online streaming.
- **Community-driven** with annual events that benefit our nonprofit and the people we serve

## LOCATIONS



**93.5 FM**  
Nelson/North Shore  
Castlegar/Rossland  
South Slokan

**96.5 FM**  
Kaslo/East Shore

**107.5 FM**  
New Denver  
& Upper Slokan

## DEMOGRAPHICS

**\$ 60,000 +** average income

**25- 65** years old

**45%** male


**55%** female

► **The majority of our listeners are likely college-educated, parents and active in the community.**

## DIGITAL REACH

 4,670 followers

 2,500 followers

 [www.kootenaycoopradio.com](http://www.kootenaycoopradio.com)  
4K visitors monthly

 **Email List Subscribers:**  
1,800+

## GET YOUR MESSAGE OUT THERE

From sponsoring a specific show, advertising station-wide or taking out a digital ad on our website, there's a lot of ways to get involved with Kootenay Co-op Radio.



▶ When you advertise with Kootenay Co-op Radio, you get a ton of perks plus ALL the feel-good feels:

**90%** of sponsor/advertiser airtime to locally-owned businesses, nonprofits and cooperatives.



We work hand-in-hand with you to create opportunities that will have a positive impact on your business and our thousands of listeners.

**3 min** of radio spots per hour dedicated to sponsors/advertisers to make sure your spot stands out.



We produce custom sponsor/advertiser spots in-house by local voices and producers that reflect your unique brand.

# PROGRAMMING

**Kootenay Co-op Radio reflects the diverse voices of our region offering a safe and open forum for discussion and analysis of current affairs, from environmental and social issues to pop culture and the arts. We feature independent music labels, unsigned artists, and most importantly, local artists.**



## ▶ KOOTENAY MORNING SHOW

- This popular show runs seven times a week (Monday, Wednesday and Friday at 8am and 5pm and Sunday at 8am).
- Hosted by passionate (and entertaining) volunteers with three segments/interviews per hour.
- Hub for local businesses and organizations to share their news and announcements.

## ▶ RADIO SHOWS

- 2 shows in French
- A dozen eclectic music shows
- 4 shows dedicated to Blues, Folk, Country and Bluegrass
- 3 Funk, Soul & Hip Hop music shows
- 3 World Music shows
- 2 hours of Jazz music per week
- A dozen Spoken Word shows including syndicated
- A plethora of shows representing the different shades of rock music

# LISTENER PERSONAS



## Matt, 25-years old

- **Job:** Web Designer.
- **Status:** Single
- **Living situation:** Tenant
- **Interests:**

Local bands

Art scene

Cultural events

Bars and breweries.

Outdoorsy.

- **Digital:** Very active on social media
- **Radio:** He listens at home while working. Matt loves independent and experimental music

**Annual income:** \$54,077/year.

### Favourite Shows:

- Something that's not nothing
- Dose Radio
- Indiecisions
- Unidentified



## Emily, 30-years old

- **Job:** Nurse
- **Status:** Married + 1 toddler
- **Living situation:** Tenant
- **Interests:**

Shop local

Crafts

Community events

Cat owner

A bit Outdoorsy.

- **Digital:** Very active on Instagram
- **Radio:** She listens while commuting and at home. Emily likes eclectic and world music

**Annual income:** \$71,590/year

### Favorite Shows:

- Kootenay Morning
- The Shuffle
- Méli Mélo
- Earth Vibes



## Mary, 63-years old

- **Job:** Retired Teacher
- **Status:** Married
- **Living situation:** Owner
- **Interests:**

Shop local

Local Restaurants

Volunteer for charities

Dog owner

Gardening

Cinema

- **Digital:** Active on Facebook
- **Radio:** Mary listens all the time!

**Annual income:** \$46,000/year

### Favourite Shows:

- Hooten Holler
- The Times They Are A Changing
- Make Room for the Blues



## Jason, 45-years old

- **Job:** Construction company Owner
- **Status:** Divorced + 2 kids
- **Living situation:** Owner
- **Interests:**

Very outdoorsy

Local Restaurants

Involved in kids' sports activities.

Dog owner

- **Digital:** A bit active
- **Radio:** Jason listens while commuting and in the morning during the weekend.

**Annual income:** \$125,875 /year.

### Favourite Shows:

- The Ecocentric
- Kootenay Morning
- Democracy Now
- The Beat Diet

# KCR IN THE COMMUNITY



## • **Kootenay Calendar**

The Kootenay Calendar is the Kootenays' most comprehensive arts, music, and events guide available online at [kootenaycoopradio.com/events](http://kootenaycoopradio.com/events). It is THE place to find listings for live performances, markets, festivals, galleries, exhibitions, sporting events, and so much more. Presented in partnership with Nelson and Kootenay Lake Tourism

## • **Kootenay Co-op Radio Block Party**

The KCR Block Party is a FREE event meant to reunite, celebrate, and rock around the block! This is a family friendly event with free activities: music, bouncy castle and face painting. The event takes place at Lions Park in Nelson. For its first edition, on Saturday, May 28th 2022, around one THOUSAND people stopped by the event.

## • **New Year's Nelson Polar Bear Swim**

The Polar Bear Swim is an annual family-friendly event that brings together the community at Lakeside Park for the traditional New Year's dip, in partnership with Friends of Kootenay Lake Stewardship Society. All proceeds go to our two non-profits.

## • **Kootenay Music Awards**

The Kootenay Music Award took place in Nelson in 2012, 2013, 2014, 2015, 2017, 2018 and the last one in 2019. The event testify of the diversity, creativity, and the dynamism of the musicians community. The award ceremony offers a not to be missed live performances! The event testified to the diversity, creativity and the dynamism of our local music community and the award ceremony offered not-to-be-missed live performances!

## • **BLUES, BREWS, & BBQ**

The Kootenay Blues Society organizes the Blues, Brews & BBQ event every year to raise money for Kootenay Co-op Radio and other local non-profits. Behind this event is Richard Metzner who has been on air for the past 20 years as the host of the "Make Room for the Blues" show on KCR.

# TESTIMONIALS 》

**“Having an independent, eclectic and membership-based voice in the community is what sets Kootenay Co-op Radio apart. As a proud cooperator, I’ve seen firsthand the care for the community and their ability to step up and work collaboratively, or lead when others are not always able to and their all-round fantastic group members and volunteers. Thanks for what you do, you guys are the best!”**

~ Tom Atkins, Nelson and District Union Marketing Manager

**“I listen to KCR everyday. I hear alternative and visionary perspectives. I enjoy music I've never heard before, old and new. I regularly hear in-depth interviews of a diverse array of local guests. And this rich content is brought to us by local Kootenay volunteers and without commercial interruptions during the show. Thank you KCR for enriching the quality of my daily life.”**

~ Michael, Programmer and Forest Pathologist, BC Ministry of Forests, Lands and Natural Resources

**“Kootenay CO-op Radio helps define what our community is all about: people with a passion working on ways to strengthen the place where we live. Selkirk College is our regional Community College and we're grateful for all the support we received from the station to help us succeed in our mission to change lives through inspiring post-secondary education.”**

~ Bob Hall , Communications Coordinator at Selkirk College

**“How can such a small community radio station have such a big impact?! I’m constantly amazed at how influential and engaged KCR is throughout the Nelson area. They do fantastic work and they're a very talented team. Congrats everybody!”**

~ Dianna Ducs, Executive Director of Nelson Kootenay Lake Tourism



*Thank You*