

The ten time  
Colorado Broadcasters  
Radio Station of the Year



Serving Craig, Steamboat Springs, Hayden, Meeker,  
South Routt, and Southern Wyoming

KRAI is a 100,000-watt station broadcasting at 93.7, with a translator in Steamboat Springs at 102.3. The station, the most powerful in Northwest Colorado, has been on the air since 1975.

93.7/102.3 KRAI is a Hot Adult Contemporary station programming a mix of today's most popular songs and oldies from the 80's, 90's and 2000's. The station has programmed the same format since 1989. A special weekday feature is the "Oldies at 9", an hour of classic 60's & 70's hits.

93.7/102.3 KRAI has National, Regional, and local news, sports and weather weekday mornings at 6:20, 7:20 and 8:20 and weekday afternoons at 12:20, 4:20 and 5:20, and Steamboat snow reports during ski season. 93.7/102.3 KRAI is the only station in Northwest Colorado that broadcasts the Colorado State Wrestling Championships each year in February. The Station follows all of the wrestlers from Meeker, Hayden, Steamboat, Oak Creek, Rangely and Craig. The Station also broadcasts Moffat County High School Football and Basketball and all of our local sports broadcasts are also carried, live, at [krai.com](http://krai.com)

93.7/102.3 KRAI is programmed to target a mass appeal audience, with a focus on females 18 to 49.

Frank Hanel, who is the station owner and General Manager, has over 37 years in radio, the last 20 at 93.7/102.3 KRAI. His experience includes time working in small market stations in Montana, Washington and Idaho. He also has worked for some of the biggest Broadcasting companies in the Country including, CBS and The Hearst Corporation. Frank's background includes programming, promotion, award winning voice over and commercial production, sales, music and management. Frank, who has five Colorado "Broadcast Personality of the Year" awards to his credit, has been named the Colorado Broadcasters Association "Broadcaster Of The Year".

**93.7/102.3 KRAI for 9 out of the past 10 years, has received the Colorado Broadcasters "Radio Station of the Year" award, most recently in March of 2009.** KRAI has also received numerous other Colorado Broadcasters awards over the past years including: "Best Newscast"; "Best Public Service Announcement"; "Best On-Air Contest"; "Best On-Air Promotional Campaign", "Best Station Sponsored Community Event"; "Best Web Site", "Best Sales Promotion Campaign", "Best Marketing Campaign", and "Best Community Service Campaign" and "Best Morning Show", "Best Midday Show", "Best Afternoon Show" and Best Evening Show". And Sales Manager, Vicki Gutierrez, has been awarded the "Broadcast Citizen of the Year" by the CBA.

Phone - 970-824-6574

Fax number - 970-826-4581

E-mail address - [krai@krai.com](mailto:krai@krai.com)

Web – [www.krai.com](http://www.krai.com)

Mailing address:

1111 West Victory Way

Craig, CO 81625