



For Immediate Release

More Information:

Mike Dronkers
mike@khum.com
(Cell) 707-599-6568

KHUM 104.7 FM Signal Improved

Radio listeners in northern Humboldt County, as well as Del Norte and Curry counties, can now receive KHUM-FM due to a recent signal upgrade.

Since signing on in 1996, KHUM listeners in the Humboldt Bay area have used 104.3 FM, emanating at 250 watts from Kneeland. KHUM's 104.7 FM transmitter, which was previously stationed in southern Humboldt County, is now also in Kneeland, broadcasting at 24,000 watts. 104.7 was licensed for 100,000 watts from Pratt Mountain.

"Our old transmitter was strong, but very remote," said KHUM Program Director Mike Dronkers. "Now we're using less electricity to reach more people. From Willow Creek to Brookings, the response has been tremendous."

KHUM is an eclectic freeform station that allows DJs to choose the music, as opposed to the more common formatted radio station with a set playlist.

"The best part is getting calls from surprised listeners in places where the radio dial is stuffed with canned radio," said Dronkers. "There's nothing like KHUM, so the freeform thing is totally new to them."

KHUM also changed its city of license from Garberville to Cutten. The FCC mandates that radio stations serve the public interest of the community to which they're licensed. While the license change necessitated the move, the station still serves southern Humboldt County.