



FOR IMMEDIATE RELEASE:

VUHAUS WELCOMES NV89 and NEVADA PUBLIC RADIO

Boulder, CO (January 30, 2018) – VuHaus is excited to announce the addition of its newest affiliate, Nevada Public Radio’s [NV89](#) in Reno. VuHaus, public radio’s music discovery video platform, is a growing network of public radio music stations that share a common mission to support emerging and local artists. Nevada Public Radio launched NV89 in 2017 and they join 21 of the most influential public media stations that showcase their music video content at [VuHaus.com](#).

“NV89’s partnership with VuHaus will allow us to better connect with our audience through the music being created in here in Reno, Las Vegas and throughout Nevada,” said Willobee Carlan, Operations Manager and Program Director. “It’s an exciting collaboration that gives us a tremendous opportunity to turn Battle Born artists like The Sextones, Moondog Matinee and Cameron Calloway into national, household names.”

NV89 will curate a new VuHaus Reno/Las Vegas page (<https://www.vuhaus.com/happening/reno>) with unique and engaging video content including The Sextones “Push on Through” as well as Cameron Calloway’s “Supernatural” and Kaylie Foster’s “Single Moment.”

“VuHaus adds another eclectic music partner to the mix with NV89 in Reno,” stated VuHaus Brand Manager Mike Henry. “Willobee Carlan programs the music on NV89 like no other station in the country, so the video content that NV89 will bring to VuHaus promises to be equally compelling.”

About Nevada Public Radio

Nevada Public Radio (NVPR) was established in 1975 as an independent, not-for-profit, public benefit corporation. NVPR signed on the air in 1980 with one station serving the Las Vegas area as Nevada’s first National Public Radio (NPR(r)) affiliate station. For more than three decades, NVPR has remained true to its mission to enhance the quality of life and foster civic engagement by informing, educating and inspiring a growing audience through public media – including content on air, in print and online. NVPR’s broadcast network includes three FM

stations serving Nevadans - News 88.9 KNPR and Classical 89.7 KCVN in Las Vegas, as well as NV89 89.1 KVVN in Reno.

Combined with five associate stations, 12 translator stations and associated HD digital channels, NVPR serves a geographical area of more than 66,000 square miles including parts of California, Utah and Arizona. NVPR is the publisher of the award-winning Desert Companion monthly magazine and the producer of the statewide public affairs program "State of Nevada." Further information: www.nevadapublicradio.org.

About VuHaus

VuHaus (pronounced "view house") is a collaboration of public radio and television stations from across the country, deeply rooted in their local music communities. We share a common mission to support artists and be a source of music discovery for audiences around the world. VuHaus is a non-profit, non-commercial organization, with an aim to be true partners to artists while providing a unique window into the country's most vibrant music scenes.

The VuHaus network includes public radio stations WFUV in New York City, KCRW in Los Angeles, KXT in Dallas/Ft. Worth, WXPB in Philadelphia, KEXP in Seattle, KDHF in St. Louis, opbmusic in Portland, KUTX in Austin, KTBG The Bridge in Kansas City, Mountain Stage in West Virginia, WGBH in Boston, Houston Public Media, WMOT in Nashville, 88Nine Radio Milwaukee in Milwaukee and Colorado's KSUT, KVNE, KSJD, KRCC, KRFC and The Colorado Sound, Vocalo Radio in Chicago and NV89 in Reno. VuHaus received initial funding from the Corporation for Public Broadcasting and is operated by its founding partner, Public Media Company, a national non-profit organization focused on maximizing the impact of public media through innovation and strategic partnerships.

In the fall of 2017, NPR Music and VuHaus' public radio network kicked off *Slingshot*, a collective effort among taste-making music stations to elevate exceptional emerging artists. [More About Slingshot](#)

Website: www.VuHaus.com

CONTACT:

Michele Tharp
Marketing, VuHaus
michele@VuHaus.com
303.883.0973

Donovan Resh
Marketing Mgr, Nevada Public Radio
donovan@nevadapublicradio.org
702.258.9895

###