

CBA Hall of Fame Application Form : Entry # 3187

Name of Nominee

Harry Robert (Bob) Gourley

Media Nominee Worked In:

Radio

Total No. of Years Worked in Colorado Broadcasting

40

Status:

Deceased

Primary Contact Information for Deceased Nominee

Primary Contact Name

Bob Richards

Primary Contact Relationship

Employee

Primary Contact Email

bob@965thefoxfm.com

Primary Contact Phone

(719) 850-1355

Primary Contact Address

125 Adams St.
Monte Vista, Colorado 81144
United States
[Map It](#)

Nominee Information

Nomination Type

Nominator

Nominator Name

Bob Richards

Nominator Email

bob@965thefoxfm.com

Nominator Phone

CBA Hall of Fame Application Form : Entry # 3187

(719) 850-1355

Nominee Details

Nominee's Work History

Company/Call Letters	Position Held	Year Started	Year Ended
San Luis Valley Broadcasting/KSLV AM & FM, KYDN FM	Owner	1979	2019
Walton Stations KKCS	General Manager	Early 80's	1999
McCoy Broadcasting/Clear Channel KCCY, KKLI, KKMGM	General Manager	1999	2007

Description of Merit

Contributions to Profession:

Bob Gourley had a 43-year career in radio broadcasting marked by leadership, innovation, and a deep commitment to local service. He owned KSLV AM in Monte Vista from 1979 until his death in 2019, serving during that time as President of San Luis Valley Broadcasting, where he expanded the station's reach by adding KSLV-FM 96.5 and a 101.3 FM translator for KSLV AM, strengthening local service throughout the region. Earlier in his career, Gourley served as General Manager for several major Colorado Springs stations—including KKCS, KCCY, KKLI, KKMGM, and KIBT—under various ownership groups. During his tenure at KKCS, the station earned national recognition, receiving the National Association of Broadcasters Crystal Award for Outstanding Community Service becoming a finalist for Country Music Association Station of the Year in 1996. Colorado Broadcasters Association Station of the Year (1997) - KKCS. He was also honored with the Harry Hoth Award from the Colorado Broadcasters Association and a distinguished award from the Pikes Peak Advertising Federation recognizing his contributions to advertising and the industry. He received NAB Crystal Radio Award finalist recognition for KKLI-related entries in the late 2000s. Beyond his professional accomplishments, Gourley is remembered for his mentorship, with countless former employees crediting him not only as a manager but as a guiding influence in their careers.

Broadcast Career Highlights:

- * Completed a 43-year career in radio broadcasting defined by leadership, innovation, and community service.
- * Owned KSLV AM (Monte Vista) from 1979–2019 as President of San Luis Valley Broadcasting, expanding service with KSLV-FM 96.5 and a 101.3 FM translator.
- * Served as General Manager for multiple Colorado Springs stations, including KKCS, KCCY, KKLI, KKMGM, and KIBT, under various ownership groups.
- * Led KKCS to national recognition, earning the NAB Crystal Radio Award for Outstanding Community Service and becoming a CMA Station of the Year finalist (1996).
- * Colorado Broadcasters Association Station of the Year (1997) - KKCS
- * Honored with the Colorado Broadcasters Association Harry Hoth Award and recognition from the Pikes Peak Advertising Federation for contributions to broadcasting and advertising.
- * Received NAB Crystal Radio Award finalist recognition for KKLI-related entries in the late 2000s.
- * Remembered as a mentor and industry leader, with many former employees crediting him as a lasting influence on their careers.

Broadcast Recognition & Awards:

- * National Association of Broadcasters (NAB) Crystal Radio Award for Outstanding Community Service – awarded during his tenure at KKCS
- * Country Music Association (CMA) Station of the Year Finalist (1996) – KKCS
- * Colorado Broadcasters Association Station of the Year (1997) - KKCS
- * Colorado Broadcasters Association – Harry Hoth Award
- * Pikes Peak Advertising Federation Award – recognition for outstanding contributions to advertising and the broadcast industry

CBA Hall of Fame Application Form : Entry # 3187

* NAB Crystal Radio Award Finalist Recognition – KKLI-related entries (late 2000s)

* Featured on the cover of RADIO INK's 50 Best Managers (Chosen as #8)

Local, State, or National Broadcast Activities:

Local (San Luis Valley & Colorado Springs)

Owner of KSLV AM (Monte Vista) (1979–2019) and President of San Luis Valley Broadcasting

Expanded rural broadcast service by adding:

KSLV-FM 96.5

101.3 FM translator for KSLV AM

Served as General Manager for multiple Colorado Springs stations, including:

KKCS

KCCY

KKLI

KKMG

KIBT

Built strong internal station cultures centered on mentorship, teamwork, and community service

Widely respected locally as a hands-on leader and mentor, deeply engaged with employees and community needs

State (Colorado broadcasting industry)

Recognized by the Colorado Broadcasters Association Station of the Year (1997) - KKCS

Recipient of the Harry Hoth Award for significant industry contributions

Honored by the Pikes Peak Advertising Federation for outstanding contributions to advertising and media

Led Colorado stations through major industry transitions during consolidation and format evolution in the 1990s–2000s

Helped elevate Colorado Springs radio competitiveness across multiple formats and ownership structures

National

Guided KKCS (AM 1460) to national recognition:

National Association of Broadcasters Crystal Radio Award for Outstanding Community Service

Finalist – Country Music Association Station of the Year (1996)

Earned NAB Crystal Radio Award finalist recognition for KKLI-related entries in the late 2000s (KKLI won the year after Bob's retirement)

Demonstrated leadership practices and community-focused broadcasting that aligned with national standards of excellence in public service radio

Across local markets, statewide industry leadership, and national recognition, Bob Gourley's career reflects a rare combination of operational excellence, community commitment, and transformational mentorship. His legacy is defined not only by the stations he led, but by the people and communities he strengthened.

Community Service:

We need to break down the community service between the stations Bob Owned and the stations he worked for.

Regarding the stations he owned, they were in a small market, so the community service was appropriate for the market size. His stations aired a weekly public service program called Valley Views. A weekly interview with Colorado Park and Recreation Wildlife Officers outlining the various issues for hunters and fishermen. Daily local newscasts, weather forecasts and hourly public service announcements.

CBA Hall of Fame Application Form : Entry # 3187

In Colorado Springs, his commitment to the community is summed up by his winning the National Association of Broadcasters highest public service award, the Crystal Award in 1996. For years prior to his retirement KKLI was awarded a nomination for the same award. KKLI won the award the year after Bob Gourley retired!

Reason Nominee Should Be Chosen:

It is with great respect and strong support that I submit this nomination of Bob Gourley for induction into the Colorado Broadcasters Hall of Fame. Bob's extraordinary 43-year career in radio broadcasting reflects an unwavering commitment to leadership, innovation, community service, and—most importantly—people.

Throughout his career, Bob Gourley exemplified the highest ideals of Colorado broadcasting. As owner of KSLV AM in Monte Vista from 1979 until his passing in 2019, and President of San Luis Valley Broadcasting, he demonstrated visionary local ownership. Under his leadership, he expanded vital rural service by adding KSLV-FM 96.5 and a 101.3 FM translator, significantly strengthening communications and community connection throughout the San Luis Valley.

Earlier in his career, Bob served as General Manager for several major Colorado Springs stations—including KKCS, KCCY, KKLI, KKMG, and KIBT—working under various ownership groups during a period of rapid industry change. His leadership at KKCS brought national recognition, including the National Association of Broadcasters Crystal Radio Award for Outstanding Community Service and a finalist position for Country Music Association Station of the Year in 1996. Also, he won the Colorado Broadcasters Association Station of the Year (1997) - KKCS

Bob's professional excellence was further recognized through honors such as the Harry Hoth Award from the Colorado Broadcasters Association and an award from the Pikes Peak Advertising Federation for his outstanding contributions to advertising and broadcasting.

However, Bob Gourley's legacy extends far beyond awards and station performance. He is most profoundly remembered as a mentor and leader of people. Countless former employees describe him not only as a manager, but as a lasting influence who shaped their careers and lives. His leadership philosophy was rooted in service and authenticity. He often reminded his teams:

"They don't care how much I know, but they know how much I care."

"Giving a damn makes a huge difference."

"We have three customers: our listeners, our clients, and the people we work with every day."

"Leaders know the way, go the way, and show the way."

"It has nothing to do with managing things right but everything to do with managing the right things."

"The highlight of my day is lunch with a member of my team."

These principles were not simply words, but the foundation of how Bob led every organization he touched. He built cultures of trust, accountability, and respect, and consistently placed people above process. His employees remain among his strongest advocates, a testament to the lasting impact of his mentorship and leadership.

In every sense, Bob Gourley represents the spirit of Colorado broadcasting—dedicated local ownership, award-winning service to communities, and a lifelong commitment to developing the next generation of broadcasters. His influence continues through the many professionals he mentored and the stations and communities he strengthened throughout his career.

For these reasons, I strongly recommend Bob Gourley for induction into the Colorado Broadcasters Hall of Fame. His legacy is not only measured in achievements, but in the lives he impacted and the standard of excellence he set for all who followed.

Supporting & Additional Material Uploads

Recommendation Letters

- [BG-Travis-Daily1.pdf](#)
- [BG-Steve-Etheridge1.pdf](#)

CBA Hall of Fame Application Form : Entry # 3187

- [BG-Shannon-Gentile1.pdf](#)
- [BG-Scott-Jones1.pdf](#)
- [BG-Paula-Wulf1.pdf](#)
- [BG-Kevin-Lockhart1.pdf](#)
- [BG-Kelly-Golden1.pdf](#)
- [BG-Dawn-Dawson1.pdf](#)
- [BG-Andy-Juett1.pdf](#)

Notes



(Admin) Hall of Fame Application Received (ID: 6684213bb341c)

added April 29, 2026 at 8:52 pm

WordPress successfully passed the notification email to the sending server.