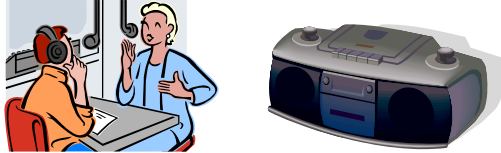


KXNM 88.7 Radio, Torrance County, NM



What is KXNM 88.7 Radio?

- It's a community effort to establish a *public, non-commercial* FM radio station for Torrance County, New Mexico. Edges of neighboring counties such as Lincoln, Bernalillo & Santa Fe may also be in the broadcast area.
- The station would provide much needed emergency broadcasting capabilities for this area along with locally based, educational, culturally relevant programming. The station will operate 24 hours a day, 7 days a week.
- The former McIntosh Community Center has been donated for the station headquarters. The transmission tower would be located near Encino, NM, to get the desired geographic coverage & limit interference with other stations.
- Various community members & entities are involved with planning. A volunteer Task Force has formed that meets monthly, meetings are open to the public. For more information, call 505/ 832-0332

What is a public, noncommercial radio station?

- It's a station that's run on a non-profit basis, does not run advertisements, & is not owned by a private business or corporation. This allows a station to focus more on serving the public's needs because it's less influenced by market pressures & advertiser obligations like a for-profit station.
- Most have a community focus & broadcast material that is locally produced & relevant to a local audience but often overlooked by larger broadcast groups. These stations may supplement their programming by subscribing to other services, such as National Public Radio (NPR)
- Much of the work often done by volunteers in partnership with a small technical & administrative staff (full or part-time)
- These stations often receive some operating funds from the federal government (Corporation for Public Broadcasting, emergency services, etc) and sometimes state government as well. They also rely on listener & sponsor donations. In contrast, commercial stations are funded through advertizing.

How will KXNM Radio benefit the residents of Torrance County & surrounding areas?

- *Emergency Preparedness:* notification of storms & fires, Emergency Alert System, evacuation notices, information
- *Public Safety:* road closures, law enforcement activities, announcements by municipalities/utilities
- *Public Health/Education:* health information, health fairs, adult literacy, youth programs, where to go for help, etc
- *Economic Development:* awareness of local business & industries, services available, training announcements, etc
- *Other:* school activities & sports, community events, local weather, agricultural reports, area history, music

Will KXNM Radio raise taxes or compete with funding for other local services & facilities?

- The station will enhance local services by broadcasting information to listeners, including bi-lingual (english & spanish) programming & public service announcements. It is the intention of the Task Force that the station be funded through donations, sponsorships & grants (federal, state, private) aimed at improving telecommunications, emergency preparedness and quality of life in rural areas. Initial start-up (construction, equipment, etc) would be a one-time cost. The Task Force has applied for a federal grant to cover start-up expenses.

What's the timeline for KXNM Radio?

- Summer 2007: Coordination with various groups such as the Partnership for a Healthy Torrance County (PHTC), Torrance County Commission & Emergency Services.
- October 2007: Federal Communications Commission (FCC) application submitted to establish the station
- 2007 & 2008: Initial seed money - \$30,000 (private donors in 2007, Torrance County Commission in 2008)
- August 2008: Approval from FCC - construction permit granted (Aug 2008-2011), call name & frequency also assigned
- December 2008: Application for \$441,016 in start-up costs submitted to the U.S. Department of Commerce's Public Telecommunications Infrastructure Grant program. Awards should be announced in September 2009. Another \$147,006 needed in matching funds that will be raised through donations, sponsorships and foundation grants,
- 2009 – Summer 2011: Needed start-up funding received via grants, donations, etc. Fundraising strategies further developed, KXNM Community Foundation established. Efforts continue to inform residents/station partners, build support for station. Website, initial programming and station operations plan developed. Studio & tower constructed
- August 2011: Station deemed "operational" & granted broadcasting license by FCC. KXNM 88.7 goes on-air!!!!