



Desert Soul Media New Volunteer Orientation

**Welcome!
Please Sign-In and
Complete a New Volunteer
Application**

Desert Soul Media New Volunteer Orientation | Agenda



- Welcome / Introductions
- What is Desert Soul Media?
- Our Educational Programs
- General History of Community Radio
- Volunteer Opportunities
- Questions / Next Steps

Desert Soul Media

New Volunteer Orientation

| Welcome / Introductions



- Name
- Hometown
- Your location within the Valley or state of Arizona
- How you found out about us
- What your general interests are
- What you hope to learn during today's orientation

Desert Soul Media New Volunteer Orientation | About Kaja Brown



- I serve as DSM's Executive Director and President
- I also serve as General Manager for KRDP Community Radio
- Hometown: Newark, New Jersey
- Location in the Valley: Central Phoenix
- DSM Co-Founder
- Interested in production and music
- I hope to learn more about each of you

Desert Soul Media New Volunteer Orientation | About Calvin J Worthen



- I serve as DSM's Deputy Director and Vice President
- I also serve as Program Director for KRDP Community Radio
- Hometown: Chicago, Illinois
- Location in the Valley: South Phoenix
- Met Kaja while serving as GM of this station under old owner
- Interested in education, the arts and music
- I hope to learn more about each of you

Desert Soul Media New Volunteer Orientation | About Tiffany Hawkins



- I serve as DSM's Director of Community Engagement
- Hometown: Phoenix, Arizona
- Location in the Valley: South Phoenix
- Found out about DSM through one of the founding Board members
- Interested in reading, dance, and entrepreneurship
- I hope to learn more about each of you

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New Volunteer Orientation



| What is Desert Soul Media?

- Volunteer run 501(c)(3) media arts organization serving Arizona
- Founded in 2015 to launch “Soul Star Live®” public affairs show
- Educational programs are rooted in trauma-informed approach
- In 2021 expanded into current educational programs
- Only Black-led org in AZ which holds a full power FM license from FCC
- Working towards launching second signal on 91.9 FM in West Valley

Desert Soul Media New Volunteer Orientation | Desert Soul Creative Studios



- Educational, public access media center in Phoenix
- Members have access to general media production classes, audio / radio broadcast studios for podcast production, radio broadcasts, and audio editing
- Studio can also be used for web video podcasts
- Vision is to have multiple DSCS media centers throughout Arizona

DESERT SOUL
CREATIVE STUDIOS

Desert Soul Media New Volunteer Orientation | KRDP Community Radio



- Non-commercial radio station heard on 90.7 FM in East Valley
- Broadcasts Hybrid Jazz / Blues / Soul music format
- Also airs diverse community and international programs
- Operates second online/streaming station called KRDP Indie
- Operates podcast network (KRDP+)
- Vision is for 90.7 FM to air KRDP Indie and 91.9 FM to air KRDP Jazz, then expand networks on additional AM/FM frequencies across Arizona

Desert Soul Media New Volunteer Orientation | Paint the Town with Sound



- Live event series held across Arizona
- Spotlights independent musicians, spoken word artists, culinary artists, youth artists and other creatives
- Past events held in Phoenix and Tucson
- Next event will be held in Mesa in October 2025
- Vision is to hold three PTTWS events per year – one each in Tucson (Spring), Flagstaff (Summer), and Phoenix (Fall)

Desert Soul Media New Volunteer Orientation | Soul Star Live®



- Daily public affairs program addressing concerns of Black Arizonans
- Broadcast M-F 12noon to 1pm on KRDP Community Radio
- Also available as a podcast
- The only daily, public affairs series in Arizona of its kind
- Vision is to syndicate the program regionally in the Southwest (AZ, CO, NM, NV, UT) and then nationally across the United States

Desert Soul Media New Volunteer Orientation

| What is Community Radio?



- A public access form of radio, usually non-profit, and locally controlled
- Typically found on low end of FM dial (87.9 – 91.9), and weaker AM stations
- Most audiences are marginalized or underserved populations
- Two models of operation: (1) service, and (2) public access
- Four modes of delivery: (1) full power AM / FM, (2) low power FM, (3) Digital or High Definition (HD) AM / FM, and (4) internet / streaming

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New Volunteer Orientation

| Lewis Hill and Pacifica Radio



- Born in 1919 in Kansas City, Kansas; Died in 1957 in Berkeley, California
- Part of the WWII generation; was a pacifist / conscientious objector
- Co-founded Pacifica Foundation and KPFA in Berkeley, California in 1949
- Believed radio could be used as a tool for “dialogue to change the world”
- Created the listener support or “pledge drive” business model
- Pacifica launched four other stations: KPFK (Los Angeles), WBAI (New York), KPFT (Houston), and WPFW (Washington, DC)
- Mentored other media activists including Lorenzo Milam

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| Lorenzo Milam



- Born in 1933 in Jacksonville, Florida; Died in 2020 in Oaxaca, Mexico
- Survived polio as a child; became a disability rights activist
- Early volunteer with Pacifica Radio and KPFA in the 1950's
- Launched KRAB in Seattle in 1962; station went off the air in 1984
- Leading advocate for "free format" community radio
- Published "Sex and Broadcasting" as how-to on "Class D" FM radio stations

Desert Soul Media New Volunteer Orientation | Jeremy Lansman



- Born in 1942 in Berkeley, California*; Died in 2024 in Grabouw, South Africa
- Radio broadcast engineer; early volunteer at Pacifica and KPFA
- Along with Lorenzo Milam was advocate for community radio and TV
- Authored RM-2493, filed with FCC in 1974, challenging eligibility of religious groups to operate non-comm / low end dial FM stations (87.9 – 91.9 FM)
- Helped put various community radio and TV stations on the air in the U.S.

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| The KRAB Nebula



- Informal network of 30+ community radio stations launched in 1960's & 70's
- Lorenzo Milam and Jeremy Lansman helped launch all stations in the group
- KRAB in Seattle was the "flagship" (signed off in 1984)
- KDNA in St. Louis (signed off 1972); KTAO in Los Gatos, California (signed off in 1974); and KFAT in Gilroy, California (signed off in 1983) were in the "Nebula"
- Stations that were part of the "Nebula" still on the air today: KBOO (Portland); KPOO (San Francisco); WORT (Madison); WRFG (Atlanta)

Desert Soul Media New Volunteer Orientation | Prometheus Radio Project



- Non-profit advocacy group with mission “to resist corporate media consolidation and radio homogenization”
- Founded in Philadelphia in 1998
- Genesis was in “Radio Mutiny” a pirate radio station in Philly
- FCC shut down of “Radio Mutiny” birthed an activist movement focused on democratizing the FM dial
- Greatest policy accomplishment has been creation of low power FM (LPFM)

Desert Soul Media New Volunteer Orientation | The LPFM Movement



- Special class of low watt FM station license created by FCC in 2000
- Power can be anywhere between 1 and 100 watts
- LPFM stations **not** restricted to low end of the dial (87.9 – 91.9 FM)
- Typically, will cover up to 10 miles at highest power level
- Only local non-profits can hold LPFM licenses
- Licensees of full power AM or FM stations cannot also own LPFM stations
- LPFM stations air a variety of programming, some of which is hyper local

Desert Soul Media New Volunteer Orientation | Community Radio in the Southwest



- Southwest region (AZ, CO, NM, NV, UT) has robust community radio system
- There are approximately 30 community radio stations in the Southwest
- About ½ of stations are full power AM or FM and ½ are LPFM's
- A few are internet / streaming stations
- Only four of the stations are owned by Black-led orgs
- Due to 2024 LPFM filing window, Southwest region may double its number of community stations, including increase of 4 owned by Black-led orgs

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New Volunteer Orientation

| KUNM 89.9 FM Albuquerque, NM



- Full Power FM; signed on air in 1966
- Prior to 1987 broadcasted at 90.1 FM; moved to 89.9 FM in 1987
- Oldest public/community radio station in the Southwest
- Call sign stands for The University of New Mexico where it broadcasts from
- Features AAA music format with a mix of news, NPR and community programs
- Champions promotion of independent music, news and culture
- Great example of a “service” and “public access” community radio station

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New Volunteer Orientation

| KCEP 88.1 FM Las Vegas, NV



- Full Power FM; signed on air in 1972; known as “Power 88”
- Oldest Black-owned radio station in the Southwest
- Celebrated 50th anniversary in 2022
- Features an Urban Contemporary format with a mix of community programs
- One of the few Black-controlled community radio stations in the U.S.
- Great example of a “service” and “public access” community radio station

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New Volunteer Orientation

| KXCI 91.3 FM Tucson, AZ



- Full Power FM; signed on air in 1983
- Oldest community radio station in Arizona
- Call sign stands for the Roman numeral 91 "XCI"
- Features AAA music format with a mix of community programs
- Champions promotion of Southern Arizona's independent music scene
- Great example of a "service" and "public access" community radio station



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New Volunteer Orientation

| KSZN 101.5 FM Flagstaff, AZ



- Low Power FM; signed on air in 2015
- Flagstaff's community radio station
- Call sign stands for "Radio Sunnyside", taken from neighborhood they serve
- Features free format of music, news and community programs
- Great example of a "public access" community radio station

FLAGSTAFF

KSZN-LP FM

radiosunnyside.org

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New Volunteer Orientation

| KETO 93.9 FM Aurora / Denver, CO



- Low Power FM; signed on air in 2017
- Only public or community radio station owned by a Black-led org in Colorado
- Broadcasts a multicultural music format
- Serves Aurora and Denver's large immigrant communities

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New Volunteer Orientation

| KDIF 102.9 FM Phoenix, AZ



- Low Power FM; signed on air in 2017
- Youngest community radio station in Arizona
- Owned and operated by the Alliance for Worker Justice on 16th St and Southern
- Features free format of music, news and community programs
- Heavy emphasis on the English-speaking Latino community in south Phoenix
- Great example of a “public access” community radio station

Desert Soul Media New Volunteer Orientation | Future Plans



- Sign 91.9 FM on the air in the West Valley by Fall 2025
- Expand *Paint the Town with Sound* to Flagstaff in 2026
- Open an additional media center in Tucson in 2026
- Long term plan is to develop and open a media, arts and healing center known as the Walter Richardson II Arts, Culture, Healing and Media Center (WRACC) as our future headquarters

Desert Soul Media New Volunteer Orientation | Volunteer Opportunities



- Volunteer Engagement Committee
- Community Advisory Board
- Recruiting Individual Sustaining (Monthly) Donors
- Help Plan Fundraising Events and On-Air Pledge Drives
- Review new music (CD's, Vinyl, digital downloads)
- Assist with production work (editing interviews, archiving old shows, posting content to station website, etc.)
- Volunteer on-air hosting (requires extensive training)

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| Q&A



- Feel free to ask any questions you have

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| Next Steps



- Sign up for an account on Track It Forward (our volunteer management portal):
<https://www.trackitforward.com/site/desert-soul-media-inc?type=register>
- YouTube video instructions on how to sign up for Track It Forward account:
<https://www.youtube.com/watch?v=rcPj-AXGsuM>
- Use your Track It Forward account to:
 - sign up for volunteer projects
 - sign up for training classes
 - log volunteer projects you worked on





Thanks for participating!