



✉ info@desertsoulmedia.org  
☎ (602) 254-6636 (Office)  
🌐 desertsoulmedia.org



✉ info@listen2krdp.com  
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## Board of Directors

Kaja Brown  
Jennifer Davis-Paige  
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Deanne Hall  
Tiffany Hawkins  
Debra Momon-Sabir  
Christopher Owens  
Walter Richardson II  
Adlee Salaam  
Aqueelah Worthen  
Calvin J Worthen

Dear Desert Soul Media Supporter:

During the past 100+ years, the radio industry matured from a scrappy maritime emergency service used by crews on ships to obtain help at sea, to a robust, diverse medium providing news, information, and entertainment to hundreds of millions across the globe.

Within the United States, of the nearly 16,000 radio stations in operation in 2022, **only 222 were owned or controlled by African Americans.**

From January 2001, when KMJK (106.9 FM) in Phoenix went off the air, through May 2022, **Arizona did not have a single Black owned radio station.**

Not having a Black owned radio station meant many small business owners were not able to reach potential African American customers in a relatable voice, instead relying on stations with out of state interests, and “targeted” to African Americans instead of “cultivated” by us.

For those 21 years, many visual and performance artists, musicians, and other arts entrepreneurs were not able to promote their work effectively. Seeking an African American audience, this lack of a broadcast radio partner caused many African American artists to relocate to Atlanta, Houston, Las Vegas, and Seattle, where Black radio stations have existed for generations.

This absence resulted in Arizona’s African American community being not as civically informed or engaged as other groups. Many African American political candidates found it difficult to promote their campaigns using radio, and those who secured a party nomination, relied on promoting their candidacies on stations that had no connection to African Americans. Many African American voters often did not hear about proposed laws, civic opportunities to serve, or ways to engage their elected officials unless there was a crisis (i.e., conflicts with police, voter suppression, etc.). One example of how this lack of media partner for Black political candidates has manifested itself, is in the fact that as of 2022, of the six Southwestern states – Arizona, California, Colorado, Nevada, New Mexico, and Utah – all except Arizona and New Mexico have elected at least one African American to the U.S. Congress. Yes, even *Utah* has elected African Americans to Congress!

We at KRDP 90.7 FM changed that reality in May 2022 and are providing the critical civic information to engage African Americans all day, every day.

Desert Soul Media, Inc. added the nation’s **223rd African American owned radio station**, KRDP 90.7 FM, in Phoenix’s East Valley (including Apache Junction, Chandler, Gilbert, Gold Canyon, Mesa, Tempe, south Scottsdale, Queen Creek, and Ahwatukee).

KRDP 90.7 FM airs a Jazz, Blues and Soul music format with a mix of news and community specialty programming. The goal of KRDP is to enrich our community with a diversity of ideas, information, cultural traditions, and music genres not usually heard on the radio dial in Phoenix. In addition, we teach the history of radio broadcasting, train hosts and producers how to create radio programming, as well as provide opportunities to engage our community and hear its many unique voices. We invite you to invest in our community.



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Likewise, in December 2022, the Federal Communications Commission (FCC) in Washington, DC, approved a second radio frequency for our use, 91.9 FM, that will allow us to expand our reach of the Phoenix area to include most of the West Valley (Glendale, Peoria, El Mirage, Avondale, Buckeye, Tolleson, west Phoenix, Wickenburg), along with portions of the North Valley (Cave Creek, north Phoenix, Anthem) and portions of the Verde Valley in central Arizona (Black Canyon City, Prescott, Sedona, Jerome).

We have projected that it will cost approximately \$90,000 for us to put 91.9 FM on the air to expand our broadcast coverage in the above mentioned areas. Our construction permit for 91.9 FM is time sensitive and will expire in December 2025 if not put on the air by then, so time is of the essence!

It currently costs approximately \$7,500 per month for us to operate our community media center and KRDP. Over the next 12 months, we project we need to raise \$300,000 to support our existing operations, along with the expansion of KRDP to include 91.9 FM for the North and West Valley in the Phoenix area, as well as the Verde Valley in central Arizona.

**Please consider becoming a KRDP sustaining monthly donor, which will support the station's operations and enable us to continue serving the metro Phoenix community.**

**Desert Soul Media, Inc. is a tax-exempt 501(c)(3) organization, EIN 81-1526333. Donors can deduct contributions under IRC Section 170. For further direction regarding how a donation to Desert Soul Media, Inc. may be treated please contact your financial advisor.**

We have four ways you can donate to support KRDP - Cash App, PayPal Giving Fund, with a debit or credit card through the KRDP website, and via check or money order as noted below.

To donate via Cash App, our handle is \$DesertSoulMedia

To donate via PayPal Giving Fund, please click here - <https://paypal.com/fundraiser/charity/1614174>

To donate with a debit card or a Visa, MasterCard, Discover, or American Express please click here - <https://listen2krdp.com/donate>

You can also donate by writing a check or money order to "Desert Soul Media" and mail to:  
Desert Soul Media, Inc.  
Re: KRDP 90.7 FM  
PO Box 63963  
Phoenix, AZ 85082



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Questions can be directed to Mr. Kaja Brown by calling (480) 410-2893 or emailing [kaja@desertsoulmedia.org](mailto:kaja@desertsoulmedia.org) or Mr. Calvin Worthen by calling (602) 254-6636 or emailing [calvin@desertsoulmedia.org](mailto:calvin@desertsoulmedia.org).

Best Regards,

Kaja Brown  
Executive Director and President