

Burning Man Project (“Burning Man”) is the proposed assignee of KFBR(FM), Gerlach, Nevada (Facility ID 175807) in the instant application. Friends of Black Rock High Rock, the current licensee of KFBR and proposed assignor, is the 100% owner of KFBR, which is licensed as a noncommercial educational FM radio station. Upon consent from the Commission, and consummation, Burning Man would become the 100% owner of KFBR and Friends of Black Rock High Rock would have no further interest in KFBR. Burning Man would continue to operate KFBR as a noncommercial station.

Structure of Burning Man

In 2012, Burning Man was declared tax exempt under Section 501(c)(3) of the Internal Revenue Code. A copy of that tax exempt determination is attached to this exhibit. Burning Man would continue the operation of KFBR as a noncommercial radio station.

Burning Man is a United States entity. All of its officers and more than 80% of its directors are citizens of the United States. Burning Man, its officers and directors, have no interests in any media of mass communications, including full-power broadcast radio and television stations, newspapers and MVPD systems. Its acquisition of KFBR would represent Burning Man’s first interest in any media of mass communications, including in a broadcast station. Burning Man has never appeared before the FCC before. Therefore, the FCC has never before considered its qualifications to hold a broadcast license under any circumstances, including under FCC Forms 301, 314 and 315. Burning Man is entirely qualified to hold the license of KFBR under Section 503 of the Commission’s rules. Burning Man would be a first-time FCC licensee, which would be a public interest victory for local service and ownership diversity.

Burning Man is controlled by its board of directors, who are the following 19 persons:

Nanci O. Peterson
Dennis Bartels
Farhad Mohit
Fred Brathwaite
Harley K Dubois
Jennifer Raiser
Josettte Melchor
Kay Morrison
Kimbal Musk
Leo Villareal
Marian Goodell
Matt Goldberg
Mercedes Martinez
Michael Mikel
Mike Farrah
Nushin Sabet
Ping Fu
Terry Gross
Will Roger Peterson

The license of KFRB, its assets, operations and appointment of managers and other station staff, will be controlled by this board of directors. Each of the directors has an equal vote.

Educational Purpose

Burning Man's mission is to generate a society that connects each individual to his or her creative powers, to participate in community, to the larger realm of civic life, and to the even greater world of nature that exists beyond society. Burning Man empowers and inspires participants to discovery, invent, and engage in new ways. This experience leads to more art and more civically-engaged citizens around the world. Burning Man facilitates and extends Burning Man culture into the larger world.

Burning Man's mission is to uphold and manifest the values reflected in the ten principles of Burning Man: radical inclusion, gifting, decommodification, radical self-reliance, radical self-expression, communal effort, civic responsibility, leaving no trace, participation, and immediacy.

Burning Man has a long-standing mission to promote art, culture, education, and civic engagement. *See e.g.* <https://BurningMan.org/about/10-principles/> Burning Man's operations are near where KFRB is located. Burning Man will use the broadcast power of KFRB to extend and enhance its long-standing educational mission, which is outlined above. Therefore, KFRB is well-suited to expanding Burning Man's commitments to local educational and other noncommercial services. Burning Man intends to continue and expand the current educational programs broadcast by KFRB as improved by the mission of Burning Man.

In order to promote Burning Man's mission, and its educational objectives, Burning Man intends to broadcast substantial amounts of educational and informational programming on KFRB. It already has developed a significant library of programs dedicated to teaching and instruction, and has well-defined plans to produce significant amounts of additional educational and instructive programming. Educational, instructive and informational programming which Burning Man intends to broadcast on KFRB include subjects concerning the following.

- Sustainability;
- Welding big art;
- Burning Man history and culture;
- How to build and install solar panels;
- Beginning carpentry;
- Best methods of composting in the Northern Nevada region;
- Living and surviving in the desert; and
- A host of other training and educational programs appropriate for the local community.

Burning Man also is planning to broadcast on KFBR “Earthdate,” which would educate listeners on how to discover the wonders of earth in small bite-sized amounts of information about the earth and environments.

Burning Man also plans to provide a production/post-production training facility with instructional courses in broadcasting, editing, podcasting, interviewing, and engineering to serve KFBR’s local community. The goal is to be able to train and offer opportunities in the media industry for local residents and especially students.

Burning Man plans to develop more educational programming in the future. All such programs would be instructional in nature and dedicated to education.

#181716655_v4