

Our commitment and service to our community and listeners through KLVF/FM and KFUN/AM. Located in Las Vegas, New Mexico.

Our two radio stations, KLVF/FM & KFUN/AM are committed to serving our listeners, community and our local businesses. We are a family owned business with our two sons and daughter working for us.. We support our local businesses in many ways, especially during these hard economic times. We encourage residents to shop locally keep their money at home "and SAVE A JOB".

REMOTES: On a regular bases, we send our sons out into the community to broadcast "FREE" remotes from local businesses so they may promote their products and services, brings shoppers in and generates sales. Through radio, we are in a key position to help promote our local economy. This is very important to us as a local small business.

PUBLIC SERVICE: We offer a daily "FREE" community talk show broadcast on KLVF/FM & KFUN/AM, available to all civic organizations, churches, schools, university, youth groups, hospital, city, county, state and federal elected officials, ETC. We involve our local youth in a Saturday "Community Peace Radio" talk show. Some of these students attend our "United World College of The American Southwest". This is an international two year college established by Dr. Arm & Hammer, with students attending from around the world.. There are only seven such colleges in the entire world and the only one in the United States is located just four miles from our community.

EMERGENCIES: I report to work at 4:30 a. m. weekdays. All schools and emergency response agencies call our stations early in the morning to report any emergencies that may have occurred. During winter months we receive calls starting at 4:45 a. m. from all local schools and university about class and bus delays or cancellation, or bomb threats. Parents and students listen to us for this vital information. The New Mexico Transportation Department, city & state police, emergency response, call us so we can announce emergencies. Many of our residents work in government jobs and travel to Santa Fe, New Mexico (60 mile away) and depend on us to keep them informed about weather and road conditions and any accidents that may have occurred. We are located on a high mesa overlooking the community and Interstate 25, this gives us a vantage point in our community and the freeway. We report, amber alerts, obituaries, state hospital walk-a-ways, prisoner Escapes reported by law enforcement, lost & found pets. The WIPP trucks travel right through our community on interstate 25. We report any dangerous activity with WIPP trucks. One WIPP truck went off the road about two miles North of our city about two months ago. KLVF/FM & KFUN/AM RADIO WERE THE FIRST LOCAL STATIONS TO REPORT THIS ACCIDENT TO OUR LISTENERS.

ELECTION RESULTS: We broadcast Congressional, State, Municipal, School Board elections, which we have been reporting for over thirty (30) years over both KLVF/FM & KFUN/AM radio stations. This is very important and our community and surrounding areas depends on this service. All election results are broadcast at night. As a result, some residents in surrounding communities can't reach our AM station because of it's signal, so residents then tune into KLVF/FM to listen to election results. This is also true when we broadcast our local high school sports. We have two separate school districts and they schedule their games at the same time and same night, so we carry one game on KLVF/FM and the other on KFUN/AM.

SPECIAL COMMUNITY RADIO PROGRAMS: Each Monday is set aside for two separate, special community programs. One Monday deals with education in our schools and hosted by our State Senator Dr. Pete Campos who is also the President of our Luna Community College. He's featured guests include the president of our local university, our two high school superintendents, principals, teachers, and students all talking about how to improve our educational opportunities for our students. Dr. Campos also reports on legislative matters as they pertain to our community and state.

On the other Monday, we offer a talk show titled, "Northeastern New Mexico Art Connection". We started this radio show to support our local artists and gallery owners and it is hosted by a local gallery owner. The art industry is starting to grow in our community with artists moving in from other states and buying local buildings and establishing new galleries. This is an important economic boost to our community and as radio owners we want to support this effort.

We have chosen to invest financially in our community by establishing our business in our home town so we may be in a position to contribute to our local economy, create additional new jobs, and to offer a valuable service to our citizens and those in surrounding communities through the power of local radio.

In closing, we humbly ask that you reconsider your recent decision regarding your reassigning KLVF/FM back to Las Vegas, New Mexico. We and our community truly need your support. We thank you for your consideration.

Respectfully,



**Joseph P. & Loretta A. Baca
Baca Broadcasting LLC.**