

Will Sims' Community Service Through Radio

Will Sims has had a long and distinguished career in radio broadcasting beginning as staff announcer for public FM station KANW, Albuquerque, New Mexico over fifty years ago while still in high school. Will went on to the University of New Mexico, where he and others established an AM carrier-current station that later became NPR affiliate KUNM.

Will then moved to Wyoming. During his eighteen years in that state, Will hosted an hour-long community issues program every weekday with live guests and callers discussing topics of local interest. During this period, Will served as president of the Wyoming Association of Broadcasters, which recently inducted him into their Hall of Fame. He was also president of his local Chamber of Commerce.

In the 1980's, Will moved back to New Mexico to build KLSK, a 100,000 watt FM station. He again hosted a daily community issues show. The station was nominated for two Marconi awards by the National Association of Broadcasters. Will served on the association's Board of Directors for four years in the late 1970's.

While living in Santa Fe, Will served on the Board of the local public FM station and the Community College Foundation Board. He initiated a YMCA program there and helped start a new church.

Will was forced to sell KLSK as part of a divorce settlement. However, he subsequently established KIOT radio (the "Coyote") as an eclectic, community-oriented FM station serving the Santa Fe area. Seldom has a commercial radio station exhibited the level of independent connection with the community that KIOT achieved.

During a brief time out of radio, Will ran a monthly community newspaper.

Eventually, Will and his partner Don Davis formed Meadows Media, which purchased KLVF / KFVN radio in Las Vegas, New Mexico. The AM station was sold to Joseph & Loretta Baca several years ago. Knowing the high level of devotion to the community that the Bacas have exemplified, Meadows was pleased

to have them serve as managers of KLVF. Most recently, Will and Don agreed to sell KLVF to local management in order to continue KLVF's tradition of local service most effectively.

Will has been privileged to receive a number of honors over his lifetime including the Distinguished Service Award from the University of Wyoming. He was named a Jaycees International Senator and an Outstanding Graduate of Albuquerque High School.

Four years ago, Will moved to Puerto Rico where he has assisted his adopted family in regaining the license of WVIS, Vieques, now back on the air after nine years of silence. Although he has only lived on the island for a relatively short time, Will was presented with an Honorary Resolution by the Senate of Puerto Rico for his past and present community service.