

# KXCI 91.3 2023 IMPACT

Founded in 1983, KXCI is a diverse, independent radio station broadcasting nearly 100% original local programs 24 hours a day, 365 days a year to over 41,000 weekly listeners.



**MISSION:**  
To connect the communities of Tucson and Southern Arizona to each other, and the world, with informative, engaging, and creative community-based programming.



## MUSIC PROGRAMS:

KXCI broadcasts 24-7 to listeners in Southern Arizona and all over the world with music programming that is personally curated with music from all genres including Rock, Soul, Roots, Gospel, Electronic, Punk, Hip Hop, Latino, Blues, Jazz and everything in between.

## VISION:

To be a mirror and a window for people to experience themselves and others through authentic community voices and music.

## VALUES:

- Accountability + Authenticity
- Creativity
- Equity
- Honoring The Past And Embracing The Future
- Service
- Volunteer-Driven

***"I discovered KXCI when I moved to Tucson in 1986. I immediately donated and have been a supporter ever since. I love Saturday mornings and the young deejays on Sundays. Way to keep the community involved and vital!"***  
—Mary E.

TURN OVER →

**COMMUNITY VOICES:** The Nonprofit Spotlight program shares the work of local organizations. Community Impact Announcements offer an annual \$250,000 in-kind value to nonprofits.

**VOLUNTEER-DRIVEN:** 100+ on-air volunteers donated over 9,000 hours of music programs. Another 75 volunteers donated 350+ hours tabling community events, stuffing envelopes, answering phones for fundraising drives, and more for a value of \$350,000.

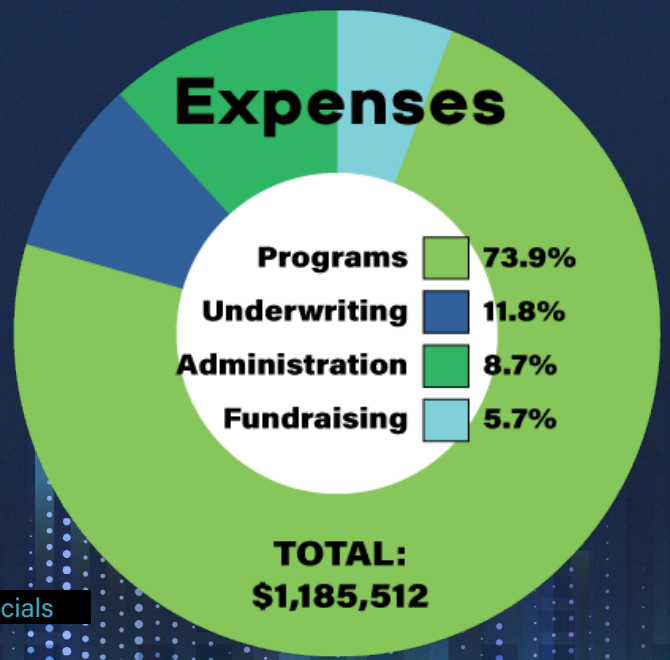
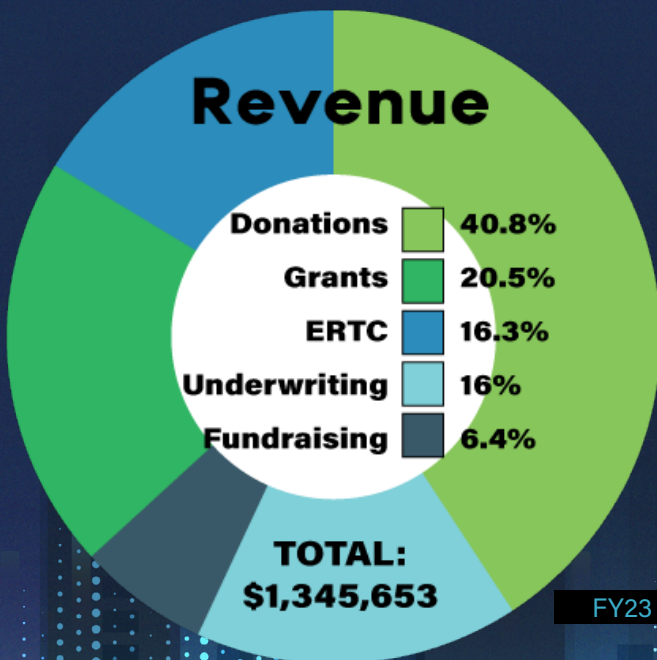
**MINI-PROGRAMS:** Mini-Programs share **critical** information about community interests such as health resources, local arts, our environment, and the diverse perspective of the people that make this a vital, diverse region.



**LOCAL YOUTH** attend our free week-long broadcasting camps and create their own programming, The Future of Radio and Bonus Tracks.



*"Music is important because when you expand your music tastes you expand your mind. It's a great way to educate yourself and have amazing emotional experience" Youth DJ*



FY23 Audited Financials

**THANK YOU FOR SUPPORTING YOUR COMMUNITY RADIO STATION!**