

# KXCI 91.3 2024 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 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

***"KXCI is such a community treasure and one of my favorite things about living in Tucson. Thank you for all of the dedicated DJs whose love and care is palpable through their song choices, earnest communication, and mini programs that help me to learn about and fall in love with my community and the people in it!"***  
—Leora S.

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.

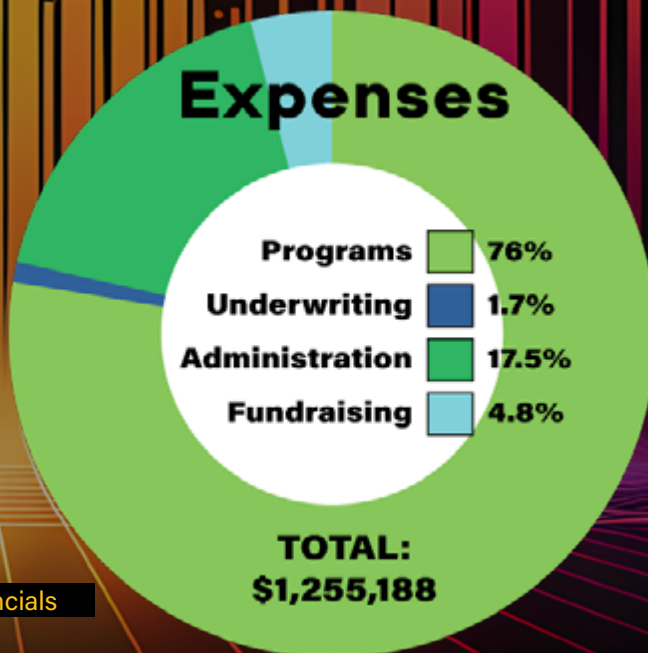
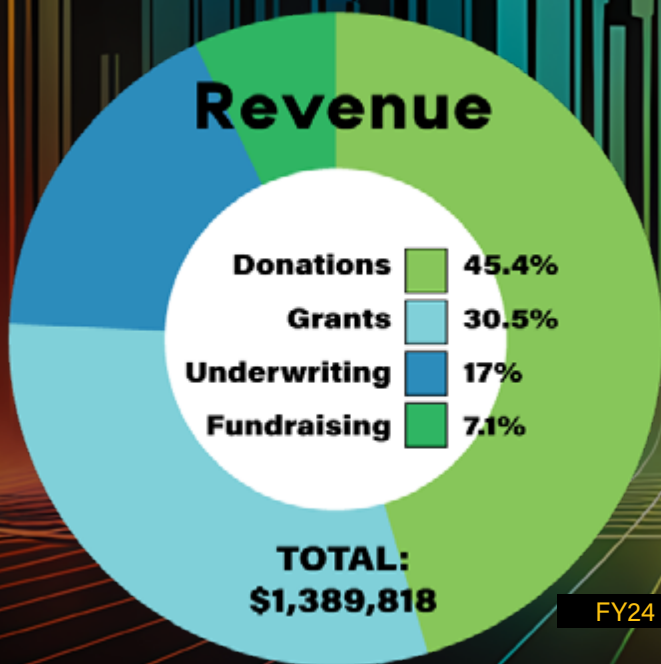
**MINI-PROGRAMS:** Mini-Programs share **critical** information about community interests such as health resources, local arts, our environment, and perspectives from people who make this region so vital and diverse.



**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



FY24 Audited Financials

[www.kxci.org](http://www.kxci.org)

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

