

Community Representation Statement

KCIE 90.5 FM is responsible for reflecting the issues, cultures, and lives of residents of The Jicarilla Apache Nation. The FCC licenses KCIE FM Radio as a non-commercial broadcast and serves an audience residing on or near the Jicarilla Apache Nation. Our emphasis focuses on promoting its cultural history and language preservation, providing general information on Tribal Government /Cultural Affairs, Safety, and Health concerns and broadening cultural understanding, exposing listeners to the Jicarilla Apache Culture through music and programming.

KCIE Radio Station is an equal-opportunity employer and includes staff with a wide range of backgrounds. We offer summer and after-school employment opportunities for youth and college students as well as part-time employment with our Nations Department of Labor program. KCIE 90.5 FM works with the Community of Dulce, NM emergency departments to create and produce safety awareness PSAs and programming that KCIE 90.5 FM airs throughout the year that is geared towards issues the community faces to promote healthier lifestyles as well as outlets within the community that can be used as a resource for help. KCIE 90.5 also creates programming such as Abbachii of the day to help preserve and teach the Jicarilla Apache Language.

KCIE 90.5 FM has undertaken several initiatives to better serve Dulce, NM, and the Jicarilla Apache Nation.

KCIE started the Safe Drivers Initiative. This Project involved our local departments of public safety, including the Jicarilla Apache Police Department, the Dulce Fire Department, the Jicarilla Game and Fish, and the Jicarilla EMS. To create safety PSAs for the community each department creates content promoting safety PSAs that pertain to each department. These PSAs are played on KCIE radio stations throughout the year. KCIE is in the planning stages of working with our language and

culture departments to potentially digitize our Jicarilla Apache culture by recording and creating programming that promotes learning and teaching of the Jicarilla Apache language. By engaging with the listening audience through teaching simple phrases and commands as well as telling stories and songs. Once this is achieved we will play this programming on the KCIE radio stations throughout the weeks to come.

KCIE has also started a project that includes reaching out to local departments such as the Jicarilla Behavior Health, the Jicarilla Health and Fitness Center, and the Jicarilla Service Unit to team together to create content that brings awareness to the community of problems our community struggles with every day such as Suicide, Diabetes, Child abuse, Domestic Violence, Substance abuse, Obesity and other issues that are in the community. Each department would provide information on the issue, how to prevent the problem, and where in the community they can reach out to for help if they are struggling with any of these issues. This programming is being played throughout the year on KCIE.

Back at the end of the year 2021, the Federal Communications Commission granted KCIE a Construction Permit to increase the station power from 100 watts presently up to 5000 watts power with a directional antenna system. This year KCIE was able to complete that project and we will be able to have a further reach throughout the Jicarilla Apache reservation. This was important for us because we are essentially a part of the emergency team for the community being that some of our elders or members that live further from the community of Dulce may not have cell phones or internet the radio station is an important outlet for emergency information and of course information in general.

KCIE 90.5 FM's vision is to be the most valued, vital, and vibrant public radio station for our community. One that inspires us to capitalize on opportunities to serve our listening audience and engage our community. To always strive to serve the audience better, to embrace change, and to encourage innovation.

