



Low Power Community Radio Empowers Latinos

Diversifying Voices in the Media

The Local Community Radio Act (H.1147, S.592) would allow for thousands of new low power community radio stations across the US. Low Power FM stations (LPFM) are community-based, non-commercial radio stations that operate at 100 watts or less.

Passing the Local Community Radio Act will open the door to low power stations in major urban areas for the first time, where broadcasting in a 3-7 mile radius can reach tens of thousands of people.

LPFM stations allow neighborhood organizations, community churches, schools, first responders and nonprofit groups to broadcast essential local content to their communities.



Antidote to Abysmal Minority Ownership

- **Latinos own only 2.9% of radio stations** and minorities own just 7.7% while they make up 33% of the U.S. population.
- **Fewer minorities than ever work in radio newsrooms** – the number has been declining since 1995.
- The number of talk radio shows that routinely demonize the Latino community has risen dramatically over the past decade, inspiring an FBI-documented **40% spike in hate crimes against Latinos.**

Empowering Latinos

Controlling one's own media is essential for Latinos to organize for a more just and democratic future.

LPFMs are community based, non-commercial, and inexpensive to build and operate, making LPFM accessible and attractive to Latino communities.

Radio is a preferred medium for Spanish speaking communities - it does not require English fluency, written literacy, or a broadband connection.

Latino communities have built some of the most successful community radio stations in the U.S.

Latino Community Radio Spotlight



KPCN-LP 96.3 FM BUILDS LATINO CIVIC PARTICIPATION

KPCN is operated by the Pineros y Campesinos Unidos del Noroeste (Treeplanters and Farmworkers United of the Northwest), the largest local Latino organization in Oregon. KPCN helped to register 1500 and educate 7500 Latino voters in 2008 in an area where 50% of the population is Latino but only 10% can vote. The show “Voz Educacion” educates families about the local School District and prepares them to participate in key decisions by the school board.



RCV 90.1 FM FM WILL HELP RESTORE THE ECONOMY OF VIEQUES

RCV, operated by El Comité Pro Rescate y Desarrollo de Vieques, will provide an important educational and organizing tool connecting Culebra and Vieques, island towns, with Ceiba and Naguabo on the main island. This region is affected by a half century of use as a US Navy bomb test site, with grave consequences for the environment and economy. RCV stands as an example of the kinds of new stations that can grow with passage of the Local Community Radio Act.



WCIW-LP 107.9 FM HELPS FARM WORKERS WIN VICTORIES

WCIW educates the farm worker community broadcasting in the fields about efforts to raise wages and improve working conditions in Florida fields. The Coalition of Immokalee Farm Workers increased membership to 2500 and meeting participation by ten fold using the radio station, helping them to win victories in campaigns against fast food giants. The station is the one of the only broadband access points in the community, with a computer lab and media training. During hurricane season, Radio Consciencia broadcasts emergency alerts in 5 languages.



WSBL-LP 98.1 FM PROMOTES PUBLIC SAFETY

In South Bend, Indiana, the local chapter of United Latin American Citizens broadcasts Spanish-language programming and music, public safety announcements, and English vocabulary lessons on WSBL.

CONGRESS OF DAY LABORERS WANTS RADIO FOR RIGHTS

The Congress at the New Orleans Worker’s Center for Racial Justice seeks to operate an LPFM radio station to help develop leadership within their membership, share information on worker’s rights, and foster transnational radio programming via web streaming to connect members with community radio stations in their home countries.

COMITE DE LOS POBRES WOULD OFFER BILINGUAL NEWS

They had hoped to provide bilingual coverage of local issues affecting Latino workers and farmers. They were just one of many Fresno organizations applying for a license on the only open frequency before Congress prohibited any in town.

**STILL WAITING
FOR A LICENSE**