

LABOR LEADERS AND FARMWORKERS OF OREGON BUILD RADIO STATION

KPCN-LP 96.3 to Catapult Workers' Voices Over Wall of Media Consolidation

Pineros y Campesinos Unidos de Noroeste (PCUN), Oregon's largest Latino organization and a national leader in the battle to protect and expand the rights of immigrant workers in the United States, will build its own radio station -- KPCN-LP, 96.3 FM. This summer, August 18-20, workers and families from across the Willamette Valley, the Northwest, the United States and around the world will join PCUN in Woodburn, OR to build this entire radio station, from the studio mic to the antenna (to be installed on top of Woodburn's water tower nearby). On the heels of legislative action in the United States Senate that could expand low power FM radio to thousands more communities, station builders will come together not just to build KPCN with the workers of PCUN, but to strengthen the movement to stop major media corporations from taking up all America's airwaves. This summer won't be the first time that the farmworker organization, 21 years old with over 5000 registered members, has taken to the airwaves.

"Years ago, we broadcast for an hour a week on an AM station that served Woodburn and the Willamette Valley," said KPCN-LP Start-Up Coordinator Adrian Valladares-Carranza. "Because of the program serving farmworkers and Latinos across the Valley, workers were able to voice their opinions and concerns in a way not heard before on Woodburn radio.

But when an influential local farm owner learned that PCUN was covering labor rights on the air, the owners of the AM station took the show -- and the voice of the farmworkers -- off the schedule, violating PCUN's contract with the station and prompting PCUN to file a lawsuit and win an injunction to air their final two programs. The show's removal left the long-established Latino families and new community members without programming that they could trust.

Many of the stations in the Willamette Valley are owned by national media corporations Entercom, Viacom, and Clear Channel, who profit by using America's airwaves, leaving little room for local programs. "This year, as Congress tries to limit the rights of immigrants, the Republican-led Federal Communications Commission is trying to put even more radio stations, newspapers, and TV outlets into the hands of America's biggest media monopolies," said Prometheus Radio Project organizer Siyade Gemechisa. "Local deejays from California to New York helped to bring millions of fighters for immigrant rights into our streets. As we work together to build KPCN-LP in August, we stand with labor leaders, religious groups, media activists, and millions of Americans to stop media monopolies from getting bigger. Low power FM radio stations like KPCN-LP are a real solution to media consolidation."

Now PCUN is joining with the Prometheus Radio Project, a national group that supports and builds stations around the world, to build their own low power FM (LPFM) at 96.3 FM. Low power FM station builders led the fight to protect local media ownership in 2002 and 2003, when almost 3 million people wrote the FCC, telling them that when just one or two companies owned the radio, TV, and newspaper outlets in a town, that democracy suffered. There are now over 750 low power FM stations on the air across the country, leading the fight for diverse, local, community media nationally.

PCUN and Prometheus are inviting the general public to come and help build and launch the station on the weekend of August 18th to 20th.

You can find out more at <http://www.prometheusradio.org> and <http://www.pcun.org>.

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building radio stations = awesome <http://www.prometheusradio.org> 215-727-9620

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