



KXFM Radio

Impact Report 2025



By Community For Community

This past year was transformative for KXFM. Our community came together to celebrate what makes independent radio so essential – authenticity, creativity, and connection. We expanded programming focused on hyperlocal content and took major steps toward our most exciting milestone yet: Moving the Station – to a central, ground-floor space that will position KXFM as a true community hub.

Through KXFM, the community can hear itself. From volunteer DJs to high school students, local artists to civic leaders, we're live on the air every day. KXFM keeps South Orange County tuned in and turned on – to music, to each other, and to what matters.





WHO WE

ARE

KXFM is the only nonprofit, FCC-licensed LPFM station serving South Orange County.

Based in Laguna Beach, KXFM is your always-on connection to music, arts, conversation, and news—weaving many voices into a shared sense of resilience, meaning, and togetherness.

KXFM is more than a radio station, it is a civic and cultural hub powered by community. Our programming is created by over 80 passionate volunteers: artists, students, small business owners, activists, and storytellers who reflect the full character of our coastal community.



**OUR MISSION IS TO AMPLIFY THE GOOD, INFORM THE NECESSARY,
AND SURPRISE AND DELIGHT OUR COMMUNITY.**



**WE SERVE AS BOTH A CREATIVE HUB
AND A CIVIC UTILITY.**

**WE INFORM, CONNECT, INSPIRE, AND
AMPLIFY—ONE STORY, ONE SONG, ONE
LISTENER AT A TIME.**





2025 Achievements

WAVES OF IMPACT

80+ volunteer DJs

200+ local artists featured on-air

20+ student participants through youth media training and internships

10,000 streaming listeners

77,000 steaming downloads

8,760 hours of live broadcasting

400+ community service announcements year-round

18+ hours of live emergency coverage during local crises

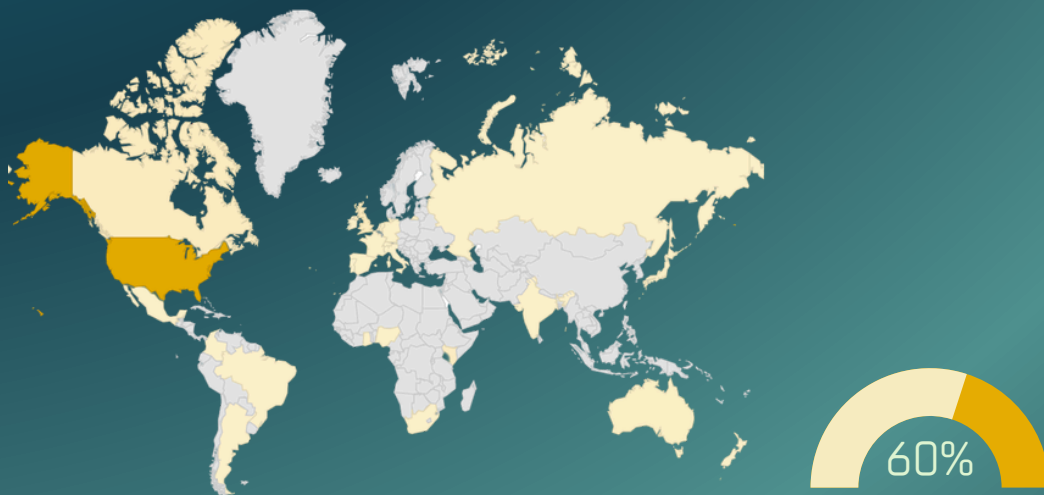
10 major community events

10+ community partners & sponsors



KXFM Beyond Laguna Beach

KXFM streams globally at KXFMradio.org, bringing the sounds and stories of Laguna Beach to listeners far beyond city limits – acting as a brand ambassador for the city and a connection point for visitors, former residents, and fans of the Laguna lifestyle worldwide.



In the past year, 35% of our podcast downloads have been outside the US. Domestically, 60% of downloads are outside of California, including key markets like Florida, Texas, New York, Washington, and Arizona. Major cities include Los Angeles, Phoenix, Seattle, Las Vegas, DC, Houston, and more.



Community Voices

I think community radio is more essential than ever before. We have fewer and fewer news sources and what we really needed our communities to bring diverse perspectives together to have conversations about the important issues of the day.

We live in divided times, and the only solution is to have these types of important conversations, and that's why we're so grateful for KXFM and all the work that they do to keep us informed, to keep us engaged.

Alex Rounaghi, *Laguna Beach City Councilman*

Radio is going to be our lifeline to learn where to go, what to do, stay safe and save lives.

I love having a radio show on KXFM because it's a way that I can showcase our local businesses.

Heidi Miller, *local businesswoman and host of "The Business Link"*

KXFM is really one of the few remaining vestiges of how Laguna used to be. It's a real cauldron of creativity.

Steve Wood, *local musician and KXFM host*

We don't have local content like we used to. Too many of the major media players are consolidating and they're consolidating the messaging and that's the problem. You don't get the local news that your community wants here with local radio, you get that. You get the vibe, what's going on. You get to interview people that are really cool from Laguna Beach and understand their impact to your community.

KXFM is not some rich monolithic corporation. It is just the opposite. 80 volunteers run this business. 80 volunteers bring you the content that you enjoy. Every week

Harley Rouda, *former Congressman*

Radio's important not only because it contributes to this wonderful community and our commitment to the arts that we have here, but it's also such an important public safety and emergency resource.

In a small town like this, I think radio really contributes to our community, not only because we have this shared experience, but it also really brings us together in community events. It gives us a chance to actually physically be together and spend time as a community.

Hallie Jones, *Laguna Beach City Councilwoman*

My show was about anything that relates to our environment. We are nestled in this beautiful sanctuary of a city that's between a dedicated green belt and a dedicated blue belt. One of the few places in the entire world where this exists. And making people aware of that to me is really important.

Chris Prelitz, *host of "All Things Green"*

Logan and I started at KXFM as people who didn't know the first thing about radio. We found radio camp. And since I already had a flare for music, I wanted to try it out. We just dived in those first few weeks at radio camp to the point where we had our own shows afterwards and we've been doing it ever since. So that was back when I was 15 years old. I'm a senior now in high school going off to college next year and music production going into radio is what I want to do.

Elliot West, *LBHS student and KXFM host*

That's the importance of local radio for them to tune in and know what's happening. Get up to the second information and it's more of a dialogue than just a text message or some warning that you might hear through a speaker system.

Niko King, *Laguna Beach Fire Chief*



Our Community in Sound

85

Volunteers
DJs

KXFM is more than a station – it's a creative commons.

Every broadcast connects people to what's happening around them: from local news and culture to live music that fills the night.

65

Crafted & curated
music shows

KXFM's shows are powered by the community – volunteer hosts and music curators who bring soul to the airwaves. From daily public affairs to deep dives into the arts, our programming connects people to what's happening here and now.

20

Hyperlocal
podcasts

Real time news. Afternoon talk. All day music. Podcasts on demand.





Moving the Station

KXFM is embarking on our most ambitious project yet: relocating to a brand-new, ground-floor studio that's designed to make the station more visible, more accessible, and more connected to the community than ever before. Scheduled for a ribbon-cutting in April 2026, this move positions KXFM as a true hub for creativity, civic engagement, and emergency communication in Laguna Beach.

Project Features:

- Ground floor studio
- Outdoor community listener lounge
- Performance area
- Podcast studio
- Upgraded emergency backup systems

KXFM's relocation is more than a physical move; it's an investment into our long-term vitality.







Youth Mentorship & Programming

KXFM's Highschool Internship Program

Gives students the tools to tell stories that matter. Participants learn interviewing, editing, and production skills while gaining real on-air broadcast experience.

Teen Action Radio

Teen Action radio show centers around a student-led organization, Walking for Water, that partners with Wisdom Spring to build wells and educate youth in multiple areas of Africa and India. Students discuss the importance of providing clean water access to communities that walk a minimum of 6 hours daily for water. The show demonstrates how no matter the age, anyone can make a global impact and by doing so foster international connection.

Partners: Laguna Beach High School • LCAD •
LBUSD • Walking for Water • School Power • Wisdom Spring





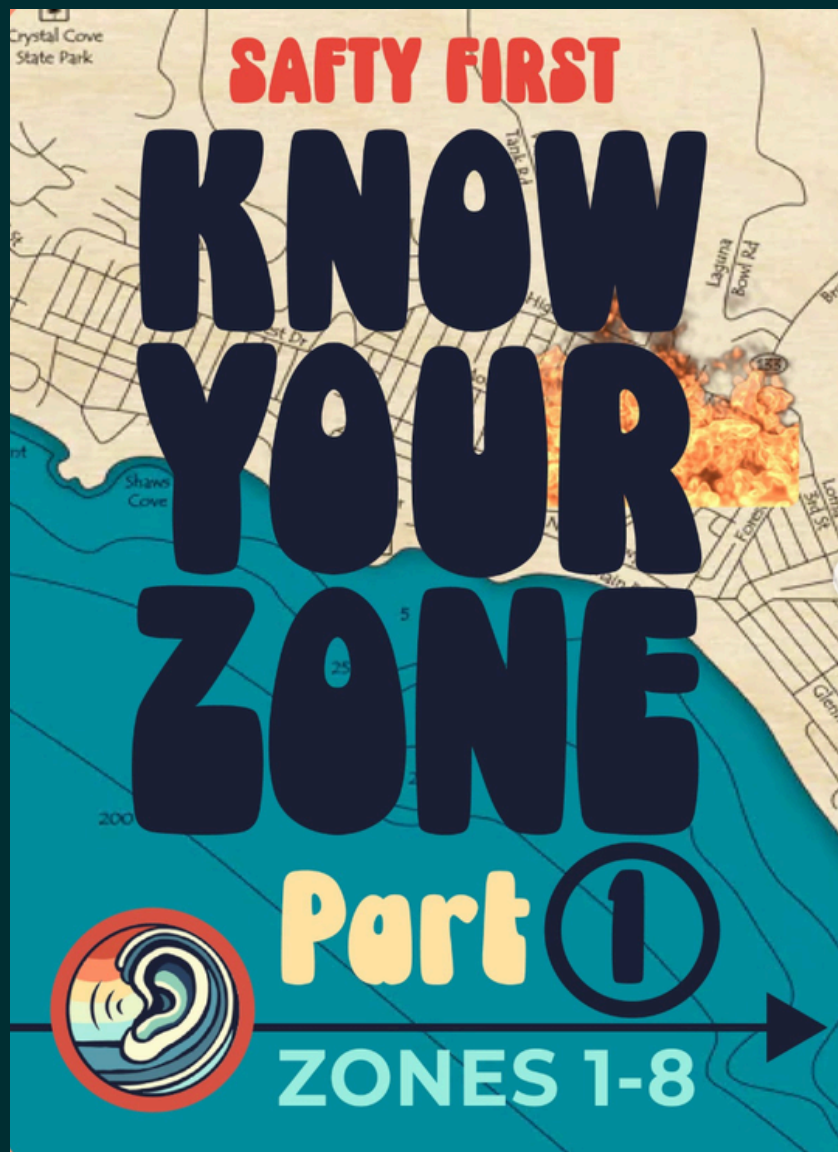
Emergency Preparedness

KXFM serves as a vital broadcast link during emergencies.

When power or cell service fails, we stay live. In 2026, we will:

- Install generator backup power
- Expanded volunteer training for crisis communication
- Add mobile broadcasting equipment for field reporting

When the grid goes out, we stay live.



Community Events

KXFM connects people off-air through events that celebrate local culture & collaboration.



KX Halloween Block Party

Free downtown concert featuring local musicians and small businesses.

KX Takeover

Our Radio-thon fundraiser where local residents take over the airwaves and DJ their own shows.

Laguna Achievement Festival

Annual celebration honoring local changemakers in arts, education, and civic life.

Station Pop Ups

KXFM brings music and the vibes to local events throughout Laguna Beach—from high school tailgates to Laguna Beach's Hospitality Night.





Laguna Achievement Festival

The Laguna Achievement Festival (The LAF Awards) is KXFM's annual celebration honoring the people, places, and culture that define Laguna Beach. Community members cast votes across categories spanning music, art, sports, food, business, and retail – culminating in a live awards ceremony where custom "Laffy" trophies handcrafted by local artist Jorg Dubin are presented to winners chosen by our community.

- 400+ attendees
- 25+ award categories across arts, athletics, culture, business, and lifetime achievement
- Nominees include local artists, bands, surfers, skateboarders, restaurants, nonprofits, retailers, and high school students
- Returning for its second year May 2nd at The Artist's Theater

More than an awards show, the LAF is a statement: community radio exists to celebrate the community it serves. It's a night when the people and places that make this town extraordinary get their moment in the spotlight – and the whole city shows up to cheer them on.









KX Halloween Block Party

What started as a block party outside our Oak Street studio turned into one of the most memorable nights of the year. Last October, KXFM took over the Festival of Arts grounds for a full Halloween experience that brought together everything we love about this community. Local musicians took the stage, a curated film screening set the mood, and haunted houses kept things delightfully unsettling. Local businesses set up alongside the action, part of the night rather than just sponsors of it. It was the kind of event that could only happen in Laguna Beach.





Community Partners Friends of KXFM

We are powered by our community.



Friends of KXFM



Awarded Grants



THE COUNTY OF ORANGE

\$100,000 Supervisor Katrina Foley
Supported KXFM's station relocation and upgraded facilities, expanding capacity for community broadcasting and emergency response.



SAMUELI FOUNDATION

\$75,000 Breakaway Grant Invested in staff and volunteer development through professional training, coaching, and organizational culture support to strengthen leadership and retention at KXFM.



LIVING PEACE FOUNDATION

\$25,000 Expands hyperlocal programming focused on mindfulness, wellness, sustainability, and dialogue-amplifying community voices that promote compassion and wellbeing.



CALIFORNIA FIRE FOUNDATION

\$15,000 Funded critical upgrades to KXFM's backup generator system, improving broadcast continuity and emergency communication reliability during disasters.



LAGUNA BEACH COMMUNITY ASSISTANCE

\$7,500 Supports KXFM's ongoing daily arts and cultural programming that showcases local artists and creative voices.



LAGUNA BEACH CULTURAL ARTS

\$5,000 Seed funding toward development of KXFM's emergency mobile app and enhanced website hub for real-time alerts, evacuation guidance, and preparedness resources.



F&M BANK FOUNDATION

\$5,000 General support helping sustain community programming and local outreach efforts.



MACGILLIVRAY FAMILY FOUNDATION

\$5,000 Provides flexible funding to strengthen operations and volunteer-driven local content.

THE HEXBERG FAMILY FOUNDATION

\$5,000 Supports storytelling, environmental awareness, and educational media initiatives within KXFM programming.

By the Numbers

100,000+

County of Orange

\$25,000 - \$100,000

Samueli Foundation

Anonymous

\$10,000 - \$25,000

Farmers & Merchants Bank

Laguna Beach Water District

Living Peace Foundation

California Fire Foundation

\$5000 - \$10,000

City of Laguna Beach Cultural Arts Fund

City of Laguna Beach Community Support Fund

F&M Bank Foundation

Hexberg Family Foundation

MacGillvaray Foundation



KXFM Team

Management

Billy Fried

Jonathan Tufano

Lex Simonton

Kurtis Gentile

John Ford



Board Members

Barbara MacGilviray

Brenden Hexberg

Harley Rouda

Richard Reisman

Billy Fried

Jonathan Tufano



Advisory Board

Newth Morris

Tom Bak

Meital Taub

Joanna Bear

John Zegowitz

John Dittmar

Your support sustains the
future of independent
community-driven media.

Join us!

For more information on how to
contribute or participate email
lex@kxfmradio.org



Core Values

Belonging

Uplifting and connecting the community through shared stories, local voices, and civic pride.

Joy

Creating programming that brings people together, celebrates creativity, and adds lightness and inspiration to daily life.

Curiosity

Encouraging thoughtful dialogue, discovery, and deeper understanding of local issues, culture, and ideas.

Fair & Equal Representation

Amplifying diverse voices and perspectives so the station reflects the full breadth of our community.

Public Service & Civic Responsibility

Upholding integrity, transparency, and a deep commitment to serving the public as a trusted media source.

Accessibility

Meeting people where they are: on air, online, and in person so everyone can stay informed and connected.



Core Initiatives

Independent Media

Delivering hyperlocal news, arts, and culture through original, nonpartisan reporting and storytelling rooted in the community we serve.

Public Safety and Emergency Broadcasting

Providing timely, accurate information during crises and emergencies as a trusted community resource.

Civic Engagement & Dialogue

Facilitating public conversation and participation in civic life to foster informed, connected communities.

Uplifting and Educational Programming

Offering stories and shows that inspire curiosity, learning, and joy across generations



What Your Support Fuels

Community Broadcasting: Dozens of volunteer-led shows celebrating local music, art, ideas, and stories.

Youth Mentorship: Hands-on learning for high school and middle school students to develop media literacy and vocational skills while learning journalistic practices such as audio production, interviewing techniques, and storytelling

Emergency Preparedness: Upgrades and maintenance to our back up communication systems for reliable disaster response.

Community Events: Festivals and fundraisers like the KXFM's Block Party and Laguna Achievement Festival.

Capital Project: Moving the Station – our new, accessible, and visible studio space in central Laguna Beach.

Looking Ahead

2026 & Beyond

The next year will be one of transformation.

As we build our new home and deepen our role as a town square, we're focused on the following goals:

1. **Launch the New Studio** - A walk-in space where anyone can learn, share, and create.
2. **Produce More Community Events and Concerts** - Expand live programming that showcases local artists and brings the community together.
3. **Strengthen Emergency Communication** - Finalize our solar and backup systems to keep broadcasting under any conditions.
4. **Expand Local Journalism** - Grow our coverage of civic issues, local governance, and cultural news.
5. **Increase Youth Representation & Programming** - Provide more opportunities for younger generations to create, host, and contribute to programming.

WE BELIEVE IN MEDIA THAT MOVES AT THE SPEED OF HUMANITY — LOCAL, REAL, AND ALIVE.



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