

**NEW MEXICO JUNIOR COLLEGE**  
**EDUCATIONAL OBJECTIVES AND PROGRAM**

New Mexico Junior College (“NMJC” or the “College”), is a public junior college founded in 1965. The College is authorized by the State of New Mexico to confer Associate of Arts (AA), Associate of Science (AS), and Associate of Applied Science (AAS) degrees, and also offers occupational certificate programs that prepare students for employment or self-employment upon completion.

NMJC will use KNMJ(FM) (the “Station”) to advance an educational program in furtherance of NMJC’s educational objectives. NMJC’s governing documents permit it to advance such an educational program and contain no provisions that would restrict it from doing so, or from complying with any Commission rule or policy or any provision of the Communications Act of 1934, as amended.

**Educational Objectives and Program**

NMJC will use the Station to advance NMJC’s educational objectives and to provide noncommercial educational programming to Lea County, New Mexico and surrounding areas.

On-campus and local interests will be served with a variety of educational and informational programming that focuses on the College and surrounding communities. NMJC plans to broadcast “Música y Libros,” a bilingual program hosted by a NMJC professor of Spanish. The program will promote and provide multiple language literacy and music to listeners. It will allow NMJC ESL students to practice their English while highlighting their native languages (including Spanish and Arabic). Dr. Teresita Dovalpage, the host, will utilize the platform to reach and educate listeners of both languages, and those learning either Spanish or English, by highlighting a book, magazine, or poem to be read and discussed in both Spanish and English. NMJC also plans to broadcast a program entitled “Lea County with Lindsay,” during which listeners will be instructed about community and scholastic-based programs and undertakings in Lea County. Guests will speak about events, organizations, community activities, and other topics of interest to educators and citizens in the communities of Lea County. The show will include experts in local education who will discuss and teach about issues for parents and their children’s education, mental health assistance during COVID-19, issues of focus for local Commissioners, including educational issues, and other topics of importance to Lea County residents. NMJC also plans to broadcast student-centered educational programming, including through programs hosted by an international student who will discuss NMJC student life from an international perspective.

NMJC will undertake to advance the Station’s community educational outreach activities through the development of additional programming that may include additional conversations with local community and College leaders. For example, the Station may broadcast programming originating from the College’s museum that will

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provide “a moment in history on this day.” NMJC will endeavor to develop and broadcast additional student and faculty programming, both for educational purposes and entertainment.

KNMJ will provide coverage of local collegiate sporting events and activities, including play-by-play broadcasts of NMJC baseball, basketball, and volleyball games and programs.

NMJC is a residential campus that will benefit from public service programming geared toward events and activities at the College. The station will provide a forum for the College and other surrounding area schools for the promotion of scholastic endeavors, sports, and other extracurricular activities. Students will be able to gain valuable, on-the-job training through internship and volunteer opportunities. The Station will serve as an integral teaching tool for the College’s Entertainment and Music Technology degree program.

In sum, NMJC plans to advance local noncommercial educational service with local and College-based educational and cultural programming, and by developing complementary outreach initiatives with local educational and cultural institutions, including programming focusing on teaching and learning.