



**Let's Talk!**  
**Rawlins Community FM Radio**  
**Prospectus**



13 September, 2024 - Rawlins, Wyoming

**Let's Talk Rawlins, Inc.**  
A Wyoming Nonprofit Corporation

Owning

(Nonprofit)

**KRAW-LP Community Radio**  
97.9 FM Channel 250  
FCC Low Power FM Broadcast Station

and

(For Profit)

**Let's Talk Rawlins Internet Radio**

Website: <https://www.letstalkrawlins.com/>

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**For Additional Information and discussion, visit [www.letstalkrawlins.com](http://www.letstalkrawlins.com)**

**Or Contact**

**Henry Nicolle**  
**307-710-0979**  
**[admin@letstalkrawlins.com](mailto:admin@letstalkrawlins.com)**

**You are invited to call to tour our Rawlins facilities!**

**Broadcast Studio at 816 West Spruce Street**  
**Annex and Recording Studio at 416 6th Street**



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## **Station Summary**

### **Purpose**

**Let's Talk Rawlins** broadcast and Internet radio stations are intended to provide unrestricted information, opinion and common interest resources for the Rawlins community.

### **Content and Policy:**

**KRAW-LP FM** radio is wholly community funded and operated. The station is NOT a "Public Radio" entity.

### **Current Status:**

This is a conventional bootstrap development. Initial talent and funding are limited, due to the speculative nature of the enterprise and purpose.

The **Let's Talk Rawlins** startup has provided the facilities, equipment, licenses and operational structure for a community owned and operated resource.

Let's Talk Rawlins is currently in a phase of building participant rolls and learning how to actually be a radio station.

The Rawlins community will determine how and when to develop community participation and eventually establish full community control of broadcast operations.

### **Legal:**

The legal structure of this resource provides a transition from virtual operational control of policy and content to full ownership and operation of the organization by the community as a whole.

We anticipate that the initial composite corporate and financial structure will be subsumed by a new Wyoming DAO (Decentralized Autonomous Organization).

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## **Financial Summary**

Initial Startup Expense to date: (Exceeds) \$20,000

Monthly Operating Expense: (Estimate) \$1,500

Consolidation and Enhancement Estimate 2024-2025: \$15,000

## **Revenue Summary**

### Revenue Sources

#### Broadcast Radio Station Sources:

- Cash contributions
- Fundraising events
- Dedicated Project contributions
- Dedicated Subscription contributions
- Dedicated Underwriting contributions

#### Internet and Internet Radio Station Sources:

- Paid advertising
- Paid Content
- Dedicated Project contributions
- Dedicated Subscription contributions
- Dedicated Underwriting contributions

We are considering creating a semi-independent funding group intended to provide a profit-sharing resource for transient station cash requirements.

If adopted, this entity would consider and establish terms and policies or providing ancillary station funding, based upon anticipated Internet Radio Station for-profit activities.

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**\* \* \* Our Community, Our Staff \* \* \***

- Corporate Administrators Perform corporate legal and accounting requirements
- Administrators Perform station legal, FCC and other necessary reporting and regulatory compliance
- Coordinators General Station Activities
- Managers Programming
- Station Managers
- Studio Managers
- Technical Compliance Managers
- Program Managers
- Scheduling Managers
- Funding Event Managers
- Reporters Community Events Community Event Reporters actively seek our community activity and perform on-site reporting
- News News Reporters actively seek our community interests and provide timely information
- Investigative Investigative Reporters seek out the "story behind the story" concerning our communities and institutions
- Program Hosts Station Hosts Station Hosts present normal station content
- Show Hosts Show Hosts operate Broadcast and Internet programs
- Remote Hosts Remote Hosts operate remote studio activities
- Music Content Providers Music content providers generate play lists for station play without Music Hosts.
- Operators Studio Call-in
- Studio Audio Operators
- Remote Audio Operators
- Funding Event Operators
- Gofers Gofers provide essential labor, setup, teardown, transportation and expedited tasks
- Coordinators Broadcast Radio
- Internet Radio
- Broadcast Technical
- Internet Technical
- Podcasters The station provides Podcast support.  
> (See Station Funding for support detail)

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**\* \* \* Station Content Opportunities \* \* \***

**Marketplace**

Rawlins Businesses  
 Brick and Mortar  
 Virtual  
 New Business  
 Lost Business  
 Business Managers Talk  
 Job & Market Opportunities  
 Tourists, Travelers and Visitors

**Staffing**

Station Managers  
 Production Managers  
 Producers  
 Editors  
 Interviewers  
 Hosts  
 Audio Techs  
 Tech Support  
 General Assist "Gofers"

**Movies**

Film Club responses  
 Critics  
 Reviewers

**Broadcast Modes:**

Broadcast FM Radio  
 Internet Radio  
 Program Schedules  
 Live Presentations  
 In Studio  
 Remote  
 Call-in

**Public opinions**

Interesting Interviews  
 "Hot Seat" "Hot Spot"  
 Contentious Interviews &  
 Conversations

**Broadcast Station Standard Programming**

**Community Announcements**

Church &  
 Religious  
 Sunday Services  
 Saturday Services  
 Bible Studies

**Open Lines:**

Morning Show (Rawlins  
 Local News, Weather,  
 Events, Marketplace)  
 Evening Show (Rawlins  
 Local News, Weather,  
 Events, Marketplace)  
 Breakfast Club  
 Twilight Conversations  
 Late Night Talk  
 Podcasts

**Events & Activities remote Radio Presence**

News and Weather

Around Town  
Breaking News  
Notes of Public  
Interest and Concern

Music  
Station Music Archive  
Pre-Recorded  
Replay  
Short fillers  
Serial readings

**Cultural and Ethnic  
Programming**

Talk  
Music  
Education  
Familiarization -  
Cultural Introduction  
Foreign Language  
Interviews  
Spanish  
Philippine  
Tamil

**Internet Station  
Standard Programming**

Selected Broadcast  
Content  
Advertising  
Paid Content  
Rawlins Interests  
County, State, National  
and Global Interest

**Things for Kids to  
do**

At the Library  
At the Recreation Center  
At the Swim Center  
At the Boys and Girls  
Club  
At the County Fair  
In the Winter  
In the Summer  
All Year  
Kids/Youth Pick-up  
Sports  
Skate Park  
Dog Park

**Civics 101**

Review of social and governance  
technical realities  
City Talkback - Understanding City  
Departments, Services and  
Employees  
What are city departments and  
services, purposes and goals  
Interviews and conversations with  
department heads and employees

**Community Events**

County Fair  
Rodeo  
Livestock  
FFA  
4H

**City of Rawlins  
Municipal  
Activities**

City Public Relations - Myra  
Miller  
Rawlins Town Hall  
Reporting Rawlins Council  
Meetings  
Relationships Between  
Department Policies, City  
Council and City Administration  
City Council Conversations  
City Manager Conversations  
City Department  
Manager/Director Conversations

**Arts & Crafts**

Artists  
Actors

Models  
Performers  
Builders  
Craftsmen  
Writers

Municipal Judge  
City Attorney  
City Manager  
Department Heads  
Clerk  
Employees  
Visitor Center  
Economic Development  
Council Members

**Station  
Remote/Event  
Presence**

Sports Activities  
Performances in the Park  
Hospitality Internal  
Events  
County Fair & Rodeo  
Many, Many Other  
Rawlins opportunities

Ward 1  
Ward 2  
Ward 3  
Ward 4  
Ward 5  
Ward 6  
At Large  
Mayor  
How are department policies  
created and enforced?

**Hobbies and  
Interests**

How To  
Advice and Training  
Model-Making  
Radio Control  
Crafting  
Weaving  
Table Decorating  
Domestic  
Cooking  
Recipes  
Coffee & Tea parties  
Collecting & Collector  
Community  
Kiting  
Photography  
Steel & Leatherwork  
Quilters  
Gaming  
Cornhole  
Darts  
Pool/Billiards  
Card Games  
Cribbage  
Euchre  
Board Games  
Chess

**DDA Events &  
Activities**

Parades  
Music  
Art Walk  
Christmas Related:  
Lighting the Cedar Street  
Star  
Christmas Parade  
Music in the Park  
Hispanic Heritage  
Downtown Merchant  
Events  
HUB  
Innovators  
Entrepreneurs  
Inventors  
Developers  
Financiers

**Police Department  
Conversations**

Chief Ward - Department  
Interviews & Conversations  
Admin

Backgammon  
Majong  
PC/Internet Games  
Cosplay  
Bingo

Dispatch  
Patrol Officers  
Investigation Officers  
Police Open House/BBQ  
Events

## **Sports**

Agents  
Scouts  
Teams  
Singles  
Youth  
Seniors  
Team  
Solo  
Wrestling  
Golf  
Youngsters  
Rodeo

## **Political Relationships**

Rawlins Community  
City of Rawlins  
Municipal Court  
County Seat  
Carbon County  
County Board of  
Supervisors  
County Sheriff  
County Court  
State Representative  
State Prison

## **Winter Sports**

Hockey  
Skiing  
Sledding  
Off-Road  
Skijoring

## **Young, Teen, Student, Adult, Seniors Visitors & Temporary**

## **KRAW-LP Station and Website Resources**

## **Summer Sports**

Football  
Basketball  
Tennis  
Hiking  
Biking  
Horse & Rider

Program Replay  
Rawlins Business Listings and Links  
Rawlins Community Directory  
Station Online Listening Link  
Podcasts, Blogs and Audio Recordings  
Social Media - Taeryn Hallman  
Technical Advice  
Yancey Allison - Apex Communications  
Darril Garner  
Tannin Hallman  
Specialty Interests and Markets  
Radio Advocates Association/Club

## **Wyoming Culture**

Ranching  
Farming  
Livestock  
Crops  
Mining & Resources  
Game & Fish  
Snowbirds, Transient Workers



and Tourists

**General Interests**

Fishing  
Shooting  
Authors and Writers  
Military  
Gardening  
Herbs, Flowers and Plants  
Cooking/BBQ  
Canning & Preserves  
Pets  
Animal Services & Kennel

**Antiques**

Antique Vehicles & Wagons  
Antique Farm Equipment

**Photography**

**Belief-Spiritual**

**Health, Wellness & Fitness**

**Dance**

**Spontaneous Activities**

Buy, Sell, Swap, Barter,  
Give, Donate  
FM Station Support and  
Sponsorship  
Online Station Enterprise  
Community Volunteer  
Recruitment and Retention  
Enhance Community  
Participation and Support  
Funny Stuff  
Kid's Stuff  
Stories  
Debate Club  
Writers Interest

**Press Release,  
Announcements, Direct  
Mail Promotion and**

Writers & Content Providers  
Advocates for Media/News  
Cooperation and  
Collaboration

**2024 General Election**

Party Promotional events and  
activities  
Republican Party - Paul  
Metevier  
Party Participant Interviews  
Candidate Interviews & Open  
Lines  
Voter and Community  
Commentaries

**Civics  
101**

City of Rawlins Structure  
Lawful, Legal, Policy, Practice,  
Presumptions and Misunderstandings

**Business Environment**

Hub and Gov't Resources for  
Business  
Innovators  
Entrepreneurs

**Education Environment**

Pre-school & Day Care  
Grade Schools  
Junior High Schools  
Primary Schools  
Secondary Schools  
High Schools  
Higher-Ed (Community  
College)  
Home Schools  
Religious schools  
Other Schools  
Teachers

**Presence**

KRAW-LP Initial  
Introduction  
KRAW-LP  
Construction  
Permit  
KRAW-LP  
antenna  
Installation  
KRAW-LP  
Operating License  
KRAW-LP Grand  
Opening

Tutors  
Advisors  
Special Education

**Newspapers**

Rawlins Times Newspaper  
Carbon County Comet Newspaper  
Saratoga Sun  
Little Snake River Press  
Columnists  
Reporters

**NGO Social Resources**

List NGO's and Non-profits in  
Rawlins

**Let's Talk Auto**

Terry Taylor  
Mike Yocum - (Quest Auto)  
Classic/Antique Vehicles  
Custom Vehicles  
Performance Automotive  
Competitive Automotive  
Flat Track Race  
Motocross  
Mud Competition

**Volunteers**

**Clubs & Organizations**

Boys and Girls Club  
Boy Scouts  
Girl Scouts  
FFA  
4H  
Lions  
Elks  
Soroptomists  
Kiwanis  
Flying Club

**Public Service**

Airport  
Air Medial  
EMT/Ambulance Service  
Memorial Hospital  
Hospital Staff  
Hospitality Workers  
Cooks  
Hospice Workers  
Counselors  
Food and Shelter workers  
**Stressful and Road Closure Assist**  
**Towing Services**  
**Food and Lodging**

**Scheduled Opinion and Comment**

Henry Nicolle Talk  
Hunters Hour  
Pam Talk  
Patrick Gonzales Talk  
Wyoming Woman  
Sherril Bailey - Short  
Takes  
Sherril Bailey - Serial  
Readings

**Community Service**

Mike Lujon Charity  
Meals

**Museums**

**Old Pen**

Halloween  
Christmas  
Spring Tours Opening

**Music**

Veteran's Day  
Christmas  
USMC Toys for Tots  
Thanksgiving  
Day Care  
Senior Care  
Drug  
Prisoner Families  
Homeless

Bluegrass  
Modern Country  
Old-style country  
Rock & Roll  
80's rock and Roll Music  
Warren  
Gospel  
Ethnic/Cultural  
Classical

**Funding**

Seed  
Donations  
Fundraising Sales  
Crypto  
Dedicated Project Funding  
Dedicated Services Funding  
Barter

END

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