

## **Exhibit 2**

### **Mission**

As diversity in America increases, our mission is to provide diversity in programming through expanded informational sources, education and the arts. The goal is to provide forums as cultural bridges for local residents to learn of Asian Indians and Chinese Americans. The mission focus will be to teach and inform the public on the Chinese culture for all people in Houston. Our mission is based on the idea that diversity enhances all.

The objective is to promote ideas and values of truthfulness, benevolence, peace, courtesy, humanity and justice as the foundations and bridges to multicultural understanding.

One focus is promoting the interests and needs of Chinese and South Asian language and population in as to issues of concern and an understanding an appreciation of the valuable enhancements and appreciations that inures in the values of traditional Asian and Western culture.

The entity was incorporated in Houston, TX on June 12, 2007.

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## **Exhibit 2-B**

### **Implementing the Mission**

The station will be dedicated to addressing socially conscious issues as well as diversity in bicultural programming.

We will implement our diversity mission by broadcasting a mixture of news, informational, instructional programs, classical history programs and discussion radio programming, along with programming concerning and comparing Asian and Western arts, culture and music.

Particular attention will be given to a focus on needs and interests of the Chinese American community in the socialization process. Specific informational, civic and cultural factors necessary for effective assimilation and cultural retention will be identified and developed into programs targeted to language impaired adults and children. Additionally, social media platforms will be integrated into station radio programming to assure access to those who are familiar with online tools. Bilingual programs will be broadcast to assure inclusion.

In designing programs to implement our mission, we will conduct surveys of community leaders, activists and non-profit organizations to determine community needs and design and produce programs responsive to those needs.

## Exhibit 2-C

### Programs and Schedule

The entity will originate at least eight hours daily of locally produced and originated program. The following is a description of and the proposed scheduling of some of the locally originated and produced programs designed to reflect the organizational mission. In addition to these programs, some national programs from affiliated program services would be broadcast during other day parts.

Program Title & Description	Broadcast Day & Time
<i>This Morning</i> News; Today Official Events; Government Events; Non-profit activities	5:00 am to 6:00 am Daily
<i>Engage Houston</i> Discussions and interviews with community representatives and educators on assimilation in workplace & society	6:00 am to 7:00 am Daily
<i>PM, Houston</i> A continuation of This Morning of the program but with all new content	7:00 am to 8:00 am Weekdays
<i>Conversational English</i> Making the transition from grammar to basic conversation with a 500 word vocabulary with emphasis on local pronunciations	8:00 am to 9:00 am Daily
<i>Important Things Today</i> A review of the day's news with a focus on individual newsmakers	5:00 pm to 6:00 pm Daily
<i>East Meets West</i> Review of similarities and dissimilarities In music style as with country and classical Chinese	6:00 pm to 7:00 pm Daily
<i>Dynasties</i> A survey of a thousand years of Chinese culture from dynasty to dynasty	7:00 pm to 8:00 pm Daily

*WATTS*

How to use social media to promote  
cultural diversity and civic engagement  
with short messages

*8:00 pm to 9:00 pm Daily*

*This Day Houston*

A call-in talk show where callers voice  
opinions and state personal views on topical  
Issues

*9:00 am to 11:00 am Weekends*

*No Detours: It's Never Too Early*

How to select and prepare for college  
admissions

*11:00 am to 1:00 pm Weekends*