

## **PROGRAM SERVICE STATEMENT AND DESCRIPTION**

This application is being submitted for **New Buffalo Area Schools** ("New Buffalo"), which is the public school district serving New Buffalo Township in Berrien County, Michigan. The New Buffalo school district was formed in 1928, and is incorporated under the laws of the State of Michigan. The district was incorporated in 1930. New Buffalo is supported partially through local taxation, and is administered by a Board of Education consisting of seven (7) members, all of whom must reside within the boundaries of the district.

As a local school district, New Buffalo is charged with the education of the children of the residents of the district. Three schools comprise the district including an elementary school, a middle school, and a high school. Thus, the district provides comprehensive education for grades from Kindergarten through High School, or K-12.

As the broadcasting arm of the school district, the proposed low-power FM station would foster the education goals of the school district at large. Since the school district serves a diverse range of residents, the programming on the proposed station will provide differing kinds of information and entertainment relevant to the mission of New Buffalo Area Schools. The Board of Education goals include the promotion of a culture of learning and respect, community involvement, and solid curriculum and instruction. The proposed facility would quite simply serve as an effective and efficient way to expand the promotion of these goals.

By providing a facility operated by the school district, New Buffalo would create an additional outlet for extracurricular activities, allow for extended learning opportunities, and

JEREMY RUCK & ASSOCIATES, INC.

P.O. Box 415  
221 S. 1st Avenue  
Canton, IL 61520

Tel: 309.647.1200  
Fax: 855.332.9537  
jeremyruck.com

establish an in-house program for the education of its students in the art and science of broadcasting and broadcasting related technologies. In addition, the creation of the station also allows for more involvement of the public in the administration and operation of their school district by reporting on the proceedings of the Board of Education and other items of interest to the community.

Students will be educated and trained in the requirements for programming and maintenance of the facility. Those involved in this educational program will be charged with identifying and composing relevant content for the station, assisting with the day-to-day operations, and working to establish continued funding for this valuable outreach program. With the location of the studios and transmitter on the campus of the New Buffalo Middle and High Schools, access for these students to the facility will be simple and effective.

The New Buffalo campus also hosts the New Buffalo Performing Arts Center, which is a full-service theater facility. This facility is home to the New Buffalo Middle School and High School Drama productions. In addition the center also serves the community with other concerts and events. The operation of the low power FM facility would allow for greater community exposure of these events, and provide opportunities for residents of the community to participate who might otherwise not be able to do so.

All members of the Board of Education are residents of the New Buffalo district. This is a requirement for anyone seeking election to the Board. As a result, the facility would maintain its close ties not only with the community, but also in a more special way with the mission of the district to provide a quality education to its residents.

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