



## **Radio Station Advancement of Educational Programs**

True neighborhood transformation never takes flight with an approach to change the physical environment without changing the energy and capacity of the people through education and awareness.

A community radio station will greatly advance our educational programs by allowing us to bring these programs into the homes, cars, and businesses of the community. Residents will have greater access to the educational programs through radio and will have a hand in how programs are developed, organized, managed and delivered. We operate from the motto that people support what they help create; therefore, a radio station provides many exciting and creative ways to engage, involve and uplift the community.

As the hallmark of our work has been the community assets we've built, we do not focus solely on the quantity of projects produced, but also the quality of assets built within the community, the long-term sustainability of these assets, and the extent in which these assets lend to the social fabric and economic vitality of the community. Therefore, the education of residents as well as their awareness and participation in the community transformation process has been paramount. Beyond the physical impact of our past, current and future community development activities, BBC strives to foster human impact – moving more people from the state of dependence to a state of interdependence and independence. We are convinced our long-term success hinges on strengthening the resourcefulness of our families and their ability to be self-sufficient. Therefore, the impact of our community development work must have the multi-layered influence on the physical environment, neighborhood economy, culture, education, and social-fabric. A community radio station would be a valuable tool to strengthen our educational services and deepen the social fabric of the community. It would provide a direct source of information sharing. Currently we use our newsletter, website, and printed materials canvassed throughout the neighborhood and old-fashion word of mouth to get information to community residents. Still from time to time some residents inform us that they were not aware of particular programs beneficial to their growth and development. The radio station would strengthen our ability to connect people to valuable information and resources within a short timeframe.

The radio station will also strengthen our ability to address very local communication issues and concerns of the people. It would allow us to showcase local talent and local recording artists, play positive urban music that we don't hear much on mainstream stations, and provide a place on the radio for all things local.