

Educational Programming Exhibit

The Assignee, the Board of Education for Shelby County, Tennessee, is itself an educational organization, tasked by the State of Tennessee to be responsible for the public education of schoolchildren in Shelby County. The radio station will be part of that larger mission. The Assignee will utilize WQOX for two distinct educational purposes:

1. Education of Shelby County Schools Students in the Broadcasting Industry.

During its long history, WQOX, and its sister cable television channel, have been used as a hands-on workshop, teaching Memphis and Shelby County students about the broadcast industry. The students learn the nuts and bolts of broadcasting from writing and producing to on-air performance. The Broadcast Curriculum includes:

- **Broadcasting I** - is offered for students interested in either Audio and Video Technologies sub-cluster or the Journalism and Broadcasting sub-cluster of the arts and communication cluster. The overlap in these industries is extensive as can be witnessed in television, film, music, radio, newspaper, webcast, and entertainment just to name a few. This course is the entry-level course to prepare students for the media industry. Course content provides a broad-based exposure to audio, video, and journalism and broadcasting within the media industry. Upon completion of this course, students will be prepared to pursue advanced coursework in either radio and television production or broadcast operations and management.
- **Broadcasting II** – is offered in the audio and video technology sub-cluster to students who have completed Broadcasting I or obtained instructor's approval. Course content focuses on broadcast production technologies utilizing simulated and/or real-life projects. This course centers on production of various broadcasting products including, commercials, music, news, and interactive programming. The student will gain valuable insight into the many facets of broadcast production, including, but not limited to concept creation, scripting, sound design, visual design, engineering, editing, budgeting and producing. Upon completion of this course, students will be prepared to pursue advanced coursework.
- **Broadcasting III**- is offered in the Journalism and Broadcasting sub-cluster to students who have completed Broadcasting I and Broadcasting II or obtained the instructor's approval. This course focuses on simulated real-

life production and management. Projects center on in-house production of newscasts, special events and original programming. Upon completion of this course, students will be prepared to pursue post-secondary education or enter the broadcasting industry in an entry-level position.

In addition to the courses available during the regular school year, accelerated courses are offered in the summer months. A description of those courses is attached hereto as **Appendix 1** to this Exhibit.

2. Educational programming for Shelby County, Tennessee at-large

In addition to its mission of educating young people in Shelby County, Tennessee about the broadcast industry, WQOX has, and will continue to provide, important informational, educational, cultural and unique entertainment programming for the County as a whole. Among those programs are broadcasts of Shelby County Commission meetings, Memphis City Council meetings, and meetings of the School Board.

WQOX will also continue broadcasting numerous syndicated and locally-produced programs to serve the needs of the community. Those will include:

88.5-FM SYNDICATED RADIO PROGRAMMING

(Issues: Health, Women's, Civil Rights, Education & Public Affairs)

The Health Show - Mondays at 9am, a program dedicated to exploring health issues facing the world.

In Black America - Wednesdays at 9am, a program dedicated to exploring important issues facing African Americans in the U.S.

The Best of Our Knowledge - Thursdays at 9am, a program dedicated to exploring challenges and developing solutions in education today.

51 Percent - Fridays at 9am, a program dedicated to exploring women's issues.

The Commonwealth Club – 7am Saturdays, the leading national forum opens to all for the impartial discussion of public issues important to the community and nation.

Blues Time in the City w/Rojene Bailey – Saturday mornings (8-10am), 2-hour Rhythm & Blues entertainment programming.

88.5-FM LOCAL PROGRAMMING

(Entertainment, Educational, Governmental & Sports)

SCS in the Morning w/Paul Gubala – Monday-Friday (6-8am)

SCS Live w/Superintendent Dorsey Hopson – (1st Tuesday of each month)

Live, Laugh & Love w/Aisha Raison – Monday – Friday (8am-1pm)

Smooth Jazz Sundays – Sundays (6am – 12 Midnight)

The Ride Home w/Cathy Hart – Monday – Friday (2 – 7pm)

The School Boy Crush w/Sidney Henderson – Monday – Friday (7pm - Midnight)

Shelby County Board of Education Work Session – (3rd Tuesday of each month @ 5:30pm)

Shelby County Board of Education Business Meeting – (4th Tuesday of each month @ 5:30pm)

Memphis City Council Meetings – (4th Tuesday of each month @ 3:30pm)

Shelby County Commission Meetings – (2nd & 4th Monday of each month @ 1:30pm)

88.5 High School Game of the Week – Fridays @ 5:50pm (During football & basketball seasons)

WQOX and the Board of Education will continue to enhance its mission of education and community service by continuing to revisit its programming to ensure that its education mission is being fulfilled. Programs reflecting community needs will follow. At all times, WQOX will operate as a nonprofit, noncommercial broadcast service.

Appendix 1

Accelerated Summer Educational Programs at WQOX Memphis, Tennessee.



TELECOMMUNICATIONS CENTER

2485 Union Avenue • Memphis, TN 38112 • (901) 416-3468 • Fax (901) 416-7673 • www.scsk12.org

Broadcasting I Accelerated Summer Program

This class offers an introduction to the broadcasting field at the studios of radio station WQOX and cable television station C19. Students will examine the history and early development of radio and television and will learn industry terminology, jargon, and acronyms. Students will also learn how to communicate effectively through oral, written, and visual expression. Students will examine the various funding methods used for the media industry. The students will build a portfolio of information, education requirements, and media samples relating to a potential broadcasting career of interest. The students will develop a role and responsibility list for a production and content staff made up of classmates. From a marketing standpoint, students will develop a promotional campaign and also demonstrate an understanding of advertising. Students will demonstrate an understanding of the Federal Communications Commission (FCC), its' functions, regulations, and rules. The students will have full access to the technical resources of WQOX/88.5FM and C19TV.



TELECOMMUNICATIONS CENTER

2485 Union Avenue • Memphis, TN 38112 • (901) 416-3468 • Fax (901) 416-7673 • www.scsk12.org

The summer work-based learning broadcast program offers a student the opportunity to experience the various jobs available in the broadcast industry including, but not limited to: announcer, reporter, producer/director, camera operation and production assistant. The student under professional supervision will work at radio station WQOX and cable-access station C19, performing several duties and holding down a number of responsibilities. The WBL student will operate audio and video equipment including:

- Wheatstone Audio Production Console
- Adobe 1.5 Software (Audio Recording Software)
- Audio Voice-Tracking
- Portable Audio Recording Equipment
- Matrix Remote Broadcast Equipment
- Sony Studio & Field Cameras
- Studio Teleprompter
- Non-Linear Editing Systems (Final Cut Pro & AVID Media Composer)
- Studio & Portable Lighting Equipment

The student will also learn how “to write for broadcast” and also learn how to be an effective presenter in front of the microphone or television camera. The student will participate in broadcast remotes along with assisting in marketing for both stations. The WBL student will also assist in daily station operations including FCC mandated requirements such as program logs, quarterly report, and affidavits.

Student Requirements: Experience in a related field including: Marketing, Journalism, and Speech.

-