



Philadelphia Public Access Corporation (PPAC)

The Philadelphia Public Access Corporation (PPAC), operating under the name PhillyCAM, is a non-profit tax exempt educational organization founded to bring together the people of Philadelphia to make and share media that promotes creative expression, democratic values and civic participation. PhillyCAM assists individuals and organizations to communicate with each other through the creation and distribution of non-commercial media by providing access to media-making tools, training and opportunities for interaction between diverse communities.

The City of Philadelphia has designated PhillyCAM as the non-profit to facilitate the operations of its public access channels. PhillyCAM does not own the cable channels. The many television programs produced by our growing membership are educational in focus and reflect the diverse social, political, ethnic, and artistic communities that can be found in Philadelphia. Our educational programs provide opportunities for everyone, regardless of age, background or experience, to use media to amplify issues that matter to them most.

Growing our organization to include a new low power fm radio station in Philadelphia is a natural extension of this work. Our organization is well positioned to assist people to amplify their voices and perspectives through low power fm radio. Many people lack communication outlets to express their points of view in safe spaces that promote dialogue. PhillyCAM helps support these conversations by providing space and technical expertise.

Community radio is an excellent point of entry for those who are eager to learn new technical skills and who seek an outlet through which to share their stories. Many of our public access television producers have a background in local radio and will be tapped to provide leadership to help get the station off the ground.

Educational Opportunities:

We will offer trainings to community members interested in developing and hosting their own radio shows. Additionally we will design workshops that will train people in how to be compelling storytellers and journalists. Planned workshop topics include recording audio in the field, sound mixing and editing, conducting interviews, community reporting and copywriting. Workshop participants will also be exposed to ways to collaborate effectively, how to problem solve and think critically. In all our workshops we are committed to providing participants with a firm foundation in media and digital literacy. Some of these workshops will also provide professional development and technical training that may help people seek new forms of employment.

Proposed Examples of On-Air Programming:

The radio programs broadcast on PhillyCAM will provide those in the listening audience with the opportunity to learn by being exposed to points of view they may not have heard expressed on local radio before. Programming to be aired on PhillyCAM's low power fm station will reflect the diverse social, political, ethnic, and artistic communities that can be found in Philadelphia. The programming will give a direct voice to all neighborhoods, groups, and points of view that exist in such a diverse and vibrant city.

Philadelphia has a rich cultural scene. Programs will explore creative expression in all forms with emphasis on local arts, poetry, music, media and theater arts. We envision daily music shows featuring interviews and live performances with jazz, hip hop, classical, folk, blues, alternative, soul and r n' b musicians from the Philadelphia region; a weekly hour devoted to local poets and spoken word artists; and weekly programs promoting upcoming events in the cultural community.

The station will seek to encourage civic engagement by increasing community awareness of local issues, opportunities and events with programs promoting neighborhood news and community events. Non-profit organizations and community groups will be able to produce their own live call-in programs addressing topics such as health and wellness, economic development, education and regional politics. There will be locally produced weather and when necessary emergency management information reported on a daily basis.

There will be airtime dedicated for youth-produced radio. Young people are particularly vulnerable as their success is directly linked to their ability to access and master technology. This lack of access cuts young people out of the conversation in the media around issues that affect them from school reform to local elections. PhillyCAM's low power fm radio station will help fill this gap by creating a space where young people can come together for in-person learning through radio production and broadcasting.

We will devote training and support to develop public affairs and multi-lingual programs exploring local issues from the point of view of low-income people, immigrants, communities of color, sexual minorities, the disabled or otherwise marginalized communities who have often been left out or maligned by mainstream media.

PhillyCAM is committed to creating a low power fm station that promotes public discourse, explores issues in-depth and redistributes power within the realm of communications media so that all people have the opportunity to make and share programs about themselves, their lives, and interests.

The Philadelphia Public Access Corporation is incorporated under the laws of the state of Pennsylvania as a non-profit organization. Date of our incorporation is December 24, 2007.