

Motif Media Group

Mission Statement

The mission of Motif Media Group, a community radio station, is to help educate, enrich, connect, and build the greater community. We strive to give a voice to our community by providing program excellence in content and production that highlights and reflects our community and which compliments but not duplicates what is offered by other media outlets.

Educational Program Statement

Motif Media Group was registered on February 10, 2021 as a nonprofit corporation – domestic in good standing in the state of Missouri. Motif Media Group was founded to provide an alternative radio voice to the St. Louis community where programming would encompass diverse, useful, and timely topics.

Motif Media Group has been active with community groups and other nonprofit groups in the metropolitan St. Louis area through meetings, interviews, discussions, and promotion of local and regional activities. The connection of these groups with Motif Media Group helps to promote a sense of belonging for the residents by enriching their understanding of the broader community and helping to educate and connect them with resources and services they may find helpful.

We understand how difficult it can be sometimes to offer competitive quality programming. Therefore, we strive to be a conduit through which we engage in candid and extended conversations with local, state, and national non-profit organizations and agencies which offer hope, direction, and in many situations relief.

Educating within the Community

Motif Media Group intends to expand its current outreach of education on current and important local issues by utilizing the FM broadcast to reach out to diverse and underserved segments of our community. Live and recorded broadcasts would include in-depth discussions on issues ranging from but not limited to current and historic events, criminal justice, mental health, fine and visual arts to social service, immigration, politics, voting, and abuse assistance.

KWRH-LP will allow our outreach to further develop relationships with other local non-profits and assist in educating the community about specific topics and resources in their area of focus. By utilizing live and pre-recorded interviews with experts in various fields, we will provide the community with helpful direction and support and the city at large with a broad and assistive cultural education.

Enriching the Community

Programming at Motif Media Group, as a community radio station, is designed to be an alternative and complementary voice for listeners. As we support our listeners by introducing, exploring, and developing a variety of topics of interest to them from within our community, we are enriching the individual listener as well as the greater community we serve. Educational programming as previously mentioned will be scheduled with music which is not regularly heard on the airwaves in St. Louis. We believe this aspect will improve listenership as well as enrich and expand the outreach within the greater community.

Connecting with the Local and Larger Community

Connecting diverse groups together is a focus of programming for Motif Media Group. As programs are designed and scheduled, detailed attention will be paid to identifying and providing content to assist in meeting the needs of the diverse ethnic groups within the community. While some of this content may be general in nature for all groups, there will be content which is designed with specific ethnic and underserved groups in mind.

Broadcasts are educational in nature and designed to highlight what the community has in common and inform about the differences between ethnic groups within the community. Broadcasts should reveal how despite our different cultural backgrounds, we often encounter similar common problems. The solutions to these problems and issues are what help connect us together and make us a stronger community.

Building and Supporting the Community

Building networks and alliances within our community is accomplished through concerted listening, ongoing effort, and care. Motif Media Group intends to play a vital part in building and supporting our community through educational programming, enriching listeners with resources and support networks, while connecting them together with solutions to common problems and issues. Building and supporting the community is a process and not a destination. As we program to meet the needs within the greater community, we are playing our part to build and support our community into one which values all residents.

Sample Programming

Listed below is a sample of what programming may look like on a weekly basis. A large percentage of shows aired on KWRH are locally produced. Complimenting these are national

and world news as well as syndicated shows from the Prometheus Radio Project of pressing issues of the day. Motif Media Group will make every effort to program shows at regular times and days for consistency. It is our intention to review and evaluate our programming on a quarterly basis or as needed to insure we are meeting our mission as a community partner.

Motif Media Group Sample Weekly Local Programming	
# KWRH Locally Produced	
Sunday	<p>News (National/World)-top of each hour Chart Crush-music show (1 hour)-# The Travel Show-travel advice (2 hours)-#</p>
Monday	<p>News (National/World)-top of each hour Sage Advice-personal health and wellness (1 hour)-# St. Louis In Tune-history, politics, current events (1 hour)-# Ethical Life-ethics/understanding in our society (1 hour) Democracy Now (1 hour) What's Up Around Town-community orientation (1 hour) City Hall Report (1 hour)-#</p>
Tuesday	<p>News (National/World)-top of each hour St. Louis In Tune-history, politics, current events (1 hour)-# Ethical Life-ethics/understanding in our society (1 hour) What Democracy Sounds Like (1 hour) Democracy Now (1 hour) Ethnic Music Hour (1 hour) The Author's Corner-book reviews (1 hour)-#</p>
Wednesday	<p>News (National/World)-top of each hour Taking Care of Small Business-Business Advice (1 hour) St. Louis In Tune-history, politics, current events (1 hour)-# Ethical Life-ethics/understanding in our society (1 hour) Democracy Now (1 hour) Men 911-Men's Mental Health Show (1 hour)-# Legislative Update (1 hour)-#</p>
Thursday	<p>News (National/World)-top of each hour Mole Hole Sports Show-Local Sports Show (1 hour) St. Louis In Tune-history, politics, current events (1 hour)-# Ethical Life-ethics/understanding in our society (1 hour) Sage Advice-local personal health and wellness (1 hour)-# It's Your Business-business tips (1 hour)-# What Democracy Sounds Like (1 hour) Democracy Now (1 hour) Women in Business-business show for women (1 hour)-#</p>
Friday	<p>News (National/World)-top of each hour St. Louis In Tune-history, politics, current events (1 hour)-# Ethical Life-ethics/understanding in our society (1 hour) What's Up Around Town-chamber of commerce (1 hour)-# Democracy Now (1 hour) Dick Lee 60s Show-Nostalgia Music (1 hour) Friday Flicks-what's coming to the movies (1 hour)-# Men 911-men's mental health show (1 hour)-# The Author's Corner-book reviews (1 hour)-#</p>
Saturday	<p>News (National/World)-top of each hour Taking Care of Small Business-Business Advice (1 hour) Sports-Local Sports on a Saturday (2 hours)-# Dick Lee 60s Show-Nostalgia Music (1 hour) The Travel Show-local travel advice (2 hours)-# Chart Crush-local music show (1 hour)-#</p>