

Advancement of FCC Educational Program Supplement for Umpqua Valley Media

This exhibit is to further demonstrate Umpqua Valley Media's educational objectives and that the proposed radio station will be used for the advancement of an educational program under 73.503(a) of the Rules.

The proposed station's educational broadcast program is to be a community influenced, led and locally managed radio broadcasting service. We plan to provide access, information, communication, entertainment, training, and employment. Umpqua Valley Media will encourage and promote a platform for under-represented voices for groups who are or socially excluded or not provided an outlet for their creativity, shared vision, and expression.

One of Umpqua Valley Media's educational objectives is to increase media access and media literacy within the Douglas County basin. We want to provide a service for the wider community-targeting the multi-cultural, diverse, ethnic minorities, disadvantaged, and the socially-excluded members of the community.

Objectives of the service:

- Access to learn the principles and techniques desired for community programming
- To create, develop and promote non-profit, non-commercial community radio for the benefit of the inhabitants of the Douglas County basin.
- Developing a scene for the Music & Arts culture and to provide a platform of expression for the local population
- Access to information for the Community that focuses on Local, National and International issues that affect us locally.
- Broaden & Improve Community unity
- Provide Job Opportunities/Work Experience and employment.
- To promote skills leading to employment such as communication, leadership, and community management relations skills