

Advancement of FCC Educational Program Supplement for School of HipHop Radio

This exhibit is to further demonstrate culturally enriched youth voices on the radio platform using mentoring and educational objectives. School of HipHop Radio's (SOHH radio) proposed radio station will be used for the advancement of an educational program which caters to the experiences of Black and minority youth and their family voices.

The station's educational broadcast program is to be a minority voice and community led and managed radio broadcasting service, providing accessibility, information, communication, entertainment, training, mentoring and employment. SOHH will encourage and promote a voice for those who are underrepresented in media outlets. The proposed station will help to leverage the playing field for those who have been socially excluded and provide an outlet for creativity, shared vision, and expression.

One of SOHH radio's distinct educational objectives is to increase media access and media literacy within the Central Phoenix area. We wish to provide a service for the wider community-targeting the minority, diverse, disadvantaged, and the socially-excluded members of the community. The nonprofit parent agency, School of HipHop PHX, will be able to leverage an artistic destination for those members who may participate in our other programs around the valley.

Objectives of the service:

Advertise and promote local emerging artists and provide a platform of expression for local community and HipHop culture.

To provide job opportunities and job training and experience

To expose the local community to globally emerging artists platforms

To help youth to express their voices, using a youth led program model to create content for youth, by youth.

Give voice to topics and subject matter in marginalized communities and provide accessibility to underrepresented persons.