

# Northwest Broadcasting, Corp

## Statement of Educational Purpose of proposed Station

**Northwest Broadcasting**, the applicant, is not for profit Corporation organized under the laws of Puerto Rico on August 22, 2016 (see attached Certificado de Registro).

**Northwest Broadcasting** Is to help our community in order to inform and educate with the help of professionals on **Alzheimer Disease** that is affecting our elders over 65.

According to studies Alzheimer disease is the most common form of dementia and the fourth leading cause of death in Puerto Rico. Dementia is a general term that describes a decline in mental ability severe enough to interfere with daily life. It is an umbrella term that encompasses a wide range of symptoms, including memory loss, difficulty in communication, and changes in behavior among others.

**Northwest Broadcasting's** goal is to reach out to this community and the caregivers that are very much emotionally affected. We will provide valuable information, **with professionals**, on prevention and detention.

### Proposed programing

- **Monday:** Description of Alzheimer Disease

The program will describe what is Alzheimer Disease (which is a brain disorder that slowly destroys memory and thinking skills and, eventually, the ability to carry out the simplest tasks)

- **Tuesday:** Continue on description of Alzheimer Disease

An expert on the Alzheimer Disease will be present in the program to continue with the description on a more professional level

- **Wednesday:** Prevention/ Detention of Alzheimer Disease

The program will be offering information on prevention of the disease such as; prevent and manage high blood pressure, manage blood sugar, maintain healthy weight, be physically active, quit smoking, healthy and balance diet among others that are equally important, the program will provide information on the detention of Alzheimer Disease, red flags that can help act on time

This information will be offered with the guidance of professionals.

- **Thursday:** Caregivers to Alzheimer Disease

Caregivers for Alzheimer Disease patients are so important because this illness will affect them physically and emotionally. The program will provide valuable information such as Alzheimer Disease Foundations with names and phone numbers to seek the help needed.

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- **Friday:** Open mike

This program will have a health care professional to answer all questions on Alzheimer Disease and the radio listeners can call and also share their experience with the Disease, this will help our community to open up and talk more about this terrible disease.

This station wants the community to know that they are not alone and that there is **help**

- **Saturday/ Sunday:** Relax

This program is aware that we all need to relax with some mellow music that can us forget for a while the difficulties throughout the week