

Southwest Heritage Foundation's FCC Educational Program

The purpose of this exhibit is to demonstrate the Southwest Heritage Foundation'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 rules describe that noncommercial licenses are not limited to classroom instruction, but may "transmit educational, cultural, and entertainment programs to the general public," (Section 73.503(b)) in the advancement of a radio program. The following clearly demonstrates the Southwest Heritage Foundation's eligibility.

EDUCATIONAL OBJECTIVE

The Southwest Heritage Foundation is a tax-exempt educational corporation under section 501(c)(3) of the IRS code. Among its objectives within the Articles of Incorporation are providing "educational activities . . . directed toward the preservation and promotion of the cultural, artistic social, and labor relationships of the Southwest, including, but not limited to, the Republic of Mexico, Arizona, New Mexico, and Southern California". The corporation's objective is well in-line with the qualification for being considered an educational nonprofit.

PRIOR EDUCATIONAL RADIO EXPERIENCE

Two members of the Board of the SWHF have worked for more than ten years with a local educational, non-profit internet radio station in Phoenix, Arizona. In the course of their volunteer service, they have recruited and trained scores of local residents, none of whom had any radio experience to host talk shows of general public interest, prepare local news broadcasts, organize local music programs, and cover local events featuring local community organizations. For example, the Board members developed, in conjunction with other volunteers and station personnel, a weekly broadcast from the Native American Health Center touching on matters of Native American health and social issues, a weekly program which featured representatives from local social service and public service organizations, programs featuring interviews and music from local artists, and direct broadcasts from lectures, fairs, and local political and governmental activities.

The hosts of these programs were trained and monitored by the streaming station's staff, including the two Board members of the Southwest heritage Foundation, using an intensive training program developed by one of the volunteers, now an adjunct professor at the Cronkite School of Communications at Arizona State University. In particular, these two Board members were active participants in the formation of another educational non-profit with an African-American orientation, which eventually took over that local streaming radio station.

One of the Southwest Heritage Foundation board members went to the local high school and recruited high school students who were in the communications program to record PSA's for local organizations in both English and Spanish. From this project emerged "Feet on the Street," a program in which local high school students went into their neighborhoods and did interviews

and background stories from the places where they lived. These interviews were then edited by the students and broadcast once a week.

Board members, in conjunction with volunteer hosts and broadcasters from the station, created a recording studio at a large campus and training center for physically and mentally challenged adults. The trainees created their own radio program which was broadcast every Saturday morning over the affirmation local streaming station.

PROPOSED EDUCATIONAL PROGRAM

Southwest Heritage Foundation intends to utilize the proposed station to extend its educational purposes to the airwaves by:

- Developing independent news and coverage of issues of concern to the residents of the Central Phoenix region, which includes a substantial number of residents from India, Latin America, and Africa;
- Promoting broadcasting in the most popular local languages, including the Navajo language;
- Teaching English through an on-the-air English language program;
- Recruiting and training radio hosts and programmers from the local population and high schools;
- Supporting local businesses by encouraging underwriting;
- Enhancing public and civic engagement by public service announcements on a wide variety of topics, including voting, community services, and local resources in cases of city wide emergencies;
- Encouraging cultural programming featuring independent and grassroots voices;
- Featuring youth-centered content with programming created by and for local young people.

The experience of the Board members of the Southwest Heritage Foundation has demonstrated the possibility of a local, terrestrial broadcast station fulfilling all these goals and aspirations.