

Educational Mission: People's Advocacy Institute

The goal of People's Advocacy Institute's community radio station would be to provide another avenue for people to receive needed information in our community. Many agencies have focused their outreach through social media and websites via the internet. While the internet is a good tool, we have found that many of Jackson's residents still rely on traditional means of communication (ie. local newspapers, news and radio stations, and word of mouth) to receive their trusted information, whether due to preference or lack of access to the internet. One of our organization's core values is that community (especially the most marginalized) have the right, responsibility and resources for ensuring the safety, and well-being of its residents. We know that ensuring Jackson residents have the correct information about the issues concerning them, and knowledge of the resources available, as well as understanding the tools needed to make lasting change, are all major pieces of building a thriving community. We will use the radio station as a vehicle to provide community education around the issues that concern Jackson residents most, and will partner with other local organizations in our community, esp. the 30 plus local organizations that are part of the Mississippi Rapid Response Coalition (MRRC) of which we are the lead org. We recognize that many of the community members we work with are often left out of conversations regarding policy, infrastructure, public education, immigration rights, policing, violence, etc. This radio station would give a voice to the often voiceless, which is what our organization's work is founded and centered on.

Our programming will include community news dealing with the issues important to our community members. Education about our ongoing water issues and system repairs, infrastructure, local politics, city council recaps, and state legislative updates. A member of the MRRC, Immigrant Alliance for Justice and Equity (a Hispanic and immigrant org), will provide programming in Spanish, including music, so our Spanish speaking community can receive needed information and community updates relevant to them. There are currently no radio stations in Spanish in Jackson. We will provide space for local artists, organizations, community members, and business owners to speak about their craft, programs, and resources for the community. One of our programs, JXN People's Assembly has developed a youth space, the Youth Action Initiative. The program is youth-led and aims to organize and train youth around the issues important to them so they can be active members of the community and participants in the electoral process. Their youth-led radio program will focus on their activities and the work that they do. We will also partner with several of our other MRRC members and legal team to provide information regarding community members' rights and voting information. As part of our continuing Health & Wellness series, we will offer programming centered around trauma informed care, wellness resources, and healthy living. The Black and Brown Unity program is a unique space that will provide our community members an opportunity to discuss shared struggles, ways we can work together, and how to support one another, uplifting the need to celebrate our differences while joining forces to create a better community. Each program will provide residents with education, information, and resources, including up to date news, about the issues often not covered in the daily news broadcasts or newspapers.

Proposed Programming Schedule:

6am-7am	Pre-Recorded News and Updates from the 8pm-9pm previous day's broadcast
7am-9am	Breaking News, Community Updates, Upcoming Community Events
9am-10am	Health and Wellness Hour
10am-11am	Local Sports
11am-12pm	Local Music
12pm-1pm	Interviews with community members, local organizations and business owners
1pm-2pm	Spanish Music
2pm-4pm	Programs in Spanish featuring news, immigration information, policy, etc.
4pm-5pm	Youth Action Initiative: Youth-led program
5pm-6pm	Local Artists Hour
6pm-7pm	Local Politics, City Council Recap, State Legislative Updates
7pm-8pm	Know your Rights, Voting Information
8pm-9pm	Community News and Updates
9pm-10pm	Black & Brown Power Hour
10pm-12am	Local Music
12am-6am	Recorded Local Programming