

## **RATIONALE FOR LPFM BROADCASTING FROM FRANKLIN PIERCE COLLEGE**

Concomitant to the pedagogical progress made by Franklin Pierce College as recognized by the New England Association of Schools & Colleges, Inc., the Department of Mass Communication is also enjoying a period of sudden growth, establishing itself as one of the most popular majors for undergraduates here at the College. A new curriculum, a heightened focus on the journalism area of concentration in the Mass Communication curricular paradigm, and the imminent construction of the Marlin Fitzwater Communication Center, all contribute to preparing the student for the rigors and responsibilities attendant to a career in the field of Mass Communication. The presence of a duly licensed LPFM station on campus would play an integral part in our curriculum, inculcate a professional ethos amongst our majors, and instill a sense of pride and community throughout the campus.

Moreover, Franklin Pierce College is dedicated to the thematic instruction of Individual and Community. With the addition of a LPFM broadcast station on campus, we envision partnerships with our resident New England Center for Civic Life, Monadnock Institute, and Polling Institute. Not only would this facilitate reaching out into the surrounding communities, it would establish an accessible public forum for discussing issues of local importance, provide an outlet for disseminating and developing programs that reflect the culture and society of the area, and be the impetus for building social capital in the region. It would be a vital component in building synergy between the community and the College.