

## **Exhibit 2**

### **Organizational Mission**

Our mission is public service. More specifically, the mission is multicultural diversity – through information, education and the arts. The goal is to bring significant programming to under-represented groups in the Chinatown district of San Francisco, while concurrently enhancing and enriching broader audiences in the community of the San Francisco radio market.

Our primary focus is promoting the interests and needs of the Chinese language population in San Francisco as to issues of concern and an understanding and appreciation of the valuable enhancements and appreciations that inures in the values of traditional Chinese and Western culture.

The objective is an independent and objective programming presence – particularly in news - within the larger community where currently there is none.

## **Exhibit 2-B**

### **Station as Implementing the Mission**

The station will be dedicated to addressing socially conscious issues as well as diversity in bicultural programming.

We will implement our diversity mission by broadcasting a mixture of news, informational, instructional programs, classical history programs and discussion radio programming, along with programming concerning and comparing Chinese and Western arts, culture and music.

Particular attention will be given to a focus on needs and interests of the Chinese American community in the socialization process. Specific informational, civic and cultural factors necessary for effective assimilation and cultural retention will be identified and developed into programs targeted to language impaired adults and children. Additionally, social media platforms will be integrated into station radio programming to assure access to those who are familiar with online tools. Bilingual programs will be broadcast to assure inclusion.

In designing programs to implement our mission, we will conduct surveys of community leaders, activists and non-profit organizations to determine community needs and design and produce programs responsive to those needs.

## **Exhibit 2-C**

### **Programs and Schedule**

The entity will originate at least eight hours daily of locally produced and originated program. The following is a description of and the proposed scheduling of some of the locally originated and produced programs designed to reflect the organizational mission. In addition to these programs, some national programs from affiliated program services would be broadcast during other day parts.

Program Title & Description	Broadcast Day & Time
<i>AM, San Francisco- Early Edition</i> News; Today Official Events; Government Events; Non-profit activities	5:00 am to 6:00 am Daily
<i>Engage America</i> Discussions and interviews with community representatives and educators on assimilation	6:00 am to 7:00 am Daily
<i>AM, San Francisco Late Edition</i> A continuation of the first edition Of the program but all new content	7:00 am to 8:00 am Weekdays
<i>Conversational English</i> Making the transition from grammar to Basic conversation with a 500 word vocabulary	8:00 am to 9:00 am Daily
<i>Important Things This Day</i> A review of the day's news with a focus on individual newsmakers	5:00 pm to 6:00 pm Daily
<i>Second Edition</i> News; Update & Status of Today Official Events; Government Events; Non-profit activities	6:00 pm to 7:00 pm Daily
<i>KidTalk</i> Parents and their children discuss Resolution of cultural conflicts	7:00 pm to 8:00 pm Daily

*WATTS*

How to use social media to promote  
cultural diversity and civic engagement  
with short messages

*8:00 pm to 9:00 pm Daily*

*Point of Information*

A call-in talk show where callers voice  
Opinions and state personal views on topical  
Issues Call In

9:00 am to 11:00 am Weekends

*No Detours: It's Never Too Early*

How to select and prepare for college  
admissions

11:00 am to 1:00 pm Weekends