

EXHIBIT 2 for Big Car Media: Educational Purpose and Proposed Programming, Submitted October, 2013

Big Car Media was incorporated August 11, 2004 in Indianapolis, Indiana.

Big Car Media was established to **promote educational, literary and artistic engagement** within and between the culturally-diverse communities of Indianapolis, Indiana. The dedicated staff and volunteers develop and maintain easily-accessible programs that are designed to include all people in new and traditional forms of communication and exploration. Sparking creativity in lives to transform communities, the simplified mission is often stated as **“Bringing art to people and people to art.”**

In partnership with many local organizations, Big Car does four main things:

- 1) **Build** social capital and encourage civic engagement by bringing diverse people together with cultural events and arts-based activities – and by helping develop, support, and retain community leaders.
- 2) **Share** the joy of creativity through engaging, participatory, and collaborative projects, and programs.
- 3) **Activate** public spaces and places with innovative, surprising, and playful cultural programming: performances, games, exhibitions, and events.
- 4) **Collaborate** with residents and stakeholders to transform neighborhoods.

Adding a low-power FM radio station to its toolkit, Big Car will expand its reach and offerings to local citizens and groups who both contribute to and benefit from the power of community cooperation. Based within the unique **Fountain Square** neighborhood in downtown Indianapolis, where the organization originated, this radio station will have a built-in audience of active listeners who already know that Big Car means good things for everyone.

Big Car itself is a collective of established and emerging **artists, writers, musicians, communicators, activists and stewards of social change**. This offers an immediate pool of resources and experience with which exciting content will be developed.

The station’s programming will celebrate and investigate the amazing variety of cultural opportunities in Indianapolis. It will become a trusted source of real-life, non-commercial education on topics and events that impact the local social fabric. This would be a combination of musical exploration, giving rise to the city’s immense talent; and engaging talk radio-style programs put forth in an **approachable and relevant manner that will benefit all**.

PROGRAMMING EXAMPLE: FRIDAYS

7:00am–9:00am

Songs from various decades of Indianapolis' rich music scene, meant to surprise and energize during rush hour. **Call the station if you were at that show!**

9:00am–11:00am

Morning talk segments about **community news and popular topics**, curated by special guests.

11:00am–1:00pm

Spotlight interviews and live visits with **local chefs**, especially at international cuisine areas that are just starting and offer new and exciting dishes and **cultural perspectives**.

1:00pm–3:00pm

Music showcase of fresh local music from all genres. Each track's credits are shared so listeners begin to recognize names from within our own community doing creative things.

3:00pm–5:00pm

Big Car's Road Trip: a fun, character-filled preview up of what the Big Car team is planning next, and how listeners can be involved. Call-in games to gather volunteers and get excited about art and opportunity in our neighborhoods.

5:00pm–6:00pm

Party Planner: what to do in Indy tonight. Special segments for the monthly ultra-popular First Friday gatherings in Fountain Square. Special guests, previews, clues to find giveaways in the neighborhood that night.

6:00pm–8:00pm

Monthly Policy and Local Pint: focusing on International issues and the local impact in a relaxed, conversational environment and highlighting local breweries.

8:00pm–9:00pm

Art of Communication Hour: roving interviews, highlighting everyday crafts that influence our lives, such as Art of Politics, Art of DJing, etc.

9:00pm–12:00am

New + Used Music: local musicians are invited to perform and discuss new material or provide a look back at Indy performers that deserve an encore. Sometimes at the radio station, but also at live events or specially-coordinated secret shows with access for intrigued new listeners. There are constant opportunities to bring bands in who are already performing in the area that would appreciate an impromptu conversation to precede their show, and build an awareness of their story and presence.

PROGRAMMING EXAMPLE: SATURDAYS

8:00am–11:00am

Saturday Morning Cartoons: recorded and performed comedy/entertainment segments of new and historical material.

11:00am–1:00pm

Urban Farmers Almanac: a forum for local farmers (a popular and growing topic in the city) to offer updates on growing conditions and advice on how to start, grow and maintain gardens and farms within city limits.

1:00pm–2:00pm

New to the Neighborhood: expanding upon current Big Car programs throughout the city through storytelling, promoting connectivity and saying yes to new things.

2:00pm–3:00pm

Pop-up Fluxus Time: encouraging listeners to create art/poetry by themselves and with others in their home/workplaces through creative assignments.

3:00pm–4:00pm

International Spotlight: stories told by immigrants living in Indianapolis. Perspectives on life, business, family and freedom.

4:00pm–5:00pm

Youth Art Hour: offering air time for spoken word, music, one-act plays, etc. to young people who love to share.

5:00pm–7:00pm

TED Salons: to keep big ideas flowing on Technology, Education and Design that lives and works in our city.

7:00pm–9:00pm

Music industry and tech veterans talk about **advancing the music culture and business of central Indiana**. With deep experience from diverse musical scenes, this time will include unexpected performances and conversations. Facilitated Q&A times with call-in/text-in questions from listeners encourage learning, sharing and growing.

9:00pm–12:00am

Non-stop music tracks with weekly themes.