

## **Synergy's Educational Mission and Program:**

Excerpted From Synergy Articles of Incorporation: Article II:

(5) To conduct educational and other efforts to eliminate prejudice and discrimination in the business and financial communities and to foster the establishment of sound and constructive relationships between the business and financial communities and said residents and groups seeking to increase low-cost housing alternatives and to expand their economic opportunities;

(1) To raise the economic and social levels of underprivileged and homeless residents of the low income communities of the Commonwealth, to foster and promote community-wide interest and concern for the problems of such communities to the end that poverty may be lessened and housing, educational and economic opportunities may be expanded among the residents of such community;

## **How an FM radio station will help Synergy further its educational mission:**

During the DAY: rhythmic instrumental music meant to be an aide to The Work - interspersed with short pithy thoughts from all the texts and myths of human history.

"The Work" (capitol T, W) means whatever you do to be more of you.

Some of that is paid, much of that is not reimbursed with cash but with social connection to friends, family and community.

Some of that work is purely personal to be better at something you want to master.

The music serves as a musical beat to the child rearing, car repair, gardening, home repair or building, drawing or computing or carving or whatever it is you do as your part of The Work for your life!

THEN the pithy bits of inspiration and epiphanies from all of human history are meant to give you something to think on but not overwhelm with an entire speech.

THEN IN THE EVENING as many of us have finished The Work for the day ... we have interactive talk shows meant to bring out the national events as they impact our local existence.

Also talk shows intended to help us engage the world as it IS and we work to remake the world daily in our little corner to what it CAN BE.

To aide our audience to find solutions outside of the Big Corporations, Churches or Governments that sometimes do not have our individual best interests at heart.

To connect with others in our community to SHARE solutions and think out loud to NEW solutions: EXAMPLES:

- Food Security

  - Gardening for roofs, porches and other nontraditional locations

  - Home Agriculture, chickens, rabbits etc.

- DIY (Do It Yourself) discussions

  - Hack.RVA discuss Do It Yourself to familiarize people with technology they depend on for their lives

- Coverage of City Councils and County Commission meetings

  - a C-Span type of airing of entire meetings ...

- Hidden Histories of political, numerical or economic minorities in broadcast areas

- Small Business Tips esp for sole proprietors common to the poor

- Legal shows providing greater understanding of our legal systems for the poor and working class that often don't hire representation.

We intend to be a major resource to the community to enable neighbors to hear their neighbors tell their unheard story in their own voice. The range of pledges and programs that participants in Synergy Project Inc. have engaged in the past demonstrate this by action.

Several of the Board Members of Synergy Project Inc. are *former* builders of and programmers on Richmond's Cable Public Access channel and WRIR-LP. As such going back years, we have as individuals in those functions already recorded and rebroadcast events at Virginia Commonwealth University, Virginia Union University, University of Richmond and University of Virginia to the audiences of Richmond as well as hundreds of speeches, demonstrations and hearings from nonprofit groups in the Central Virginia area as diverse as Richmond City's Land Use Committee and the afternoon "informal session" of City Council or African American civil rights groups such as "Sacred Ground Historical Reclamation Project of the Defenders for Freedom, Justice & Equality" and religious groups as diverse as Episcopal, Unitarian Universalist and Quaker churches as well as civic organizations such as "Near West Team" and conservative groups as well such as Cato Institute's nationally famous Virginia critic of Global Warming, Pat Micheals and The Rutherford Institute speeches on The Constitution and an accompanying different view from the American Civil Liberties Union. We have also carried Labor Rallies.

We were also the only people to have carried full debates on the spending of public money for a huge Arts Center giving many hours total to both sides to completely make their case in their own voices.

We acting individually and then together were also the only people to consistently (over the course of many election cycles and from debate sponsoring groups as diverse as the NAACP and the Chamber of Commerce) carry an opportunity for ALL candidates for public office at various levels, state, municipal and US House and Senate races to have their ENTIRE speeches and debates heard or viewed by voters in Central Virginia.

We also have trained and broadcast youth broadcaster's efforts on cable and radio. These youth ranged from elementary school age on through Open High School and Maggie Walker to students from Virginia State and Virginia Commonwealth University.

Thus we plan to take that concept and programming diversity to a wider audience than was available on limited Cable Public Access stations or LPFM.

We would like to pioneer some new programming techniques such as the idea of the "Extended Public Service Announcement".

Our plan is to build a station to *compliment and add to*, not replace or duplicate programming, genres, value systems, religions and cultures already carried on the other radio stations within our primary signal area. We see ourselves as tending to the scraps of the quilt that is the full spectrum of the human experience, the scraps left over after the five country stations, the five or six oldies stations, the two or three easy listening stations and the 13 or 17 evangelical stations have served the main body of Central Virginia's diverse citizenry.

What some will see as ironic, we plan to be a resource to other broadcasters as well, creating PSAs that they might air, informing our listeners when they try to reach out to a new constituency and in general to bring back the "historically huge" 12% decline in listenership during the 1990s that Duncan American Radio cites as resulting from "a lack of programming innovation." Synergy and other stations can provide that programming innovation by bringing in a wide variety of volunteers from the many normally ignored corners of the human experience. This will then also strengthen democracy and further stabilize our economy as we create a resource where all may find the tools and fellow-citizens to become who they want to be. Additionally, *democracy occurs locally* on a *geographic basis* and so the *global* services such as Internet audio and Satellite audio will *never* replace *the local* aspect of *terrestrial* radio that community FM community radio is *uniquely* able to serve!

We also have experience in the past developing radio to respond to emergencies and have carried some emergency programming to good effect. This would be a good place to point out that iPods and Satellite Radio and Internet radio do not help when the fibre

optic and other wired infrastructure goes down during emergencies and everyone now relies on plain old analog receivers. Satellite Radio is not local.

**The Synergy Radio of Synergy Project Inc. will provide programming ...**

**1)** ... Opportunities for volunteers to become educated in the ways of creating their own reality by creating their own media. To be human is in large part to be self-defining. Since we are social beings, volunteer media by an intentionally broad spectrum of human culture, values and philosophies can provide people greater opportunities to explore a greater range of self-definitional possibilities.

**2)** ... to serve and educate audiences ignored by other radio stations, such as:

**2a)** Central Virginia's portion of the Nationally 2 million "Mr. Moms" whose wife is the primary breadwinner

**2b)** Single Parents of either sex

**2c)** To serve consumers of products sold on other radio stations ... and thus unlikely to transmit critiques of those products

**2d)** The "unheard third" of Americans who normally must rely CD stores as their only outlet to hear their culture and music

**2e)** NonEnglish speakers ... Central Virginia has a large Russian, Indian, Hispanic and Korean/Chinese population. We plan to run a different language program during each morning.

**2f)** Book Reading clubs and other programming for those with a "life of the mind". Most radio stations pander to the base physical aspects of human nature, sex, food and fast cars. There is little room on the traditional radio station for those who read for fun, who think highly of scientists and theoretical discussions.

**2g)** Tips for living cheaply ... most radio stations are run by people that suggest that freedom comes from higher wages. Not everyone can gain higher wages, but almost EVERYONE can learn to live well with less. But most radio stations count on increased consumption to increase their sales ... Synergy Radio can offer an alternative. Examples especially relevant to Synergy's efforts to make housing available to ALL Americans in our area:

**2g1)** Car-Optional Living (bus and biking and walking, living closer to work etc.) It is a damage to our culture and economy that so many people are turned into second class citizens because their epilepsy or poverty or other issues prevent them from driving to jobs, churches, family and other opportunities to become who they want to be.

**2g2)** Apartment dwellers and those who rent out rooms in their houses. There are so many huge houses that could be resources to

their owners as well as those made homeless by the recent HUGE inflation in housing costs. Radio based on civic engagement can inform conversations on how to transition to this new sharing economy safely and cost-effectively.

**2g3)** Multi-use land (such as growing gardens instead of grass)

**2g4)** Fix-It-Yourself tips and shows

**2g5)** Those fascinated with Democracy (reports on the various committee meetings of government bodies)

**3)** ... That is interspersed with **news snippets** and **Extended Public Service Announcements** that are two minutes in length. By distributing news this way, we can empower people with news that they would not get otherwise either because they don't find the commonly available solid half-hour or hour news palatable to their culture or values or because they cannot listen during the time that the solid block of news is aired.

**3b)** Both of these applications of two minute xPSAs and NewsSnips is a new way of empowering people to create and re-create themselves new every day and become successful as they define it (see item #1) in short bursts that are mixed throughout all the programming.

**3b1)** A two minute news item allows news to be passed on to an audience that is affected by that news, but do not have the time or patience to wade through a half hour of news that mostly ignores their values and cultural values. For those not interested in that news item, two minutes does not destroy the value of the rest of the programming. Thus a normal half hour news show is broken into pieces and spread throughout the day and stands a greater chance of creating the "rational self-interest" that the US founders count on for Democracy to work.

**3b2)** A two minute Extended Public Service Announcement (xPSA) with a number at the end of the PSA that refers to an entry on our web site that leads people to more information on that subject, reading list, web links, contact people and groups so that the PSA is EXTENDED to the next level of usefulness, .... from merely proscriptive to a real resource source for that person to educate themselves.

**3b3)** A two minute series of segments, specialized mini-documentaries and tip items such as:

**3b3a)** Religion for the Rest Of Us: Snippets of sermons from nonmainstream and nonevangelical religions in Central Virginia

**3b3b)** Preachin' Potpourri: Expanded during a Sunday or Saturday night to a rotating series of sermons, a series of churches get every x'th Sunday ... rotated among many churches for a kind of spiritual buffet. Some have referred to this as "Church Surfing". This could

dramatically expand the citizens awareness of the range of spirituality right around them amongst their neighbors.

**3b3c)** Science Insights: Brief discussions of the science behind the technology we depend on for our civilization and the public policy decisions.

**3b3d)** History Insights: Brief discussions of the history behind the laws and customs we depend on for our civilization and the public policy decisions.

**3b3e)** Logical Thinking: Brief examples of faulty logic in editorials, statements by politicians and why the conclusion is not reasonable or logical not from an ideological perspective but from an investigation of the premises and conclusions offered.

**3c)** Civic Action Roundup: Two minute summaries of actions and concerns of Civic Orgs, PTAs, Vegetarian Society etc. in our signal area.

**3c1)** Penny Saved Is A Penny Earned: How to live more on less ...

**3c2)** What-If ...: A series of two minute documentaries on how problems are solved in unique new and nonmainstream ways all over the planet

**3c21)** With periodic updates on each of these ways as the years go by ...

**3c22)** With periodic samples of how this problem was solved in years and centuries past and in other cultures.

**3c3)** Whatever Happened To: A periodic opening of last year's newspaper and investigation of whatever happened to such and such news event people and trends.

**4)** ... that can create a more just and stable America by reversing the Decline of American Civilization by reviving American's Civic Engagement. Ever since Nixon resigned from office, Americans have voted less, joined civic group activities such as PTAs, Bowling Leagues and Girl Scout's less often. This manifests as a greater selfishness ("What's in it for me?") and a greater level of rage (road rage, going postal, etc) when they feel they are blocked from what they feel they are expected to have or feel entitled to.

Volunteer radio can provide a place for voices and ideas that have no place created for them on other radio stations to reach out and find others of their own mind as well as share their stories with others.

This then gives new people a sense of mattering, of existing, of having impact on the other citizens of Central Virginia who's voting and economic choices affect their lives.

This then gives people a new sense of connection with government and encourages engagement instead of withdrawal.

This then gives back to people a sense that voting and group action are worth the trouble.

And the next time the United States has a significant economic (Great Depression), political (war) or natural disaster (Gaston) ... there WILL be the necessary good will go join in their fellow citizens for effective group action. Toynbee's study of history shows that civilizations regularly weather disasters, what actually kills a civilization is the feeling by the rank-and-file citizenry that there is no place at the table for them by an elite who do not care. Community Radio can provide a break in that process of deadly alienation that could result in the early demise of the American Civilization.

Basically if the increasingly numerous Americans who are left off the radio dial are given one place where they can thrive and feel welcomed, America will benefit from an increased sense of belonging and mattering, and in that, All Americans will benefit.

To do this we plan to intentionally reach out to as many and as wide a variety of cultures and values and activists throughout our signal coverage in Central Virginia.

We offer our past years of effort on Cable Public Access and other stations as proof of our intentions to bring in a wide variety of people, groups and institutions to be heard by their neighbors in their own voices.

COMMONWEALTH OF VIRGINIA  
STATE CORPORATION COMMISSION

February 4, 1999

The State Corporation Commission has found the accompanying  
articles submitted on behalf of

SYNERGY PROJECT, INC.

to comply with the requirements of law, and confirms payment of  
all related fees.

Therefore, it is ORDERED that this

CERTIFICATE OF INCORPORATION

be issued and admitted to record with the articles of  
incorporation in the Office of the Clerk of the Commission,  
effective February 4, 1999.

The corporation is granted the authority conferred on it by law in  
accordance with the articles, subject to the conditions and  
restrictions imposed by law.

STATE CORPORATION COMMISSION

By



Commissioner

CORPACPT  
CIS20317  
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