

**Purpose:**

The Love's Jazz & Arts Center was born of a revitalization effort in North Omaha and the Center has been aggressively building community pride, hope and appreciation for our African American Culture. The LJAC has continued our mission to Preserve, Present and Promote African American Art & Jazz and we have established the center as a credible and important member of Omaha's historical and cultural community. We will continue to present a rich array of culturally diverse arts programming for Nebraska and the surrounding region in order to educate, enlighten, enrich and entertain audiences of all ages, while providing leadership and support to advance the appreciation for African American Arts and Jazz. The Love's Jazz and Arts Center is dedicated to telling the story of North Omaha Jazz, Preston Love Sr., and Jazz in American history and using those stories to encourage understanding and excite the imagination. The many diverse exhibits featured at the LJAC will provide a variety of educational experiences and programming.

**Station Programming and Purpose:**

Procuring a Low Power FM station will help educate the community and increase awareness about upcoming events, programs and exhibitions. Through this station we will be able to reach a larger audience in the North Omaha area to teach its residents about the rich history and culture that was cultivated in and around them through the music of jazz. The programming plan for this station will be to infuse the music and culture of jazz in to the daily lives of its listeners. Types of programming will include: educational segments on the history of jazz, daily listening hours to include artists from the various genres of jazz, Monday through Friday blocks of time dedicated to a morning talk format (which would include drive time and weather updates) as well as an evening "drive time" music format (again including updates on drive time and weather) and blocks dedicated to "old school" jazz. Additional line ups would include weekly segments in which each day would have a dedicated topic i.e. Blue Monday (consisting of jazz influenced rhythm and blues music) and Gospel Sundays. Remaining days throughout the week would again include segments dedicated to certain topics with a focus on community interaction by allowing listeners to phone in with comments, concern and opinions. Some topics may include but are not limited to: local and national politics, community activism and youth talk (giving a voice to the youth of Omaha as well as discussing issues concerning our youth). All while continuing to enrich the daily lives of our listeners with the essence of jazz.