

## **Exhibit 2**

### **Organizational Mission**

Our mission is public service. More specifically, the mission is multicultural diversity – through information, education and the arts. It is established to serve as a bridge between the Chinese communities and American society, by providing programs that allow new immigrants to assimilate into the American way. We also sponsor major cultural programs that allow westerners to experience Chinese traditional cultures at its best.

Our primary focus is promoting the interests and needs of the Chinese language population in San Francisco Sunset area 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.

We will be providing programs in the area of education, legal, financial investment, real estate, cooking, health and fitness, transportation. These programs will help new immigrants to assimilate into the American way effectively. We will be also providing local news, events. The station will help member of community connected.

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>Good Morning, Golden Mountain</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>Good Morning, Golden Mountain</i> A continuation of the first edition Of the program but all new content	7:00 am to 8:00 am Daily
<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>Today's news</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**

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

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

*Point of Information*

9:00 am to 11:00 am Weekends

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

*No Detours: It's Never Too Early*

11:00 am to 1:00 pm Weekends

How to select and prepare for college  
Admissions

*Car Talk*

1:00 am to 2:00 pm Weekends

How to select car and news in car industry  
How to deal with problems with car  
Call in