

## **Educational Programming**

Two years ago PortMedia conducted an information assessment called the Community Information Toolkit by the Knight Commission. The data collected gave us an idea about how our community exchanges and receives information. It evaluated the supply of information (availability of news and information wanted and needed by citizens and the institutions that serve them), the infrastructure for delivering the information (the channels and intermediaries that deliver and exchange information), and the skills needed to access information and engage with the community (individual and institutional skills, ranging from digital and media literacy to the ability to engage others for accessing and exchanging information). Our scorecard revealed that in Newburyport Information Supply in the area of community news needed improvement, in the information skills area, Newburyport scored in the needs improvement area in all three areas: individuals ability to access information, individuals ability to exchange information, and governments' ability to exchange information. In the last area, infrastructure, Newburyport scored its lowest mark in infrastructure, poor - needs substantial improvement - in the area of media - there is not a variety of media outlets the provide news about the community. Based on this assessment tool by the Knight Commission, Community Radio will add great value to the community in terms of supply of and infrastructure. With the training that will be available for radio producers, will create information, share information, community will have access to the information, and the city government will be able to share information.

Some of the specific programming that will be created (some is already being produced for our internet radio) are updates about the Council on Aging, specific art and cultural reviews and offerings specifically for seniors or low income, programming recapping the School Committee meetings and City Council meetings as well as other important meetings in the city such as the local historic district or meetings about the development of the waterfront. Groups are looking for ways to educate the community about these issues. Many have produced programs for the local television and are working on podcasts for internet radio. Newburyport has many, many nonprofit organizations that are looking for ways to educate the community about their work and their mission. We have two organizations producing programming now - one on trees in the community, and another is a local political forum.

Students will have access to production equipment at the high school (transmitted to PortMedia). Students will be able to produce programming during the school day. The middle school is in walking distance of the high school so they also will have access during the school day to produce radio programs that will be on topics related to their curriculum. Member of the Youth Council are currently working to produce programming on issues that are important to the youth in the community. Newburyport students have already been taking training classes on audio production and have made some programming for PortMedia's internet radio. New programs include weekly school sports, comic books, and youth assets. Students have expressed interest in producing alternative music shows as well and have been receiving training on both Pro Tools and Audacity.

## Sample of Typical Weekday and Typical Weekend Day of Radio Programming – 8 Hour Period

| Time       | Sample Weekday                           | Sample Weekend Day                        |
|------------|--|---|
| 8-8:30     | City News Program                        | School Committee Update                   |
| 8:30-9     | City News Program                        | Highlights from City & School             |
| 9-9:30     | Student Programming                      | Mike's Comic Books Characters             |
| 9:30-10    | Student Programming                      | Story Hour from Emma Andrews Library      |
| 10-10:30   | Student Programming                      | Things for Seniors to do – Weekend Report |
| 10:30-11   | Student Programming                      | Public Forum – Political Happenings       |
| 11-11:30   | Council-on-Aging – News & Happenings     | Conversations with local Artists          |
| 11:30-noon | Arts & Culture in our Community          | Poetry Soup from Newburyport High         |
| Noon-12:30 | On the Air with Lynn Varney (variety)    | Classical Music Lunch Hour                |
| 12:30-1    | Lunch with our nonprofits                | Classical Music Lunch Hour                |
| 1-1:30     | Anna Jaques Hospital – News in Medicine  | St. Paul's Saturday Bible Reading         |
| 1:30-2     | Homegrown Music from local artists       | Stella's Youth Book Review                |
| 2-2:30     | Emma Andrews Library Book Review         | Anna Jaques – Seasonal Health Tips        |
| 2:30-3     | Sports around the Schools                | Jazz – Young Artists from Musical Suite   |
| 3-3:30     | Youth Services Student Council           | The Money Advisor                         |
| 3:30-4     | Alternative Music – After School Program | City News Recap of the Week               |