

## Educational Purpose Exhibit

### 1. A description of your educational goal or purpose

The Sacramento Community Cable Foundation is a non-profit 501 C(3) Noncommercial Community Use and Public Access Media facility. Since 1985 the 'Foundation' (doing business as Access Sacramento) has provided Radio and Television equipment and training to Sacramento County residents at no or little cost. The specific purposes of incorporation included, but were not limited to: support, manage, produce and distribute noncommercial, community-based media programs; administer grants for the production of noncommercial, community-based media programs to nonprofit community groups and organizations; ensure effective promotion of noncommercial, community-based media programs and design training programs in the use of community-based production facilities.

Access Sacramento's mission is giving voice to the thoughts, dreams, opinions and community events not otherwise seen or heard on commercial and public radio, television and other popular forms of media.. We provide alternative news and public affairs programming that would otherwise be unheard/seen in Sacramento County.

The concept of "public access" to cable television first appeared in the United States in 1970. Since that time, access has grown substantially. The majority of cable television systems built since the early 1970s have some level of public access service. About 2,000 communities in this country now have at least one channel on their cable television system reserved for access purposes. These channels, and the production facilities used to create programming by the community, are often managed, but not owned, by a non-profit access corporation like Access Sacramento.

Sacramento was one of the last urban areas of the United States to be wired for cable television. On December 22, 1983 Sacramento Cable was awarded a franchise to construct and operate a cable television system in Sacramento County and the Cities of Sacramento, Folsom, and Galt. In its original application, Sacramento Cable proposed to provide a significant amount of locally produced programming on its system and to provide channel space, facilities, equipment, and funding to support the development of local programming. These resources would be divided up to support the production and programming activities of a number of organizations:

1. Public access programming would be managed by Access Sacramento.
2. Educational access programming would be managed by the Sacramento Educational Cable Consortium.
3. Government access programming would be managed by the Sacramento Metropolitan Cable Television Commission.
4. Religious access programs would be managed by the Religious Coalition for Cable Television (RCCTV).
5. Additional cable-only TV and radio programming would be provided by KVIE and KXPR.

Access Sacramento hired its Executive Director in July of 1985. Additional staff were hired, plans and procedures were adopted, a training curriculum was implemented, and a production/playback facility was constructed in the following months. All resources were made available for public use beginning on October 2, 1986. Sacramento's public access activities have been maintained and expanded despite a stunning federal court ruling in August 1987 that upheld a challenge to the local cable TV franchising process. That decision led to a succession of other lawsuits that put access in jeopardy. Eventually, an agreement was reached that transferred all requirements to support access programming from Sacramento Cable to the Sacramento Metropolitan Cable Television Commission.

Access Sacramento currently operates Community Use Cable Channel 17 and Public Access Cable Channel 18 on the Comcast of Sacramento Cable System. We are not affiliated with Comcast and have no attributable interest in the Cable Television System. We operate additionally a streaming audio service available from our website at [www.accesssacramento.org](http://www.accesssacramento.org).

## 2. An explanation of how your programming will further this purpose

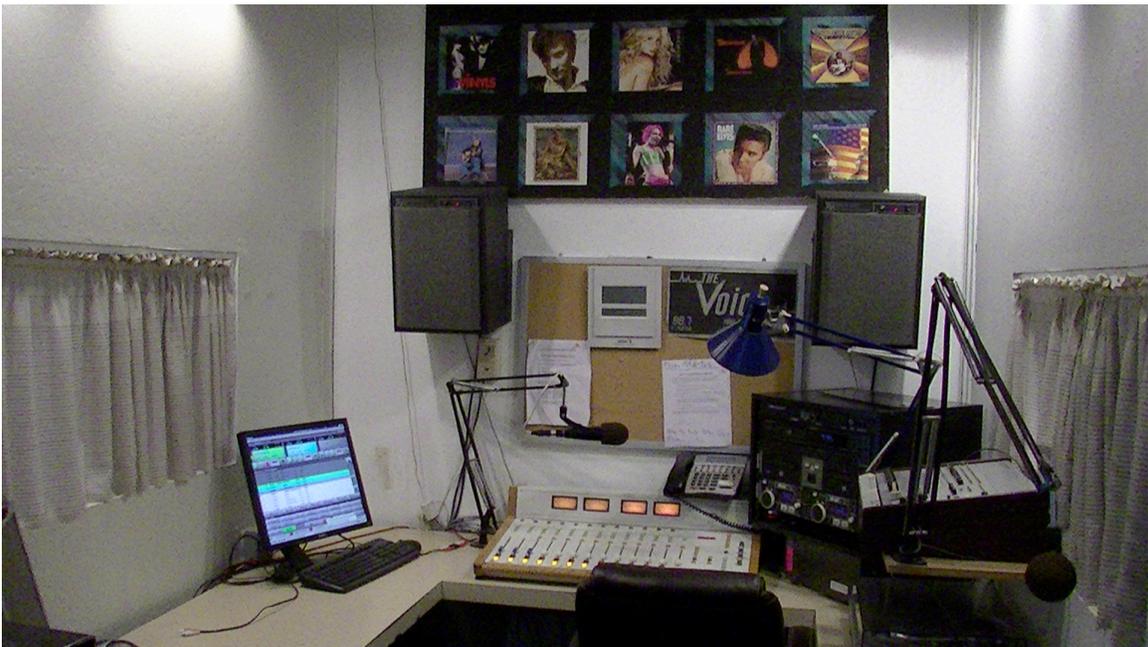
Throughout the history of Access Sacramento's audio service, finding an easily accessible medium has been a challenge. The audio service was carried as a cable FM station on the Sacramento Cable System but audience penetration was slight due to lack of awareness and the complexities of "hooking" up the radio to the cable system. While technology improves and more people are used to using smart devices like computers and rich media devices, there's still no substitute for a radio signal that one can pick up virtually anywhere with little technical burden placed on the listener. Operating a low power FM station would greatly enhance our contact with the Sacramento audience. The addition of the low power service will mean that listeners can easily hear and participate in station and community activities like events at the State Capitol. Other broadcasting examples might include: musical concerts in the park, live poetry readings from smaller venues like coffee shops and bookstores. The LPFM service would bring these live programs to listeners within our coverage area, thus enriching the consciousness and living experience of local Sacramento residents. We plan to bring truly neighborhood radio to Sacramento, covering events and activities that are of interest and reflect our community.

## 3. A detailed description of the nature of your proposed program, including program schedules:

From the start provision has been made for an audio service along with the video service at Access Sacramento. Originally the service was carried on Cable FM but now is streamed over the internet. Access Sacramento maintains two audio production studios at it's 4623 T St. location. These studios are open to the public Monday through Saturday generally from 10:00 AM to 09:00 PM. Dedicated Radio Personnel staff the audio production area 30 hrs per week with the remainder staffed by video production personnel affording public access to the audio production facilities.



Studio 1 is the Production studio for training and pre-recording. Both studios feature professional broadcast consoles and audio playback gear. Community Producers master thier programs to a digital Audio Worstation running Adobe Audition editing software.



Studio 2 is the Live studio where community producers create shows in real time. The Voice of Sacramento, as we refer to the audio service, operates round the clock and is supported by the Simian Broadcast Automation System, which provides unattended playback. Currently volunteer community producers create 58 hours per week of locally originated live and preproduced programming and we would expect this to expand. The audio service has operated since 1987 and features diverse and eclectic musical and talk program offerings. "Sacramento Italian Style" is a cultural program that seeks to educate and inform Local residents about all things Italian. "From The Heart" is a local public affairs program featuring interviews with local nonprofits and music by local artists. "Great Speeches and Interviews" features local

political and environmental speakers and historic speeches from leading figures past and present. "Elegant Fashion" features health, fitness and style issues along with interviews with local health/fitness professionals. These shows and others would be broadcast on our LPFM station.

Access Sacramento, for nearly three decades, strives to reflect and enrich our community as we teach the fundamentals of Community Broadcasting while fostering an environment of social justice, tolerance and empowerment as we seek to scaffold a consistent, professional community media operation. We identify and utilize existing and emerging technologies to increase our reach, augment our program offerings and training that we may better serve the residents of Sacramento City, County and, by virtue of the Internet, the World. Below is an example of the type of programming we'd broadcast:

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 2 A M			Backroads Bluegrasses	Two Psychic Chicks	Ecoshock	Tipping Point	Living The Life
			Prime Time Radio		CountsrSpin/ Making Contact		
2 A M			Blues & BBQ (rep)		ALT. RADIO	Electro nic Dance Music	
					Sherman Audiaux		
4 A M				Gospel Redemptio n			Gumbo Mix Show
6 A M				Abigail's Music Alternative		Semi- Twang	
8 A M						FMQB	Contine ntal Breakfa st
	The Messag e						
1 0 A M	FNP	Still Another Jazz Show		Liberation Radio		The Dayly Dose	Classic Fusion DJ Jazzy D
				Law and Disorder	Panorama		
1 2 P	Sacram ento Italian Style	Backroa ds Bluegra ss	Two Psychic Chicks	Ecoshock	Tipping Point		Center of Love

M		Prime Time Radio		CtrSpin/M Ctact		Elegant Fashion	Around The World
2 P M		Blues & BBQ	Inspiration	ALT. RADIO	Electronic Dance Music		Hitting The Road
				Sherman Audiaux			From The Heart
4 P M		Salsa Con Sabor	Gospel Redemption.	Let's Talk		Gumbo Mix Show	Twirl
6 P M	Great Speeches & Interviews	Late Night Sacramento	Abigail's Music Alternative	P.H.A.S.J.S	Semi-Twang		Around The World
							IFBC
8 P M			What's The Word	Capitol City Radio	FMQB	William Brown Show	
		On The Real	Jazz & Beyond				
10 P M	Spending Time with Ervin	Still Another Jazz Show	What's Up, Sacramento	Liberation Radio		The Dayly Dose	Sho Nuf Show
		Verbal Scrap		Law and Disorder			Say La V

4. The date when your group was recognized or registered by your state (and documentation of this): December 17, 1984.

Please see Exhibit 2 "Corporate Charter Access Sacramento" for official documentation.