

## **STATEMENT OF EDUCATIONAL PURPOSE**

The objectives and purpose of WCRS-LP shall be in accordance with Pri-Value Foundation's Mission Statement found in the Foundation's Articles of Incorporation (2014), the text of which follows:

Pri-Value Foundation provides, for individuals who are socially disadvantaged, community social services that promote family awareness and prevention.

Our radio station will serve as an educational hub on and off the air. We will collaborate with Columbus School of Broadcasting, The Ohio State University and other community 501(c)(3) status organizations to provide training, internships, and unique volunteer experience for students of all ages.

Our local radio shows will include topics such as public safety, wellness, local history, women empowerment, and life and job skills. Cultural enrichment and digital engagement will be the cornerstones of the educational programming and will allow students to learn more about their community.

The key to all our activities is the goal to use media to allow community members to participate in the public sphere and to make strides to close the digital divide.

Pri-Value Foundation has been instrumental in collaboration with other community organizations in providing social and family awareness programs. These areas include:

### **1. Booster seat and child safety awareness**

Collaboration with Safe Kids Coalition, Columbus Public Health, and Columbus Fire Department have been instrumental in organizing community events that address and bring awareness to new child safety laws and safer child passenger restraint equipment. This has been an annual event where child safety technicians demonstrate and install child booster seats in vehicles for members of the community.

### **2. Financial literacy**

In collaboration with PNC Bank we have organized a series of financial literacy programs for businesses and individuals in the immigrant communities. We hope to continue with these series of free financial literacy programs and reach more members in the community with the power of radio.

### 3. Women empowerment

In collaboration with other community organizations we have programs that address the needs of immigrant women. The program will be bilingual (Somali - English, Ghanaian - English). Some of the prominent topics will include: parenting tips, second language acquisition, financial education, infant health, etc.

### 4. Fostering education through scholarship programs

In the past we have partnered with other faith-based community organizations to establish scholarship programs in the community. Since 2010 we have presented over 40 laptop computers to High School graduates in the African immigrant community in Central Ohio with the help of our community business partners. With access to the local radio station we hope to reach more members of our community. We would like to have a talk show that will draw awareness to the scholarship program.

### 5. Community media training

In collaboration with TV Africa Network and Columbus School of broadcasting we plan to initiate a community media training program that will cover some of the basic media skills. Some of the topics will include:

- a. Acing the Interview: Preparation is everything
- b. How to Prepare for an Interview
- c. Mastering the Media: Tips on preparation, bridging, messaging, interview improvement, and a checklist to rate performance
- d. Crisis Communications: Rules to remember when a crisis strikes; ways to respond to a negative news story; how to select the right spokesperson in a crisis
- e. Social Media for Information Dissemination
- f. Digital Media Training
- g. Other relevant topics