

MISSION STATEMENT of BERKSHIRE COMMUNITY RADIO ALLIANCE

The Berkshire Community Radio Alliance (BCRA) seeks to establish and maintain a non-commercial community based and operated low power radio station covering Great Barrington and adjoining towns. Our goal is to provide a forum for mutual education and entertainment as a means of fostering community involvement and strengthening social interactions. Operation and programming of the station will be maintained by local community members. Access will be open to all sectors of the community.

DETAILS

The intent of the BCRA is to offer radio access to the broadest possible array of community organizations, groups, and individuals, many of whom have already voiced their support for the project.

We foresee a range of programming that includes community affairs, youth, health, and environmental issues, musical and cultural diversity, literature, and our emerging latino community, among the many possibilities. We will also provide PSAs and emergency alerts. Programming and scheduling will be decided by a committee of station volunteers with oversight by the applicant. We will have a minimum of 12 hours of broadcasting per day, with an goal of a full 24-hour broadcast day, and a focus on locally-originated programming.

The BCRA originated in December, 2000 as a group enthusiastic about public access to the media as a community resource. With the advent of FCC support for LPFM, the group has formalized with an application for incorporation in the State of Massachusetts as a non-profit organization committed to that goal.