



EDUCATIONAL PURPOSE STATEMENT

Since 1994, Pride Productions, Inc. (PPI) has been recognized locally and nationally for its innovative programs and collaborations with organizations and educational institutions for the benefit of youth. The mission of PPI is to “empower youth to expand their opportunities for the future using multi-media and technology” in a safe learning environment.

In 1995, PPI originated and began its positive youth initiatives in partnership with the Worcester Boys and Girls Club in Worcester, MA. In 2001, PPI moved its operations to downtown Worcester, expanding the Multimedia Clubhouse and introducing the Community Access Technology Center in downtown Worcester

The proposed Low Power FM (“LPFM”) station will also operate out of PPI’s Community Access Technology Center. The central goal of the station will be to provide a broadcast service that is an alternative to other commercial and non-commercial media outlets (including local stations broadcasting National Public Radio). In pursuing its goal of serving the “public interest,” the station will adopt an alternative programming format not otherwise available in the immediate broadcast area. According to the Public Broadcasting Act of 1967 (47 U.S.C. Section 396), “it is in the public interest to encourage the development of programming that involves creative risks and that addresses the needs of unserved and underserved audiences[.]” In accordance with this goal, PPI’s LPFM station will serve several educational purposes, including but not limited to:

1. Providing a laboratory for students/volunteers to learn about non-commercial radio broadcasting, by giving them direct access regarding producing the audio programming for the station. Youth volunteers will learn audio technical skills and be exposed to the creative process of non-commercial educational broadcasting.
2. Making available to the local community non-commercial programs that are not carried on any other station in the local market. This will include local public affairs (politics, art,

poetry, science, etc) programs, forums for discussion, alternative/independent news, independent/progressive music artists, and similar educational programming.

A list of programs PPI intends to broadcast to further its educational mission includes the following:

Wellness: A weekly talk show that addresses the top health challenges youth face today. The program will be led by youth hosts and will feature interviews with leading medical professionals, actual case studies and tips and advice for young people to live a healthier, stronger and safer life.

Classroom Talk: A weekly talk show that addresses helping students to "join the conversation," how to foster effective classroom discussions and learning activities upon students' ability to talk to one another freely and effectively between students and teachers.

College Review: In this program the student community will provide reviews, share tips, find scholarships, and create a forum where the public can ask questions and discuss campus life at more than 13 colleges and universities located in Central Massachusetts.

Off the Hook: On this show Worcester county celebrates the power of music in the hands of extraordinary diverse young people ages 8 to 18. These musicians are role models for all ages, proving the value of hard work in their pursuit of excellence as they showcase their musical talents, and share their stories and performances across Central Massachusetts.

Youth News: Youth talk hosts will tackle an array of topics as well as cover local and regional issues. The program's main function is to educate youth about community happenings. *YN* will bring a youthful approach to news will draw in a younger audience that might otherwise be left "out in the dark" by other media outlets.

Education Desk: African Americans and Latinos are becoming the fastest growing ethnic minority group in the United States. They consistently perform poorly on state tests and have lower graduation rates than Whites and Asians, according to Department of Education data. In this ongoing series, the Education Desk explores the minority achievement gap in education and look at how states and school districts are looking beyond federal guidelines to create innovative solutions to close the gap.

Juvenile Justice: Youth discussions will draw on personal experience, address new studies of juvenile justice in Worcester County, and examine the historical precedents and philosophical reasons for treating juveniles differently from adults. This program will also review empirical evidence about child development that can illuminate the reasons for their special status within the system. This show also studies the major theories that have been proposed as explanations of delinquent behavior and takes a detailed overview of the juvenile justice system, from its beginnings to the current state of the institution, both locally and nationally.

Music Taste: This show will provide radio broadcast training covering areas like on-air

presentation, interviewing techniques, studio operation, media law, digital editing and more. Graduates will obtain the skills, knowledge and expert guidance that allows them to independently create and deliver great radio with confidence.

Peace Circle: Peace Circle is an online call-in radio program that engages listeners in critical thinking about how to achieve peace by peaceful means. The program brings the chance for listeners to engage with people actively working to make the shift from a culture of violence to a culture of peace. Audience members can listen online, call-in or visit the chat room to join the conversation with these inspiring people making a difference for peace.

Working Cities: The program presents in-depth interviews and wide-ranging discussions of public, private, and non-profit leaders across Massachusetts who are teaming up to help resolve economic issues in smaller cities, while challenging leaders in those communities to do the same.

Radio facebook: This show concerns radio and social media, including strategies on how to combine Facebook and Twitter with the traditional radio experience. Radio listeners will be invited to talk about how they use new social media platforms and the differences these make in their lives.

Unity First: Now on the airwaves, this show is a national distributor of diversity-related e-news. This program is one of the nation's most well-respected and trusted online networks targeting corporations, cross-cultural communities, diverse consumers and multicultural media.

Black Clergy: Concerned Black Clergy of Worcester County is a local proactive and principle-centered organization comprised primarily of African-American ministers and laity. Their mission is to provide leadership, advocacy and service to the homeless, helpless and hopeless in our community. This program will allow members of that organization (and others) to address a variety of urgent issues, including poverty, homelessness and the role of faith-based and charitable organization in assisting others.

Next People of Color: This program is designed to bring together lesbians of color (African American, Latina, multi-Racial, Native American, etc.) to discuss a variety of contemporary issues in a safe, friendly and non-judgmental atmosphere.

Curfew: The show will air music in the rock, metal, and alternative genres with focus mainly on the local music scene and its musicians. The program's dialogue is composed mainly about relevant music topics and includes interviews with fans and engineers involved behind the scenes in the music industry.

Youth Internet: The Internet has been proven to affect not only the majority of the world's population, but today's youth. The overall discussions on this program will focus on issues concerning the Internet, including how it can help or hurt youth.