

## **EDUCATIONAL PURPOSE STATEMENT OF BOYLE HEIGHTS ARTS CONSERVATORY**

The Boyle Heights Arts Conservatory (“BHAC”) is a nonprofit 501(c)(3) organization located in Boyle Heights California. Since 2011 the organization has provided subsidized music classes to residents from Boyle Heights and those of the greater Los Angeles area. The BHAC provides students the opportunity to obtain a skill set which can be used in a real world application by providing a rigorous curriculum that puts an emphasis on the business end of the music and entertainment industry and connected industries.

The mission of BHAC is to provide comprehensive training courses and a technical environment for pre-professionals, working artists and youth, while strengthening career and professional opportunities in the fields of arts and entertainment and connected industries. BHAC is dedicated to providing a holistic approach to wellness, education and a lifelong connection to the arts for all members of our extensive community. BHAC is housed in the historical Paramount building in Boyle Heights, East Los Angeles serving as a home to the music and arts community for over 70-years. Our studios feature industry-standard digital and analogue recording equipment. Our main studio currently serves as a community online radio station available for podcasts and digital transmissions broadcasts.

The proposed Low Power FM station will advance our educational programming by:

- Broadcasting a variety of local music, arts and cultural programs from diverse ethnic populations in our community;
- Educating listeners about civic and current events, public meetings, elections, emergency preparedness, public service announcements;
- Promoting special interest shows and programs, focusing on arts and culture, the humanities, history and literature, science, environment, horticulture and food, and spirituality and health;
- Providing broadcast opportunities for local residents as well as youth, seniors, special interest groups, local artists and musicians and cultural representatives.
- Connect with programming partners to give them access to our broadcasting facilities and to create an inclusive voice for a diverse audience.

## **Inclusive, Diverse Programming**

The station's programming will sharply focus on the local community, including a multi-generational audience, with households that may include natural, immigrant, refugee and new citizens living under the same roof. Our programming serves as an ambassador for this otherwise marginalized population of listeners. The station will share timely and relevant information on opportunities, music and media, public policy and interests, life skills, current affairs, health, wellness, technology, science, traditional arts and valuable interactions to allow the community to advocate for innovative communication solutions. Programs will take into consideration the time availability of our listeners, including students, primary child caretakers, workers, day laborers, preschool children and their parents/guardians, monolingual residents, transitional residents, artists, musicians, industry and business professionals. Understanding when our listeners are listening will allow us to create beneficial programming. We will feature programming that will make our radio station a focal point in the community, allowing voices to speak freely, discuss, exchange ideas and learn. By programming an eclectic and diverse range of music, arts, stories and experiences from the more than forty different cultures that make up our community. Programs will include: Music programming (traditional, current, regional and international), news and current affairs, civic and local programs, connecting residents with relevant coverage of actual or continuing situations. Cultural and regional programs supporting progress and development for diverse audiences, allowing for a variety of voices. Youth programming, primarily featuring adolescent and young adult hosts providing interviews, discussions, entertainment and other youth-led topics. "AIR-ducation" broadcasting educational content. Cultural and religious events, promoting conscience accord. We will make a concerted effort to have programming reflect the diversity of the Boyle Heights community in age, ethnicity, language, culture, economics, and people at risk of marginalization.

We will include a training program so that anyone can learn to host, program and produce a show under the guidance of professional, experienced staff. Staff will teach journalism as well as production and broadcast skills and techniques. We will have a variety of regular and guest programs, on-air forums and interviews, and special programs from the community broadcast by skilled professionals and trained amateurs. A daily youth hour will produce youth-generated content.

Partnerships include Radio Bilingue, ACTA (Alliance for California Traditional Arts), The California Endowment, Casa 0101. The Restorative Justice Youth Radio Program, ELACC, Ozomatli, The MixMasters, The Wake Up Show, and Musicians Corp, who are interested in working with us to help us develop culturally competent programs.

## Proposed Weekly Program Schedule for Boyle Heights Arts Conservatory

Our tentative program grid is as follows:

	MON	TUE	WED	THUR	FRI	SAT	SUN
4-5 am	<b>Early Morning Music and Meditation</b> (*Rotating multi-cultural and bilingual community hosts)					<b>Peace meditations</b> *Rotating Hosts	<b>Yoga</b>
6-7 am	<b>Community News Program</b>					<b>Comadres y Compadres</b> *Rotating Hosts	<b>Mami &amp; Me</b> *Rotating Hosts
8-9 am	<b>Spanish News (Radio Bilingue Content)</b>						
10-11 am	<b>Economic</b>	<b>Public Policy</b>	<b>Industry News</b>	<b>Women's Magazine</b> *Rotating Hosts	<b>Open Mic</b> *Rotating Hosts	<b>AIR-DUCATION</b> (Educational content)	
Noon	<b>Lunchtime nutrition and movement playlist</b> (promoting movement and healthy food choices)					<b>Economic Equity</b>	
1-3pm	<b>Boyle Heights Local Voices/Voz</b> (open mic opportunity for residents and community stakeholders)					<b>Community Voices</b> *Rotating Hosts	
4-5 pm	<b>AIR-DUCATION</b> (Educational content) *Rotating Hosts					<b>Youth Hour</b>	
6-7 pm	<b>YOUTH PROGRAMMING</b>			<b>RESTORATIVE JUSTICE YOUTH RADIO PROGRAM</b>	<b>YOUTH PROGRAMMING</b>		
8-10 pm 11pm-2am	<b>MUSIC PROGRAMMING</b> Rotating hosts and genres						

\*We will actively outreach to the Boyle Heights community to create programming in English, Spanish, Mandarin/Cantonese, Japanese and other indigenous languages as part of our "rotating host" format for many of our programs.