

EDUCATIONAL OBJECTIVE

THE "EDUCATIONAL OBJECTIVE" OF THE COUNTRY KING, INCORPORATED (THE APPLICANT), IS AS FOLLOWS: TO EDUCATE, PRESERVE, PROMOTE AND CREATE AN APPRECIATION FOR THE MUSICAL ART FORM KNOWN AS "COUNTRY MUSIC". THE ORGANIZATIONS INCORPORATOR, PRESIDENT AND DIRECTOR, DAVID A. CARMINE, IS REGARDED BY INDUSTRY PEERS AS A KNOWLEDGEABLE AUTHORITY ON COUNTRY MUSIC, HAVING BEEN INVOLVED IN THE MUSIC GENRE FOR WELL OVER 45 YEARS. MR. CARMINE'S AREA'S OF EXPERTISE INCLUDE: THE HISTORY OF THE MUSIC FROM IT'S BEGINNING, ARTIST AND SHOW PROMOTION AND A LENGTHY TENURE OF SERVICE AS A COUNTRY MUSIC RADIO AIR PERSONALITY AND RADIO STATION PROGRAM DIRECTOR AT VARIOUS BROADCAST STATIONS IN MICHIGAN. MR. CARMINE HAS ALSO GUEST LECTURED AT EDUCATIONAL INSTITUTIONS (SCHOOLS AND COLLEGES), BROADCAST INDUSTRY SEMINARS AND HAS ACTED AS A COUNTRY MUSIC PROGRAM CONSULTANT FOR SEVERAL RADIO STATIONS DURING HIS LENGTHY CAREER.

THIS NON-COMMERCIAL EDUCATIONAL FM BROADCAST FACILITY PROPOSED BY THE COUNTRY KING, INCORPORATED WILL PRIMARILY FEATURE "CLASSIC COUNTRY MUSIC" BY ARTISTS AND GROUPS FROM THE LATE 1940'S INTO THE EARLY 1990'S. "BLUEGRASS", "MOUNTAIN" AND "OLDTIME" MUSIC WILL ALSO BE AIRED ON A REGULAR BASIS AS PART OF THIS PROPOSED FACILITIES "UNIQUE" PROGRAMMING SERVICE. HISTORICAL INFORMATION ABOUT THE ORIGINS OF THE MUSIC AND IT'S ARTISTS WILL ALSO BE BROADCAST. IT IS HOPED THAT LOCAL MUSICIANS TALENTS CAN ALSO BE "SPOTLIGHTED" IN LIVE OR PRE-RECORDED PROGRAMS (SECULAR AND RELIGIOUS) SOMETIME IN THE FUTURE.

ALONG WITH THE MUSIC PROGRAMMING DESCRIBED ABOVE, THE COUNTRY KING, INCORPORATED PROPOSES TO BROADCAST "COMMUNITY EVENT" PUBLIC SERVICE ANNOUNCEMENTS FOR AREA NON-PROFIT CHURCH, CIVIC, FRATERNAL AND GOVERNMENTAL ORGANIZATIONS, WEATHER FORECASTS, INCLUDING SEVERE WEATHER WARNINGS AND BULLETINS, BROADCAST OF EMERGENCY HAS ANNOUNCEMENTS AND INFORMATION RECEIVED FROM LOCAL, STATE AND FEDERAL GOVERNMENTAL UNITS AS DEFINED AND REQUIRED BY THE FEDERAL COMMUNICATIONS COMMISSION AS WELL AS OTHER INFORMATION RELEVANT TO THE CENTRAL MICHIGAN AREA, THEREBY BEING A "FULL SERVICE" RADIO VOICE TO LISTENERS IN IT'S COVERAGE AREA.

AIR TIME WILL ALSO BE OFFERED TO COMMUNITY ORGANIZATIONS TO DISCUSS IN GREATER DETAIL THEIR RESPECTIVE PROGRAMS AND/OR SERVICES THEY OFFER TO AREA RESIDENTS. THE AGE DEMOGRAPHICS OF THE GENERAL POPULATION WITH-IN THE PROPOSED COVERAGE AREA OF THIS FACILITY IS PREDOMINATELY 45 YEARS AND OLDER, AS THE AREA HAS BECOME A "HAVEN" FOR RETIRED, OR SEMI-RETIRED INDIVIDUALS OVER THE YEARS.

THE AREA IS RECOGNIZED FOR IT'S MANY SEASONAL ACTIVITIES, NOT ONLY FOR OLDER PERSONS, BUT ALSO FOR MANY YOUNGER FAMILIES (WITH CHILDREN) WHO OWN A COTTAGE OR WEEKEND RESIDENCE. THE "SLOGAN" FOR THE HARRISON AREA CHAMBER OF COMMERCE FOR MANY YEARS HAS BEEN "TWENTY LAKES IN TWENTY MINUTES", WITH ANOTHER BEING "PLAYGROUND OF THE NORTH". BOTH THE CITY AND COUNTY'S POPULATION INCREASES SIGNIFICANTLY DURING THE SUMMER MONTHS (MEMORIAL DAY WEEKEND THROUGH LABOR DAY WEEKEND). EVEN IN THE WINTER, MANY PEOPLE MAKE WEEKEND TRIPS TO THIS AREA FOR ACTIVITIES THAT INCLUDE SNOWMOBILING, SKING AND ICE FISHING. VARIOUS HUNTING SEASONS ALSO DRAW THOUSANDS TO THE AREA EACH YEAR, INCLUDING "BOW" AND "FIREARM" DEER SEASON IN NOVEMBER.

EDUCATIONAL OBJECTIVE (CONTINUED)

MORE PEOPLE EACH YEAR MAKE THIS AREA THEIR PERMANENT RESIDENCE BECAUSE OF THE "QUALITY OF LIFE" THAT IS OFFERED IN A RURAL AREA -- LOWER COST OF LIVING, LESS CONGESTION AND CRIME, AND THE SCENIC BEAUTY OF NORTHERN LOWER MICHIGAN TO NAME A FEW. HARRISON IS ALSO HOME TO ONE OF THE STATE OF MICHIGAN'S "PREEMINENT" STATE PARKS, "WILSON STATE PARK", WHICH IS SITUATED WITH-IN THE CITY LIMITS OF HARRISON ON SCENIC BUDD LAKE. THIS STATE PARK IS RESPONSIBLE FOR BRINGING IN THOUSANDS OF CAMPERS AND VACATIONERS TO THE COMMUNITY EACH YEAR AND INASMUCH AS THERE IS VERY LITTLE INDUSTRY OR MANUFACTURING IN HARRISON (OR CLARE COUNTY), MONEY DERIVED FROM TOURIST RELATED ACTIVITIES IS ESSENTIAL FOR THE ECONOMIC VIABILITY OF THE LOCAL ECONOMY.

IT SHOULD BE NOTED THAT DAVID A. CARMINE, INCORPORATOR, PRESIDENT AND DIRECTOR OF THE COUNTRY KING, INCORPORATED HAS RESIDED WITH-IN THE CITY LIMITS OF HARRISON (MICHIGAN) FOR OVER 32 YEARS (SINCE EARLY 1975). MR. CARMINE HAS ALSO BEEN ACTIVELY INVOLVED IN THE HARRISON CITY GOVERNMENT SINCE THE EARLY 1980'S, SERVING ON THE CITY "ZONING BOARD OF APPEALS" OF WHICH HE IS CURRENTLY IT'S APPOINTED CHAIRMAN. MR. CARMINE WAS ALSO ACTIVELY INVOLVED FOR MANY YEARS AS AN EXECUTIVE BOARD MEMBER OF THE AMERICAN CANCER SOCIETY'S CLARE COUNTY (MICHIGAN) UNIT. BECAUSE OF HIS DAY-TO-DAY PRESENCE AND INVOLVEMENT IN THE COMMUNITY, MR. CARMINE IS ACUTELY AWARE OF THE PROBLEMS, NEEDS AND ISSUES THAT RESIDENTS OF THE AREA FACE.

THE COUNTRY KING, INCORPORATED (LEGAL NAME) IS A DOMESTIC NON-PROFIT, NON-STOCK CORPORATION INCORPORATED IN THE STATE OF MICHIGAN ON AUGUST 7, 2002, AND FORMED UNDER MICHIGAN ACT NUMBER 162, PUBLIC ACTS OF 1982 HAVING MET ALL NECESSARY STATE MANDATED CRITERIA FOR NON-PROFIT CORPORATIONS. THE IDENTIFICATION NUMBER ASSIGNED TO THIS NON-PROFIT CORPORATION IS: 771731. (SEE PHOTOCOPY OF "ARTICLES OF INCORPORATION" INCLUDED IN THIS FILING).

THE COUNTRY KING, INCORPORATED CERTIFIES THAT IT INTENDS TO OPERATE THIS PROPOSED FACILITY IN ACCORDANCE WITH FEDERAL COMMUNICATIONS COMMISSION RULES AND REGULATIONS PERTAINING TO NON-COMMERCIAL EDUCATIONAL BROADCAST STATIONS.