

# Grand Street Community Arts - South End Radio “WSER”

## Low Power FM Radio Station Proposal – October 2013

### Education - Programming

Grand Street Community Arts Center’s Community Radio Program WSER’s mission will be to “Educate the Community on the Power of Community Activism”. We want to be a platform for local activists to promote their initiatives and educate the public on how to get involved in their own growth.

Local activists are creating an enabling environment for sustainable economic growth and structural transformation, increasing the ability of the poor to raise their incomes through access to productive means. WSER will add to that mission primarily through Radio Broadcasting, but as well in conjunction with other relevant media producers working out of and in conjunction with GSCA.

We will teach local volunteers how to work the station equipment and put on a professional quality radio broadcast. They will engineer for local activists, institutions and organizations who can come in and host their own radio shows.

Justifications:

- Albany, NY lacks locally produced media with a minority perspective. We acknowledge the existence of Progressive Liberal media, but it comes from a majority prospective.
- The Southend is a Lower Income district with many residents receiving government and private assistance programs. The radio station can be a great informational resource for residents to be updated on program information. The 2010 Census of zip code 12202 states that the total population was 9,000+, 60% African-American, 25% European, 12% Latino and 3% Asian. The Median Income was around \$30,000 with 70% Renters and Average Rental Price at \$500-\$700.
- The Southend is home to a wide variety of racial and ethnic groups.

The radio station will:

- Target the City of Albany, New York Southend Neighborhoods.
- Be used by GSCA, other NGOs, government officials, to promote, train, discuss and talk about programs within the communities. **SEE APPENDIX A FOR LIST OF SOUTHEND INSTITUTIONS**
- Help the community to have their stories and views heard by other stakeholders in developments.
- Help promote dialogue, debate and change. This will foster sustainable and equitable development
- Help promote education, human rights, safe communities, livelihood programs and fighting poverty among the communities in our broadcast area.
- Be used to inform the communities about environmental or health issues in the community.
- Create a communication pathway between NGO’s and the local governments. Helping the communities hold developmental workers and the government accountable. Communities will be allowed to discuss programs going on in their communities and include the achievements and challenges and areas that still need to be addressed.

### About Grand Street Community Art Center:

The mission of GSCA is to create unity and connection, especially through the arts, in an inner-city neighborhood with racial and economic diversity. The arts center creates a supportive community and focuses on its youth. The center presents a broad spectrum of arts programs and performances that encourage art as a natural tool of expression available to everyone. By restoring historic St. Anthony's church as its home, the arts center creates and nurtures a link with the unique living history of the local community.

### Sustainability of the radio station:

This radio station will be self-sustainable and what is needed is only one time starting capital input. The equipment is expected to cover the Downtown Albany area, centered in the Southend. Besides GSCA using the radio for training and encouraging people in its range of developmental activities and programs it will also allow the community, including individuals, the local government, other NGOs, companies etc to pay some fee for the radio services. This will raise revenue which will be use to run the radio station and other GSCA development programs within the communities.

### Marketing strategies for sustainability of the radio station:

GSCA is in touch with Volunteers who have offered to train the radio staff in planning, programming and quality communication when the radio starts operating. GSCA has had overwhelming support from people wanting to give their support once the radio is on air.

During the first year of operation, the radio station will donate a limited amount of FREE radios to its listeners who do not have radios. This is targeted to attract more people to listen to the radio. There will be other promotions through the radio in the form of donations from the radio management to its listeners for example free air times to the listeners to allow them call the station and give in their opinions and ideas.

### Management of the radio station:

The governance of the radio will need to be handled by 1 paid staff director and a host of volunteers.

## **Appendix A. - Community Organizations List**

### **Non-Profits**

- African American Cultural Center of the Capital Region
- Trinity Alliance
- Salvation Army
- Howe Library
- South Mall Towers

### **Neighborhood Associations**

- Historic Pastures
- Lincoln Park
- Mansion Hill
- South End Concerned Citizens
- South End Neighborhood Association
- South End Improvement Corporation
- Neighborhood Resource Center (NRC) 462-5636
- Council of Albany Neighborhood Associations (CANA) 462-5636

### **Albany Housing Authority**

- Lincoln Square Homes
- Ezra Prentice Homes
- Creighton Storey Homes
- Jared Holt Mews please contact:
- Steamboat Square Homes please contact:

### **Schools**

- Giffen Memorial Elementary School
- Albany Free School
- ORC Headstart
- Albany Community Charter School
- Albany Special Education Department
- Albany Preparatory Charter School
- Cathedral Religious Education

### **Churches**

- Union Missionary Baptist Church
- St George Antiochian Orthodox Church
- Capital City Rescue Mission
- St John's St Ann's Church
- Walls Temple AME Zion Church
- Union Missionary Baptist
- Marbury cb
- Reigning Life Family Church
- Mt Calvary Baptist Church
- Evangelical Protestant Church
- Donlon James I
- Cathedral of Immaculate Conception
- Grand Street Church of Christ

## PROGRAMMING

The Radio station will promote peace and human dignity in an area devastated by economic hardship. According to Developing Radio Partners (DRP): “radio brings information to people, and excels in discussion with;

- Airing and solving problems
- Giving voice to women and youth
- Holding public officials accountable
- Changing behavior through media repetition

Our aim is to ensure that the perspectives of the people whose lives are most affected by development (mainly the poor and marginalized) are included within decision-making. Accurate information is nearly as important as clean water to the health of a community. Radio is the most accessible, participatory and effective medium to reach people in the economically devastated areas, giving voice to people to air and solve their own problems. Around the world, community radio plays a vital role in overcoming political apathy by providing people with access to information about their local and national leaders. Empowered with this information, citizens can start to fight endemic corruption, developing methods to hold government officials accountable for their actions. In this way, radio not only informs people about government failure, but it also provides the vehicle through which to work for positive political change.

Because radio is a personal medium that speaks local language, it also presents information about health problems and other community issues. For example, radio has proven an effective tool for teaching local populations about HIV/AIDS and combating the powerful social stigmas associated with this disease. Effective community radio programming helps to stimulate community discussion about attitudes and belief.” <http://www.developingradiopartners.org/whatwedo.html>

Communication rights go beyond freedom of opinion and expression to include areas such as;

- democratic media governance,
- media ownership and control,
- participation in one’s own culture,
- linguistic rights,
- rights to education,
- privacy,
- peaceful assembly,
- self-determination,

These are questions of inclusion and exclusion, of quality and accessibility. In short, they are questions of human dignity.” <http://www.centreforcommunicationrights.org/introduction.html>

SEE APPENDIX B. PROPOSED SCHEDULE OF PROGRAMMING

## Appendix B. - PROPOSED SCHEDULE OF PROGRAMMING

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
8	Local News	Local News	Local News				
9	Hispanic American Programming	Asian American Programming	European American Programming	Native American Programming	African American Programming	Democracy Now	Democracy Now
10						Youth Programming	Local Church Programming
11	Women's Show						
12 PM	Local News	Local News	Local News				
1	The Social Justice Center	Trinity Alliance	Southend Neighborhood Association	Capital City Rescue Mission	GSCA Radio	Youth Programming	Local Church Programming
2							
3							
4							
5	Local Music Show						
6							
7							
8							
9	As The Glob Turns - Radio Theater						
10	Poetry Show	Country Music Show	Reggae Show	Alternative Rock Show	Hip-Hop Show		
11							
12 AM	Automated Music Playlist	Automated Music Playlist	Automated Music Playlist				
1							
2							
3							
4							
5							
6							
7 AM							