

Rochester Radio
Form 318 Application for new LPFM Facility
on Channel 291 at Rochester, NH

Exhibit 2

Applicant's Educational Purpose, Mission, and Programming

The Four Pronged Educational Mission of Rochester Radio

Applicant Rochester Radio is a New Hampshire non-profit corporation, as established by its "Articles of Agreement of a New Hampshire Non-Profit Corporation," attached separately to Exhibit 2.

Rochester Radio was founded with a mission of educating and training aspiring broadcasters of any age in the broadcast arts and the utilization of the medium of radio to enhance the sense of community and the general betterment of community life in the City of Rochester, New Hampshire. The applicant believes this is of the essence as expressed in the letter, the intent, and in the spirit of the LPFM rules. We are hopeful for an authorization that will make it possible to implement this educational mission.

While independent of the city government and school system, if granted, the applicant will maintain an ongoing outreach program to generate interest in community service broadcasting. The applicant's first educational mission is to teach radio broadcasting and its application as a community resource to students and alumni of Rochester's Spaulding High School. In addition to its requisite educational mission and athletic activities, Spaulding High has 36 extracurricular clubs. The applicant will offer up to two hours of airtime at 10AM every Saturday morning while school is in session for students to learn how to be effective in broadcasting news of their activities and clubs. Tentatively named "Red Raider Radio" after the school's sports teams, the program will train students in the broadcasting of school and student news, and foster discussions of student activities, issues and student life at Spaulding High School.

Similarly, the applicant will help train young sportscasters and make time available for them to broadcast play by play coverage of at least one game each week over the proposed station while school is in session.

The applicant's second educational purpose is to augment and enhance the learning and professional experiences of students involved in the Interact Youth Program sponsored by the Rochester Rotary Club. Subject as always to student interest in response to outreach utilizing the proposed LPFM station, the applicant will foster an educational program that combines the community service mission of Rotary with teaching the radio arts and operations. It will offer up to an hour of airtime at Noon every Saturday for student members of Interact Youth Program to learn while broadcasting news of their community activities, and those of the Rotary Club.

In addition to its educational activities with Interact Youth Program, the proposed station will offer a slot every Monday, Wednesday, and Friday morning between 7 AM and 9AM for members of Rochester Rotary, and other Rochester service clubs and community organizations to co-host its live Morning Show. Two of the applicant's Directors have over a dozen years' combined experience in utilizing this method specifically in the Rochester community to facilitate lay citizens feeling comfortable and becoming proficient as broadcasters in front of a "live mike." This is a third educational mission, which the proposed station will implement. Student internships will be offered on an ongoing basis. These will provide an invaluable educational experience that enables those who may be initially unfamiliar with or even timid about being on the radio to utilize and harness radio's ability to increase general awareness of available services and charitable and other worthy activities taking place within the community. The effect of such a relatively informal educational program is that enhances the enthusiasm of the community members as the learners by "creating buzz" that reinforces the importance of their community work and enhances the awareness and effectiveness of their services to the community.

The fourth educational mission is broader in scope, and based on the experience of its Directors, the applicant believes it to be quite valuable. In keeping with the Commission's intent as vested in the LPFM Rules to facilitate a return to greater localism and community service in the medium of radio, the training and familiarizing citizens with the use of radio will do more than just to educate new broadcasters within the community. It will educate the general public by increasing general awareness of services available to them, and of the work being done by their fellow citizens to promote the betterment of the community as a whole. This will include live broadcasts from various events taking place throughout the community, during which volunteers, service providers, and clients of service programs can tell their stories informally. The result is to educate the public by increasing awareness of the many services available to aid and assist them, and to publicly acknowledge and celebrate the work in the community of volunteers and staff. Students, interns, and members of the community will be involved in these broadcasts together with station staff, providing them with an opportunity to "learn on the job" with less pressure.

Rochester is an old New England manufacturing city. While it is still the fourth most populous city in the State of New Hampshire. It has been experiencing its share of economic challenges. Yet the two commercial stations licensed to Rochester are operated from Portsmouth by a corporation halfway across the country, and maintain very little, if any, presence in Rochester.

It has been the applicant's firsthand experience, specifically in Rochester at commercial radio stations that are no longer adhering to the tenets of local radio, that educating ordinary citizens as radio listeners about the many positive activities, services, and opportunities taking place and available in their community, often thanks to their neighbors, and by facilitating the broadcast of programming about these resources created by fellow citizens schooled in the broadcasting arts, there is a general increase in the quality of life, and, significantly, the perception thereof.

Qualifications: The Founding Directors of Rochester Radio

Rochester Radio was founded by a group of five individuals who combine their experience to implement the educational purpose of the proposed LPFM station. The President of Rochester Radio has over 20 years' experience instructing students in all facets of broadcasting at the Connecticut School of Broadcasting in Connecticut and Boston. During that time and prior to moving to Rochester, he created a work-study program to provide students with real world broadcasting experience at a radio station he managed in Massachusetts. He will apply that experience in the context of the applicant's educational mission.

Four of five Directors are longstanding members of the Rochester Rotary Club. Three of the five possess direct experience broadcasting in Rochester and surrounding communities. The station has been approved to receive a generous grant from the Rochester Rotary Club to help facilitate its establishment, if granted. Indeed, the Rotary Club has been helping to sponsor and encourage the establishment of the proposed new LPFM station by providing general assistance in every way possible.

One of the Rotarians serving as a Director of Rochester Radio is immediate Past-President. Another is the current Chairman of the Rotary Foundation Committee. Three of the five broadcasters serving as Directors possess a total of over 50 years experience in broadcasting, half of those years in the Rochester area, and about a third of those years in the City itself.

The proposed new LPFM station, like Rotary itself, subscribes to the Rotary creed of "Service Above Self." While independent of one another, both the club and the applicant are comprised of citizens, active volunteers, and businesspeople in Rochester united in this mission.

Rochester Radio Educational Programming Overview

The applicant will take the steps required to insure that it adheres continually to its four educational missions and purposes. A significant portion of its mission will be implemented by the education of students and citizens behind the scenes in preparation for broadcasting. Further, and as a practical matter, in order to keep its programming interesting and relevant, interesting, and a part of the daily lives and listening habits of as many residents as possible, in between the various specific programs, and sometimes woven within the educational programming, will be music programming.

As a practical matter, some of the music programming will be popular music of the past 50 years, but with a much greater variety of selections and deeper playlist than can be heard on local radio as of 2013. Some programming, subject to interest, will be produced by knowledgeable community volunteers trained in the technical and performance aspects of radio presentations. These programs may be educational in nature, as with specialty music programs from which listeners learn about less-frequently heard musical genres such as jazz, folk, classical, and Americana.

Rochester Radio Proposed Educational Programming Schedule

100% of programming will be originated locally. Specific programs planned for broadcast include, but are not limited to the following.

Rochester Radio Community Focus: Monday, Wednesday, and Friday 7 AM to 9AM.

A live local morning show hosted by one of the applicant's Directors, featuring a mix of news, community interviews, music, and guests co-hosts and hosts from the local community, as discussed above. If there is demand for added days, this may be extended to Tuesday and Thursday may be added.

Red Raider Radio: Saturday mornings from 10 AM to Noon when school is in session.

News and discussion of student activities, clubs, and sports at Spaulding High School, presented by students themselves when possible. The applicant will actively train as many interested students to participate as possible.

In Gear: Saturdays from Noon to 1 PM.

Student participants in the Rochester Rotary Club Interact Youth Program program, together with Rotarians themselves when appropriate, will present news and discussion of the programs of the Interact Youth Program itself, as well as community service project of the Club, and worldwide mission of Rotary International. Volunteers from community organizations that receive support from Rotary will be invited to participate to make listeners aware of their missions, work, and opportunities offered to area residents.

Live Red Raider Sports: Weekly when school in session (duration varies with length of game.)

The station will seek to train Spaulding High School students to present play by play coverage of Red Raider games and sports. Airtime will typically be made available on a Friday evening or Saturday afternoon. If there is student interest in broadcasting more than one game in a week, the station will endeavor to accommodate more than one game a week.

Rotary Radio Day: Annually for as long as a full day, but typically ten hours in segments.

In cooperation with Rochester Rotary, the proposed station will dedicate a day each year to raising awareness of the services of Rotary. To the extent allowed by the Commission's Rules, and carefully adhering to the limitations contained therein pertaining to fund-raising for non-profit organizations other than the licensee, the station will seek to help raise financial support for the Club and its charitable activities.

It should be noted that while the members of the Rochester Rotary Club is enthused about the opportunities to partner with the proposed LPFM station, the station's work in support of community service organizations will not be limited to Rotary. Part of the station's educational mission is to involve as many community service organizations in a similar manner. The station's will work help train, and then work similarly, with other organizations year-round.

American Jukebox: Saturday Nights from 7 PM to 11 PM.

A program of musical variety hosted by one or more hosts knowledgeable in a specific genre of music. The program will seek to educate the audience about lesser known and less-frequently heard pieces of music in an entertaining manner.

Conclusion

The applicant is a non-profit corporation with a strong, multi-faceted educational mission. It is guided by a Board of Directors of whom 100% live in the proposed community of license. Each Director is active in the community, and as a group the Board well qualified to implement and sustain the applicant's mission. The applicant proposes to effectively realize its mission with a series of educational programs in the community, as well as educational programming on air.