



About A.P.P.L.E. Seed, Inc.

A.P.P.L.E. Seed, Inc. is a publicly supported, nonprofit educational organization founded by residents of Brookfield, Massachusetts and incorporated on February 16, 1996 in the Commonwealth of Massachusetts. Our Federal I.D. Number is 26-0144679. As expressed in its slogan, “Average People Promoting a Loving Environment,” A.P.P.L.E. Seed’s mission is “the betterment of the greater Brookfield community as a more welcoming and desirable place in which to live and grow.” To that end, the organization conducts educational and charitable activities that provide outlets for communication and the sharing of ideas; that promote education, the arts and humanities; and that strengthen cooperation among other private nonprofits and municipal groups.

For 17 continuous years A.P.P.L.E. Seed has funded, edited and distributed *The Brookfield Citizen*, a 16-page monthly newsletter written and edited by volunteers and mailed free of charge to every household in Brookfield. Each month the *Citizen* carries articles of educational and cultural interest, including local culture, history, school and arts activities in the area, youth activity pages, and area event announcements.

The organization has also initiated, funded and over a series of years supervised the planting and care of over 80 flowering Kwansan cherry trees along what is known as the George Washington Memorial Highway, a scenic road of historic import. It founded and runs its annual “Clean Sweep,” which each Spring sends dozens of volunteers to Brookfield’s highways and byways to pick up and dispose of trash and litter on the town’s roadsides and public ways. A.P.P.L.E. Seed’s members and Board also actively and financially assist the cultural and educational activities of other local nonprofits, such as the annual Apple Country Fair, an event held by the Brookfield Community Club on the town’s historic Common each Columbus Day weekend and which draws busloads of visitors from all over New England.

A.P.P.L.E. Seed, Inc. sees Apple Country Radio as both a continuation and an expansion of its core mission.

How Apple Country Radio will further our educational goals

A.P.P.L.E. Seed’s proposed low-power FM station (“Apple Country Radio”) will be a volunteer-based, listener-supported, noncommercial radio station. Its studio, located at 20 Central Street in the heart of Brookfield’s “village” area, will be publicly accessible at least 20 hours per week between 7 am and 10 pm. Its programming will be community-driven and serve to expand A.P.P.L.E. Seed’s mission to a wider constituency, as volunteers and as listeners. More specifically, Apple Country Radio will:

- Provide an outlet for local news, information, and music
- Educate listeners about local events, issues, organizations, artists, history, and institutions
- Offer a platform for hands-on media education and the audio arts for all ages and levels of experience, both on its own and in conjunction with local schools
- Be a medium for creative expression
- Contribute to an informed citizenry and encourage positive engagement in community life
- Serve Brookfield and surrounding towns in a public safety capacity in cooperation with local, regional and statewide first responders and law enforcement
- Foster and broaden a sense of local identity and regional cohesiveness by reaching out to underserved and disengaged populations throughout its listening area

Apple Country Radio will neither sell nor air commercial announcements. It will not air programs that endorse, support, or oppose candidates for public office or political parties. It will strive to be an organization that will be inclusive of the entire community.

Proposed Programming

To start with, Apple Country Radio will air a daily 12-hour program schedule, incorporating at least eight daily hours of locally-produced programming, following a format described in radio terminology as “hometown” or “full-service” ([http://en.wikipedia.org/wiki/Full_service_\(radio_format\)](http://en.wikipedia.org/wiki/Full_service_(radio_format))). The station will be largely staffed and run by volunteers, who will be recruited on an ongoing basis. It will provide hands-on media training and education for residents, community groups and local students in the creation and airing of audio news, music and public affairs content. The station will regularly solicit its listeners for ideas for new programs. Local musicians and performers will be actively encouraged to submit music for airplay, and the station will give preference to musical genres that receive little commercial airplay in the area. Station build-out will include the means to stay on the air in the event of a power failure, and a protocol for assisting first responders as a source of information and official announcements in the event of local, regional or national weather-related or man-made emergencies and disasters. Apple Country Radio’s website, www.applecountryradio.org, will stream the station’s programs to listeners beyond our on-air reach and serve to supplement its broadcast programming with in-depth visual and written content designed to enrich the listening experience.

A representative sampling of the programs we plan to air (some suggested by residents):

Variety (daily): Morning drive time with news, music, local farm reports, road closings, traffic reports, school and weather information and other helpful daily information.

Special Interest (weekly): Parenting; gardening; “Fin, Fur and Feathers” sportsmen’s show; cooking; elder affairs; farming/agriculture; veterans’ affairs); travel/tourism; local and regional history.

Student-Produced News and Sports (daily and weekly): “White Tiger News” (Brookfield Elementary School students); “This week at Tantasqua” (Producers: Tantasqua Regional HS/Technical HS English, media and engineering students).

Cultural (weekly and as available): Arts calendar and event information; book/author discussions; coverage and/or previews of local concerts, fairs, shows, local artists; Live, on-site coverage of local cultural /historical events such as Memorial Day observances, historical re-enactments, Cultural Council events, visiting lecturers.

News and Public Affairs (weekly): Multi-topic, in-depth magazine-type programs featuring stories bypassed or minimally covered by the local daily or weeklies, and incorporating occasional or recurring guests of note from both private and public sectors; “Business Roundtable,” a show focusing on local economic development issues and locally-based and owned businesses; “Hello, Neighbor,” a good-news 30-minute interview show profiling local residents of all ages.

Spoken Word (weekly; live or from recorded/archival content, with a local host): Live radio drama by local theater groups; G-rated comedy albums; “Books Read Aloud”; broadcasts about local history in the “You Are There” tradition; “Letters from the Hill,” dramatic readings from local historical documents.

Music (daily): Local music showcase (interviews and featured album releases from Massachusetts solo artists and musical groups appearing in the area); live performances from local venues; broadcasts of underserved genres as Big Band, rarities (historic recordings), Broadway/film music; R&B, blues, novelty; children’s music; traditional /roots; nostalgia; classical; and ethnic/world music, with priority given to local musical preferences.

Public Service Announcements (daily): From local educational and cultural groups, schools and social service agencies.