

What Ministries “Radio”

For Question 2 of Section II of the low power FM Application (Form 318)

What Ministries Radio is a publicly supported Tennessee non-profit organization founded to establish and operate an FM broadcast and Internet radio station in order to:

- 1.) support Dayton and Rhea County’s local musicians and arts community;
- 2.) provide educational programming, including public and emergency information to residents of the Rhea County including: Dayton, Evensville Community, Sale Creek Community, and unincorporated parts of Rhea County in the area emphasizing the local and county news not available on existing radio or television stations in the Dayton media market or Rhea County; and
- 3.) educate students and other interested individuals in radio-related technical and communication skills.

Broadcast programming planned will follow a mixed format that includes:

- regularly scheduled local and county news and information and school-related news (weekdays)
- special news when emergencies occur, including weather, traffic, fires, or other
- education on safety and preparedness and sustainable food supplies
- public affairs programming on issues farmers and cattlemen face in the local community
- history of the community, its local indigenous tribes and diversity of folklore
- inform visitors and residents about current events and opportunities in the community
- interviews with local artists, authors, and musicians
- music programs featuring a number of genres and highlighting local talent
- special live music
- student creative expression and poetry
- school events, including sporting events, and any school closures

WHAT Ministries is conditionally planning to work with the Rhea County School District and the local high school journalism and Advanced Placement teachers to develop a broadcast journalism course for credit as part of Careers in Technology Education (CTE) curriculum. With the guidance of teachers and qualified radio volunteers, students in that class would create programming for a regular show or shows. They would also have the opportunity to produce special segments to be aired at other times of the day. Studio plans will include space for educating student volunteers from the local public high school and/or charter schools, as well as community volunteers in skills required to deejay, program, and produce content, including multimedia content production. Students and volunteers will have hands on opportunities to learn valuable communication skills in a real world context, journalistic standards and practices, legal requirements for broadcasting, and more.

Morning and afternoon drive time news programming is planned to air daily on weekdays from 6 a.m. to 8 a.m. CST, and from 5 to 6 p.m. we plan to air regularly scheduled news and local information daily from 8 to 10 a.m. Those programs will air school and other events of the day, news from the school districts and parent groups, roundups of

the news of the local city councils and the county commissioners meetings. Related segments planned will feature tips on preventing wildfires utilizing the Fire Program from the Tennessee Forest Service, health and fitness, exercise tips for commuters from a local fitness center, as well as, interviews with local authors and directors of the local theatre organizations in Dayton, Pikeville and Dunlap, local musicians, and other persons of interest. From 4 to 5 p.m. shows featuring high school and college deejays are planned for two to three days (mornings /afternoons) a week (TBD), with public affairs shows the other afternoons to educate our listening audience on complex issues of local relevance. More news and information will be aired in a block from 5 to 6 p.m. Weekend programming is planned to include call in shows aimed at informing the community of medical issues and treatment, a pet care, spay and neuter and stray adoption for cats and dogs, and a local show featuring cooks, chefs, and local recipes. There is planned to be Live streaming as well as live broadcasting of selected high school sporting and other events are also planned. A calendar of listener-submitted events will be aired to educate the audience on local entertainment and service opportunities, as well as other events of interest. Music programming planned will appeal to community tastes by featuring music of different genres throughout the week and will educate the audience about music and specific musicians. The music of local artists will be spotlighted, including that of young performers (21 and under) in the community. And, News Specials as well as live music broadcasts will be aired periodically day to day.