Class Participation –
"Community" radio station

It is important to read the chapter on radio and consult with The Prometheus Radio Project https://www.prometheusradio.org/ and the National Federation of Community Broadcasters https://nfcb.org/ for ideas and so you can understand the reasons why and how radio stations are programmed.

This is a group activity but with a twist. If someone does not do their work others in the group will not be penalized. Each person in the group will research and type the answer to their assigned question. However, this is a collaborative effort and the answers must all fit together to make sense for station operation. Discuss and collaborate so the station functions properly; answers to questions make sense when put together.

Before the "work session" do research on your assigned question. Come prepared to share information with the group. A required part of the grade is to show evidence of your research (most likely a web source) that you gathered from the work session.

1) Give your station call letters W_ _ _ and a correct frequency based on a non-commercial FM designation.

   Identify a station slogan that works with your call letters (i.e. KFKB – Kansas Folks Know Best). What is your city of license?

   Identify at least 6 other towns in Camden and/or Gloucester counties that will be served by the community radio station (Including your city of license that's 7 adjoining towns in the station coverage area).

   As part of the answer provide a map (create an accurate map with shaded area of coverage by you FM signal) showing all 7 towns covered by your community radio station.

   Also, with your responses include demographic information for all 7 towns by including the appropriate census documents from the U.S. Census (enter zip codes to find information). https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml   Highlight census data to show the targeted demographics for the 7 towns.

   Team member #1 will also compose a cover page with the full names of the people in the team, station call letters, frequency and station slogan.

2) What services and outreach will the station provide that are not being met by other (commercial) stations in your market? This is a three to four paragraph answer.

3) What type of programming would you find on the station that works with community radio? Choose among the format genres to identify (talk, local news, country, news & information, etc.). Choose at least four different formats for the station.

   In addition to identifying the formats (with your local demographics in mind) include in your answer one paragraph descriptions listing details of what programming listeners will hear during each of the four formats on a typical broadcast day on the station. Focus on the programming not the on-air personalities. Also, what times and days will listeners hear the four different types of programming?
   Provide a two to three paragraph answer for each format.

4) Your station must also be mobile and web (internet) friendly. Explain how your station will succeed with a mobile and web presence. What support can the station's mobile/internet presence provide to programming? Think of what you offer during the broadcast and what additional services that would be available to listeners such as through apps, podcasts, etc. Keep in mind your programming ideas included in the answer to question three. **Provide a three to four paragraph statement.**

5) How does the station make money? You are a non-commercial station so there are several proper ways to fundraise to keep operating. Do the research on non-commercial station fundraising dos and don'ts and what announcements you can air to obtain funds for the station. **Provide a two to three paragraph statement. Also, include a one paragraph example of a script for one of the station underwriters.**

6) Answer the question: How will your station hold to its promise of "broadcasting in the public's interest, convenience and necessity"? Remember our discussion on the obligation radio stations have to their community.

For background download *The Public and Broadcasting* https://www.fcc.gov/sites/default/files/public-and-broadcasting.pdf and read pages 7-19 and 21-25.

After reading the information it is your responsibility to inform team members, before any answers are finalized, the importance of the information to the station.

Compose a document with your answer to the question. The response requires three to four paragraphs. Include in your answer references to the programming your station is committed to and how it helps the station meet its obligations to listeners.

Draft (research)
As part of your grade a draft of the preliminary research will be turned in by each person. This research is typically draft answers and/or copies from relevant source(s) from the internet that assists answering the question you have been assigned.

Find and review source material for relevancy. Print two complete sets, one for research and one to turn in for the draft grade. Before turning in highlight the relevant research information; details that assist you in completing your assigned task. If asked to turn in hard copies please staple your documents. Discuss alternative methods of delivery if the source materials are in excess of 5 pages.

Evaluation
Providing quality work is important. See the grading rubric for this assignment on my Weebly page. Evaluation is based on three criteria, 1- participation in the work session(s), 2- providing a complete answer to the question (quality and quantity) and 3- following directions. Proper spelling, grammar and clarity of writing is expected.

Each person answers their assigned question. Compose documents using a 12 point, Times New Roman font and double-space text. Place your full name and station call letters at the top of each page you submit. Include the question at the top of your page. Submission is to Canvas.

The assignment is due:

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