

Proposal

1. It is proposed that assistance be made available for the construction and operation of a radio station near the city of Jackson within the state of Mississippi. This station would provide the needed communication to encourage development of Negro culture and at the same time assist trends toward more and better education, better racial relations, and other aspects of improved community interaction.

2. The radio station would be used to achieve the following objectives:
 - A) Cultural identity. The station would accentuate contributions the Negro people have made in American society. In music, for instance, spirituals, folk songs, dance music, and jazz are an indication of tremendous creativeness within one of the few fields of opportunity that have been available to Negroes. The station would play such music, speak of its origin, and encourage self confidence in the achievements of the cultural group.
 - B) Education. General standards of education in Mississippi are quite low because of a lack of compulsory school attendance laws combined with pressures for Negro youths to drop out. In some counties virtually no Negroes complete high school. This problem is often reflected nationally as poorly educated individuals migrate to other parts of the country in search of better jobs.

The station would, through programming, by making materials available, and by encouraging the use of student operated classes extend literacy and competence in the basic skills. At the same time the station would encourage greater use of available educational facilities and describe existing opportunities. An awareness by both parents and youth of the merits of education would in itself be a substantial contribution towards solving this problem.
 - C) Social and governmental responsibility. The station would attempt to increase public awareness of existing social and economic problems, in the belief that extended awareness will lead to their solution. One might anticipate - in the case of state correctional institutions, for instance - that greater public knowledge would lead to substantial improvement and to their more discrete

use.

It would serve to extend knowledge of the citizen's rights and obligations to his community and country. The existence of our democracy depends upon awareness of and respect for our laws and the political structure. For this reason the station would encourage citizens to register, to vote, and to participate in government. With this objective in mind, every effort would be made to present the political issues involved in any particular election to the populace in an unbiased manner, so as to make the ballot as meaningful as possible.

D) Creativeness and Controversy. The station would involve the community by broadcasting programs put on by local residents and by using a maximum of voluntary assistance in the station operation. It would thus encourage Negro creativity by providing a channel for the expression of opinions, religion, drama, entertainment, and so forth. At the same time controversy on political and moral issues would be encouraged by presenting speeches and panel discussions with participants having divergent beliefs. This would be particularly effective towards encouraging greater reflection upon such issues, as the station would be interracial (and inter-cultural) and would cater to an interracial audience.

E) Religion. Programs consistent with the precepts laid down in the New Testament would frequently be presented to encourage further development of ethical values. Local ministers in particular would be asked to conduct such programs, with special emphasis on religion in every day living and towards bringing about the Kingdom of God here on earth.

F) Racial relations. The station would assist in every way possible in breaking down barriers that have arisen between racial groups. As the staff and the programmers would be interracial, and as the station would broadcast to a mixed audience, there is good reason to believe that it would provide a valuable contribution toward this end.

G) Informative. Accurate, unbiased news coverage is a prerequisite for the development of culture and community. The station would present complete local

and national news.

H) Entertainment. The station would attempt to develop substantial audience appeal through the use of music and programmed entertainment.

3. The station would operate on an Amplitude Modulated frequency between 800 and 1600 kilocycles (as assigned by the Federal Communications Commission), so that the ordinary individual can easily tune in. *5000 watts, or larger.*

4. The station would be located near one or more colleges so as to involve students in the affairs of their community and because student assistance will be needed by the station. There are also numerous other advantages in this type of location, such as professional assistance from the colleges and the use of class rooms for meetings.

In the area in and around Hinds County are located Tougaloo Southern Christian College, Campbell College, Jackson State College, and Millsaps College. For the above reason, this is an ideal initial location. At a later date, it might be advantageous to locate additional transmitters in less developed areas such as the Delta region toward the northern part of the state.

5. The station would have a board of reputable local citizens who would meet at regular intervals to advise on community matters, approve reports, and approve financial expenditures.

The board would serve to preserve the station's local reputation and integrity, assist the station in the needed leadership, and identify it with local citizens.

*Board of Trustees - one vote each toward station policies
Director - one vote - appointed by Trustees.
Sponsors - lend support and contributions - don't control station affairs.*

Non-profit, educational organization, tax deductible if we can get it incorporated as such.

6. The estimated costs of constructing and operating this station for the period of one year are as follows:

	Total cost	Foundation request	Other contributio
(a) Transmitter and associated equipment	\$10,000.00	\$10,000.00	
(b) Land, building, maintenance	10,000.00	5,000.00	\$ 5,000.00
(c) Electronic Engineer's salary	7,000.00	5,000.00	2,000.00
(d) Cultural Anthropologist's salary	8,000.00	4,000.00	4,000.00
(e) Supplies, student assistance, transportation	12,000.00	6,000.00	6,000.00
(f) Director's salary	9,000.00	6,000.00	3,000.00
(g) Secretary, other salaries	12,000.00		12,000.00
(h) Fund for repairs, replacements, and other emergencies	5,000.00	4,000.00	4,000.00
Total	\$76,000.00	\$40,000.00	\$36,000.00

Substantial funds can undoubtedly be raised by selling time to churches and to religious leaders who would appreciate an opportunity to express their beliefs on the air. There would also probably be numerous contributors and income from a limited amount of advertisement once the station is in operation.

However, as the Federal Communications Commission requires that funds be available for one year's operation, station income would be applied to continued operation and expansion, and not toward the first year's expenditures. The station would become self sufficient after the first year.

January 17, 1963

Peter Stoner
7714 18th Street, N.W.
Washington, D.C.
Phone BE2-7714

*Tougaloo College
Tougaloo, MISS.*