

# **Real Rural Radio's Organization & Mission**

Welcome to Real Rural Radio's educational and service organization. Real Rural Radio of Cottage Grove, Or. oversees the radio operations of KSOW-lp radio. Real Rural Radio and the KSOW-lp operations team insure that the shared goals for the project are for the advancement of an educational program and service to community interests. The station will broadcast educational, cultural, and entertainment programs to the general public.

## **PROPOSED OVERSIGHT & ORGANIZATION**

Real Rural Radio (RRR) is an Oregon educational group organized through Oregon Corporation Code, Chapter 61. Its articles of incorporation filed with the Secretary of State of Oregon, state the purpose of the corporation is to “develop community resource and sustainability awareness, where people of all ages can participate and develop through team effort, events and other activities that lead to community and personal growth.

Real Rural Radio considers its role in providing access to the radio platform a civic service, responsibility and trust.

Participation with the radio project brings people together in a high responsibility environment. The responsibility and team orientation builds social accountability and integrity. Many of the tasks and skills developed in the station staff positions are small business administration posts, or other activities, that have community value. The value of this training and experience for the individuals, is self-directed education, growth and the development of skills that remain serviceable and can contribute to the individual's broader accomplishment and life experience.

The radio project has as well found increasing interest from youth and provides an extra-curricular activity that reinforces skills youth are developing. The station's community service and field projects provide youth the opportunity to use and develop an array of skills and experiences in radio/ visual production and the building of community, definitely a positive life experience.

Real Rural Radio developed as a response to the low-power FM license opportunity of 2001. The directors of Real Rural Radio emerged from the community that has grown with the station project. The accomplishments of RRR through the years include music programming, public information broadcasting, emergency and amber alert service, PSA's for local organizations, community calendar announcements, support broadcasting for local organizations, safety and weather information, volunteer co-ordination, staff development and training, technical and administrative administration and record keeping. Please query the Programmers Handbook to learn how the organization works! This document and the “PHB” are intended to work together as living documents.

## **TOPICS of INTEREST**

Community Sustainability	Agricultural Sustainability	Youth Teen Issues
Elder Issues	Recreational & Area Activities Promotion	Art and Customs
PSA's	City of Cottage Grove	South Lane School Dist
Enterprise Management	Native American Concerns	Cottage Grove Police
		Technical & Educational Development

## EDUCATIONAL OBJECTIVE

RRR anticipates to continue to develop programming that assists the growth of individuals and the community to master sustainable living skills. Given the current state of affairs in the world, RRR perceives health, food sustainability, energy conservation, child and elder safety issues and teen homelessness of high community relevance. Staff will continue training to recognize, collate and develop working portfolio of articles, programs, PSA's and calendar announcement that address these community concerns presenting their research as stand alone programs or with-in the context of an individuals program.

RRR and KSOW-LP operations group will continue to provide a forum for new and emerging ideas and issues of community interest..

RRR's stewardship of the educational radio station will provide:

- A diversity of musical programming to encourage musicology, and awareness of local talent.
- Provide access for community events coverage, outside the scope of commercial broadcasting.
- Diversity of programming.
- Public affairs programming dealing with the arts, environment, current affairs, science, and media education and production.
- Environmental perspective.
- Children's programming
- Dedicated opportunities to benefit school activities and productions
- Health and Senior Health.
- Aging and Handicap issues.
- Emergency Broadcast Services
- Provide a venue for debates, independent news, and issues of concern to the community.(when requested)
- Political news information and opinion
- Interviews and live talk shows

Training staff and maintaining production and equipment are also elements of the educational program. Providing opportunities for this training and the development of media skills are added objectives of the educational program.

To support a Real Rural Radio tradition will be the adoption of a look-to form of decentralized studio structure, where programmers will not be dependent on a central studio for on-air status. The technical team is quietly testing this system, it is a leaner and more flexible model for a station of this type. This system flexibility validates the participating individuals, organizations and business's subscribed to the organization. This collaborative and locally outsourced approach to program content supports and encourages the efforts of programmers to perfect their interests and abilities in programing they create to be subsequently aired by the station project. Defining a form of community radio.

Thank You Sincerely,

The Board of Directors of Real Rural Radio