

6th Draft
Madison Mainstream Radio
WIDE-LP 99.1 FM
Statement of Goals and Principles
November 2017

The overall goal of Madison Mainstream Radio's low power station, WIDE-LP, is to provide a community resource that responds to the needs and interests of our listeners. We particularly focus on content that is not available via broadcasts from full power radio and TV stations in the area. We encourage area residents to create programs of their own that are of interest and value to their neighbors. Community input will be sought through the mechanisms listed in the concluding section of this statement. Like other radio stations, we are part of the emergency broadcast system.

Our specific programming goals are as follows:

Talk Shows

WIDE-LP intends to provide a 1 hour time slot each weekday morning for scheduling one or more programs of 20 min. to 1 hour in length dealing with ideas on how to solve social problems and better our society through a well informed and socially engaged citizenry. These programs may deal with topics in the areas of specific societal problems, ethics, religion and science, and may be repeated later the same day as air time permits. Some of these programs will be recorded by the station or others at locations within Madison.

WIDE-LP intends to provide each weekday a regular story time, using such sources as stories in the public domain from LibriVox.org. A time may also be set aside for readings by local authors who have given permission for their work to be broadcast.

WIDE-LP intends to provide time each weekday afternoon, during the 4 - 5 pm drive time e.g., for political commentary, author interviews, and short science features from Internet sources, with their permission.

WIDE-LP may provide additional time on weekends for talks on health, human rights, science, social and economic reform, electoral politics, democracy, and freedom of thought issues. The weekend may also include a time for rebroadcast of a "best of talk" selection from previously broadcast talk shows.

The talk show content described above may come from either the local Madison area or from anywhere in the world via the Internet. Internet sources which have already granted us broadcast permission for their ongoing content include Northern Spirit Radio (Spirit In Action, Song Of The Soul), Jim Hightower (Hightower Radio), Brian Dunning (Skeptoid), Dr. Ginger Campbell (Books and Ideas, Brain Science Podcast), Kate Lovelady (The Ethical Society of St. Louis), Desiree Schell (Science for the People), New York Academy of Sciences (Science & the City), New York City Skeptics (Rationally Speaking), American Humanist Association (The Humanist Hour), Interfaith Alliance (State Of Belief), the Lannan

Foundation (audio podcasts), Skeptic Magazine (Skepticality), the Center for Inquiry (Center Stage, Point of Inquiry), Kylie Sturgess (Token Skeptic), and Richard Saunders (The Skeptic Zone). Madison sources include A Public Affair, 8 O'Clock Buzz, and In Our Back Yard on WORT (under a local program sharing agreement with WORT), the Madison Institute, the Havens Center at UW-Madison, Dane County Chapter of the United Nations Assoc.-USA, League of Women Voters of Dane County, the Freedom From Religion Foundation (Freethought Radio), Madison Skeptics, the Humanist Union of Madison, and Prairie Unitarian Universalist Society. (This does not include a number of sources which granted permission but subsequently stopped producing new content.)

WIDE-LP intends to provide time each weekend for event announcements and news of particular relevance to the local neighborhoods surrounding the station. This will include offering to make audio recordings for broadcast and web posting of talks or meetings in the area of particular importance to area residents such as:

- Wis. DOT meetings on road or highway projects impacting the area
- Community meetings called by businesses to discuss expansion plans requiring demolition of area homes
- Meetings with city officials to discuss plans for public facilities such as local parks, libraries and community centers
- Public meetings with police called to address public safety issues
- Talks or debates by candidates for public office

(Examples of station coverage of such events in the neighborhoods of southwest Madison may be found at <http://madisonwi.us/WIDE-LP/news.htm>).

Music

WIDE-LP intends to provide music from a variety of sources, with much of the music coming from groups or artists that get little or no air time on commercial radio stations in the area. Time periods may be scheduled for specific genres of music such as blues, jazz, world, folk, soul, doo wop, zydeco, Hawaiian, a cappella, progressive rock, Broadway and movie musicals, and bands before 1940. A weekly time will also be provided for music by local musicians, and a Saturday morning time will be offered for a children's music and/or story show. Special music events may be scheduled, such as featuring music by women performers and composers all day on International Women's Day on March 8th each year and a live broadcast of local performers on Make Music Madison day, June 21st.

Outreach and Input

We intend to maintain an Internet outreach through our website at <http://widelp.org>, a Twitter account at https://twitter.com/WIDE_LP and a Facebook page at <https://www.facebook.com/WIDE.LP.99.1/>. The website provides telephone and email contact information, and contact information will also be given on the air at times. The station history page at <http://madisonwi.us/WIDE-LP/history.htm> gives background information about the station, and stories on the website give information about key events in the ongoing operation of the station. The Twitter site will be used for posting tweets about upcoming talk show topics. Community input on programming will be sought through email from individuals and through our Radio Council. The Radio Council may solicit ideas from local neighborhood associations, local schools, the local Madison Common Council alder, etc., and can meet as needed to develop recommendations on programming changes.