

KNOWLEDGE is POWER

CONNECTING WITH COMMUNITY RADIO

We're all in this together

but we're dozens of organizations and hundreds of people,
all trying to find our audience, motivate our supporters,
and realize our goals.

Community radio is a hub.

It can help
fulfill our aspirations.
It can keep us together.

WOOL**100.1**fm
BLACK SHEEP RADIO



HISTORY IS IN THE MAKING

"We know what we are, but not what we may be." -William Shakespeare

Great Falls Community Broadcasting Company

was incorporated in 2004 with the purpose of operating WOOL, a non-profit, non-commercial, member-owned radio station. Our mission is to educate, entertain, and inspire our listening audience. Over our five years on the air, our presence in the community has evolved to include public events, involvement with area schools, the advancement of citizen media skills, the distribution of vital information, and, with a strong web presence, helps to unite and empower the lives of area residents.

ON THE AIR WOOL's broadcast license, a type known as a Low Power FM ["LPFM"] license, was approved in 2004 during a brief window opened by the Federal Communications Commission. As a type of license, LPFM didn't even exist before the year 2000. LPFM was created as consequence of public outcry for local media access after the Telecommunications Act of 1996 had drastically changed the structure of media in America.

CHANGES IN THE LANDSCAPE Before 1996, aggressive restrictions controlled the ownership of television, radio, and cable. Many of these restrictions had been in place since 1934 when the Federal government, fearful of the anti-democratic power of big media, created the FCC and set limits on how much ownership was too much. With the popularization of unlimited cable channels and the deluge of online communication looming in the future, regulations were relaxed in 1996. Large media consortiums quickly snapped up station after station until Texas-based ClearChannel Communications, at the time the largest of US broadcast media conglomerates, owned nearly 1500 outlets within four years of the new law's passage. At the same time, because of these changes, a vast number of local stations became financially unfeasible and promptly collapsed. In response, local media advocates lobbied

Congress for a new classification of stations - LPFMs - and by the turn of the century, these lobbyists had won the first battle and hundreds of local stations were born. WOOL is proud to be among them.

GOING FORWARD With a long-term strategy in mind, Great Falls Community Broadcasting Company applied for a Full Power license in 2007 and, through sheer force of will, in 2010 was awarded permission to build the new full power Non Commercial Educational ["NCE"] Station. This is a tremendous and rare opportunity and we hope to be on the air with our new license in the next twelve months.

AGAINST THE TIDE This year has already seen the Federal approval of the biggest merger in media history between cable giant Comcast and content kings NBC Universal. The impact of this action is yet to be felt but many experts are confident it will further erode the voice of local people on the airwaves and internet. It now seems even more important to stand together and build our area resources, and it is to this end that we at Great Falls Community Broadcasting Company are now working diligently.

TO FIND A PLACE IN HISTORY A wider audience and talent pool will advance the quality and diversity of our programming and help to keep independent media alive and well in New Hampshire and Vermont. In addition, our expanded listening area will bring WOOL opportunities to more easily fund improvement of our operations. There are enormous benefits to area non-profits and businesses alike and this fact should compel us to work together to build our network of resources. We are part of the history of free speech and open discussion in America, and our example helps set a tone for the future.



WHAT DOES COMMUNITY RADIO CONTRIBUTE?

"I measure success in terms of the contributions an individual makes to her fellow human beings." - Margaret Mead

1. eASY PUBLIC acceSS

We provide public access and control over media content without regard to commercial interests.

We are a creative partner and technical resource for regionally produced radio projects. Within simple guidelines, content is determined by producers. We are also a broadcast outlet for local and independent musicians and music enthusiasts, documentarians, and almost anyone with a point of view

2. HANDS-ON Media TRaining

We bring the producers and consumers of media into closer relationships.

We are an educational resource, offering Skills Training and Media Literacy education to our members. Since 2004 we have trained more than 120 DJs in the essentials of audio production. Additionally, our work with area schools instructs students not only how to produce media but how to consume it.

3. a LOCAL INFORMATION HUB

We are a hub for an assortment of local information, events, and resources.

We offer a free program for publicizing area events and information through our Public Service Announcements. We provide essential information during local emergencies and air live vents in real time which might be the only way shut-ins can participate.

4. AN ALTERNATIVE TO ADVERTISING

We offer affordable, tax-deductible, underwriting opportunities

Businesses and non-profits have a publicly visible place to be heard. We unite organizations and audiences through quality audio spots.

5. UNIQUE BROADCAST CONTENT

Our programming brings a listening experience to our audience unavailable elsewhere.

In addition to all our locally-produced content, we air award-winning shows from around the world and strive to bring our listeners music, drama, documentary, talk, and news analysis that sets us apart from both mainstream radio and National Public Radio.

6. POPULAR PUBLIC EVENTS

We present and promote interesting and successful public events.

In addition to our broadcasts, over five years we have presented movies, concerts, parties, competitions, dinners, readings, and dances. Our large and participatory team of volunteers gives us an almost unparalleled ability to produce events that matter.

7. a MORE coheSive COMMUNITY

Through this combination of resources, access, and industry we contribute to area unity.

We strengthen and clarify our community identity through on-air and live public experiences. A strong community promotes the economic and cultural development of the region.

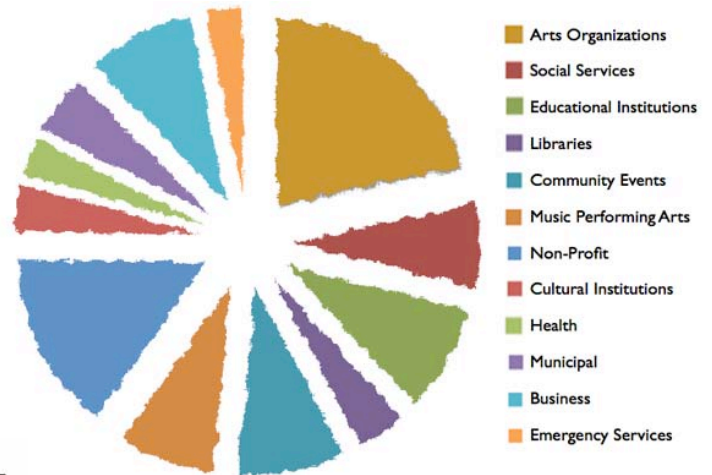
THE FUTURE OF PUBLIC SERVICE ANNOUNCEMENTS.

OUR PUBLIC SERVICE ANNOUNCEMENT PROGRAM offers our community a place to publicize important events and information. It's used by schools and churches, social service providers, law enforcement and fire prevention, non-profit arts and community organizations, cultural events promoters, municipal and emergency services, and businesses offering a free service to the public.

More than a thousand of these announcements have aired on WOOL, and their broadcast is part of our essential mission to bring pertinent and localized information to the community.

EXAMPLES OF PSAs include local concert announcements, area church suppers, tobacco awareness messages, fire department christmas tree pickups, schedules of farmers markets, movie schedules, library book sales, vocational education opportunities, snowstorm parking bans, and many many more. In times of crisis listeners can tune in to learn how to be prepared, what has occurred, and where to find help.

This pie chart gives an idea of how the service is currently being used. We do our best to air all PSAs delivered to us with appropriate notice.



OUR NEW COMMUNITY CALENDAR is now in action and will be unveiled to the public in early February. Available on our website at www.wool.fm/whatsup, it consolidates listings of all area events. Maintained by WOOL volunteers, *What's Up* is a companion to our Public Announcements Service and will offer the largest calendar-based schedule array in the region. It's called "*What's Up In The Valley.*" A standalone widget is available so anyone can include this calendar on virtually any website, for free. Additionally, the calendar will be available shortly as an iPhone and Android App. Access to information is integral to strengthening the social fabric. Our new community calendar helps keep us up to date about what's up in the lower valley.

WHO USES THE SERVICE? YOU DO. *A sampling of our PSAs came from these organizations.*

- | | | | | |
|---------------------------|----------------------------|-----------------------|--------------------------|-------------------------|
| VAC | Vermont Humanities Council | BF Central Elementary | Horatio Colony | Basin Bluegrass Fest |
| The Latchis | Walpole Town Players | BFFA | Grafton Nature Museum | Boccelli's Music |
| Great River Arts | Brattleboro Town Arts | Windham Sheriff | Old Fort No. 4 | Deb's House |
| BF Opera House | Branch River Theater | BF Police Dept | Audubon Soc. | Flying Under Radar |
| BMAC | Great Falls Prev Coal | BFDDA | TARPS | Hooker-Dunham |
| Brattleboro Music Center | Making the Most of I | GFRCC | VT Food Bank | Colonial Thater |
| Main Street Arts | Meals on Wheels | Towshend Farmers Mkt | Red Cross | Roots on the River |
| Gut Works | Our Place | BF Farmers Mkt | Boy Scouts | Grafton Tavern |
| Open Music Collective | SEVCA | Putney Farmers Mkt | FACT TV | Church events |
| RAMP | Westminster Cares | Bratt. Farmers Mkt | GF Food Hub | Village Square Books |
| Stone Arts Church | BF Area Senior Center | Walpole Artisans | Herrick's Cove | Strolling of Heifers |
| The Vault | BF Middle School | Fair Winds Farm | Post Oil Solutions | Third Friday Artwalk BF |
| VT Center for Photography | Vermont Academy | Town of Walpole | Windham County | BF Old Home Days |
| Windham Orchestra | Compass School | Town of Brattleboro | Humane Society | Blueberry Festivals |
| Yellow Barn | Fall Mountain High School | BF Village Corp | Windham Foundation | Fairs |
| Green Mountain Festival | Marlboro College | Rockingham Planning | Susan G. Komen | Gallery Openings |
| Sandglass Theater | SRMS | BF Fish Ladder | AA | Brooks Library |
| Bluebird Theater | Orchard School | GC Hospital | NH Foodbank | Springfield Library |
| | Green Valley School | Springfield Hosp | Make -A- Wish Foundation | RFPL |
| | | BMH | | Grafton Library |
| | | Asian Cultural center | | |

EDUCATION, YOUTH AND COMMUNITY RADIO...

WE LEARN A LOT FROM LISTENING. One thing we've noticed is that despite near universal access to the internet at school, too few opportunities exist for young people to be heard. Since its inception, Great Falls Community Broadcasting Company has been committed to extending radio access to teens. Through programs with area schools, we've been successful in bringing students into the world of media. Additionally, our all-ages DJ policy has honored us with some very talented young hosts. Radio is a positive force for bringing young voices into the public dialog. Here's a couple of case studies of which we're proud.

TESTIMONIALS FROM TEACHERS

Sue Rugg (Special Ed. BFUHS): *"The power of this process has been transformative for many of them. They are tackling writing and other school projects with a much more can-do attitude."*

Shannon Miller (Language Arts, Kindle Farm High School): *"J. was our biggest metamorphosis - he 'hates' writing, and this has been a tremendous self-esteem boost for him academically . . . C. was inspired to start his own poetry blog and also applied and was accepted to the Vermont Young Writers Conference. This project provided him with validation as a writer."*

TESTIMONIALS FROM TEENS

"I met some new faces but it's more that I've grown on my own."

"I feel like I can write a small book."

"I appreciate my writing a lot more."

"It opened me back up to my writing."

CASE STUDY : VOICES TEEN RADIO

Voices Teen Radio was a two-year collaboration between WOOL and the Great River Arts Institute and engaged over 60 teens from Vermont and New Hampshire. Working with mostly at-risk and under-served teens with a focus on creative writing, performance, and audio technology, Voices Teen Radio resulted in truly unique teen radio programming and a deepened relationship the teen and school community.



Brendan

Partnering Institutions:

Bellows Falls Drop-In Center
Bellows Falls Union High School
Compass School
Green Mountain Union High School
Kindle Farm School

Additionally, teens from the following schools contributed to Voices:

Brattleboro Union High School
Fall Mountain Regional High School

Voices Teen Radio was funded by the AD Henderson Foundation and The Vermont Arts Council.

CASE STUDY: RANDOM FANDOM - GROWING UP IN PUBLIC

Mariah Edson and Nina Simoneaux started at WOOL soon after we went on the air. At the time they were both 13 years old. They had a particular affection for Japanese pop music and they brought their expertise to the airwaves. Their show, **Random Fandom** aired weekly for more than five years until it was time for college. Now they have shows on their college stations but are planning to continue their contribution to WOOL.



Nina & Mariah

Nina Simoneaux: *"Radio gave me voice while I was silenced by peers. That's true too! Corny and authentic. WOOL totally helped me in New Hampshire, it was the thing I looked forward to every week. It helped shape me as a person. I really miss WOOL."*

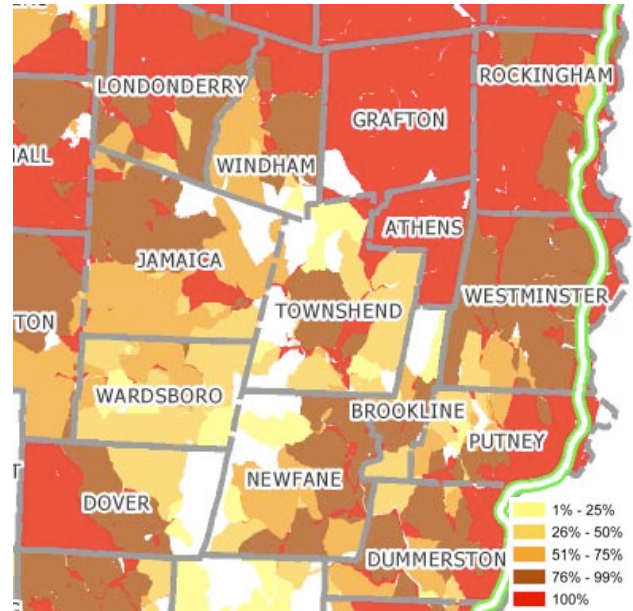
Mariah Edson: *"WOOL made me feel more closely connected to the community."*

The RURAL INTeRNET AND WHAT IT CAN'T PRoVIDE...

EFFORTS aRe BEING MADE to expand the reach of broadband in rural communities, but it's still true that more than 25% of Vermont is without access. This is particularly noticeable in the areas covered by WOOL, whose hilly terrain, small population centers, and lower economic status make it a hard-sell to broadband providers.

In Windham County, home of WOOL's broadcast studios and where more than ten percent of the population lives below the poverty line, the high cost of Broadband puts residents in a double bind. Meanwhile, as the pace of rural broadband development lags behind more populous metropolitan centers, locally originated broadcasts have grown increasingly rare.

We at WOOL believe that the information vacuum created by the combination of slowly developing technology infrastructure and quickly fleeing small radio companies is one that is imperative to fill with locally-originated community radio.



Broadband access in hilly areas covered by WOOL lags far behind more populated areas. Source: Vermont Center For Geographic Information 2009 Census

...EMERGENCY MANAGEMENT

LIMITED LOCAL BROADCAST ALTeRNATIVES require emergency management officials to find new methods to distribute important information to the concerned residents of a stricken area. In the Great Ice Storm of 1998, many New Englanders were without power for days, some for weeks. In today's context, even those with broadband access would be without local information were it not for the locally originated content of stations like WOOL. With a five dollar transistor radio and a AA battery your life can be saved.

Emergencies take many forms: snow and ice, fires, hurricanes, chemical spills, epidemics, floods - the list is horrifyingly long. A preparedness for these contingencies is our best defense, and paramount among our ways of being ready is dependable access to information. Work is now underway to integrate the efforts of area emergency teams and the systems at WOOL so we will always be ready for whatever unfortunate circumstances befall us. We'll also be ready when they don't, playing your favorite songs and loving life.

CaSe STUDY: The ALSTeAD FLOOD OF 2005



On October 9, 2005, a fluke confluence of events led to a tragic flood in the towns of Alstead, Langdon, and Walpole. Four residents perished, a dozen homes were washed away, and the town of Alstead was in shambles. Roads were closed in many towns as work crews did their best to clear the wreckage and search for the missing.

By 11:00am, WOOL was on the air with information about clothing and shelter. With the information at our disposal DJs relayed details of road closings and best routes around the countryside. We'd been licensed and on the air for less than ninety days but already the importance of our new little station was being demonstrated.

With more coordination and experience and with better systems in place, WOOL will prove to be an even more valuable partner in times of trouble.

OUR NEW SIGNAL WILL REACH MORE PEOPLE...

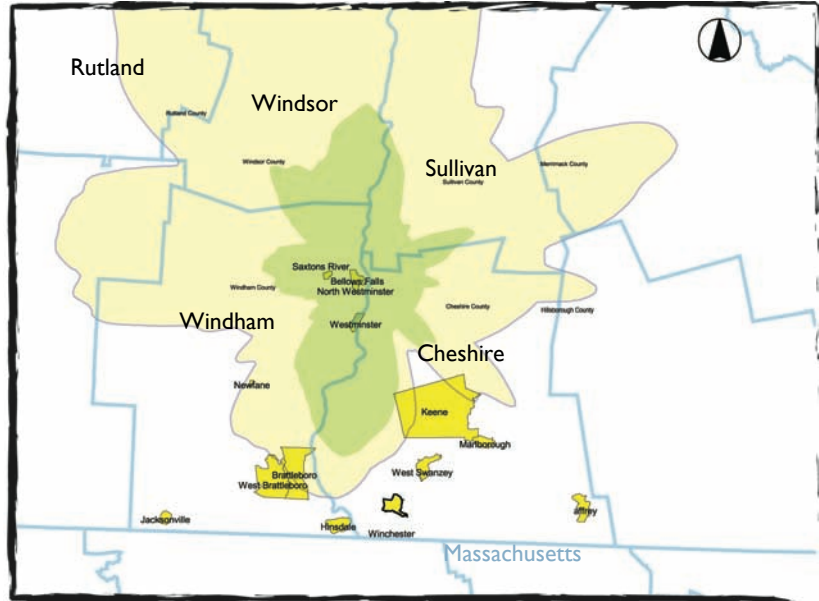
THOUGH THE WEB LETS US BE HEARD IN WALES AND IN OREGON, until now the sound

of our Low Power broadcast signal reached a few towns on either side of the Connecticut River. We serve a vital function to those communities but with our new license, we will find our way into the homes, businesses, and cars of a significantly larger population.

Our new footprint is comprised of more than 45 towns across two states, a partial list of which is on this page.

Our signal is expected to reach north and will include parts of Rutland, Windsor, Windham, Cheshire, and Sullivan Counties, and south almost to the Massachusetts border. Some topological peculiarities will shadow small parts of Keene and Brattleboro.

Overall, the increase in coverage and population is formidable. Excepting Rutland County, where our influence will be least, there are more than 200,000 people, 7000 businesses, and 85,000 households that we can connect with And that's a lot of potential.



The green area represents our current broadcast footprint. Pale yellow indicates the projected broadcast area of our new NCE license. [It's larger by a factor of five.]

...SOMETIMES BIGGER IS BETTER AND SOMETIMES IT'S NOT.

TOWNS WITHIN EARSHOT OF OUR NEW SIGNAL.

Acworth	Marlow
Alstead	Nelson
Athens	Putney
Bellows Falls	Rockingham
Brandon	Rutland
Brattleboro	Saxtons River
Charlestown	Springfield
Chester	Stoddard
Chesterfield	Sullivan
Claremont	Surry
Gilsum	Townshend
Goshen	Walpole
Grafton	West Townshend
Hartford	Westminster
Hillsborough	Westmoreland
Keene	Windham
Lebanon	Woodstock
Lempster	

FINDING THE BALANCE BETWEEN TOO SMALL AND TOO BIG IS A TIGHTROPE WALK.

If our potential audience is too small, we are limited in our ability to find funding and expand our talent pool; too big and we lose the intimacy and direct connection to our area. We believe we've found the sweet spot.

The towns linked by our new signal are historically tied together by the Connecticut River, and by the commerce and industry the river and its tributaries created. In the age of the internet, news, information, and consumer products are speedily acquired from afar. This easy access to things from a distance further fragments a local economy already made difficult by the times in which we live.

Those participating in WOOL will reach a larger audience and presumably one attuned to dining, relaxing, and shopping locally. The advantages increase for our underwriters and our producers each of whom has an increased opportunity to make an impression on the public.

Our new signal puts us in constant touch with our neighboring towns to build bridges, expand our cultural opportunities, promote our local business, and return to the close-knit network of connection and autonomy that once held this region together.

Twelve ways You can Use COMMUNITY Radio To Your advantage AND To The advantage of YOUR community?

"Man must shape his tools lest they shape him." -Arthur Miller

Time is often the MOST PRECIOUS COMMODITY we have. Here are a dozen ways you can make Community Radio work for you. Knowledge is power.

1. PUBLIC Service announcements

Submit information for a PSA. We usually need two weeks notice for an event. You can find instructions about doing this at <http://www.wool.fm/announcementpolicy.html>

2. BECOME a SHOW HOST

Crazier things have happened! If you have interest in a topic that dovetails with your organization's goals, do a show: you run a farmers' market? Do a show about farming!

3. cREaTe audio cONTENT

You might think you have no skills but almost anyone with a computer can edit audio nowadays. If you run a homeless shelter you might create a piece about the issue or even your shelter.

4. Use The COMMUNITY caLEndaR

If you're having a fundraiser or a class or an event of any kind, use the calendar online. There's an easy submission screen and it takes a couple days to see it up there. Go to www.wool.fm/whatsup/

5. co-SPONSOR eVENTS

Contemplate having WOOL co-sponsor your event. Sometimes we don't have the people power but sometimes all you need is extra attention. We can help.

6. cREaTe activities FOR STUDENTS

In certain circumstances there might be an opportunity to work with students on a topic that advances your goals and helps students at the same time.

7. PHONE-iT-IN SHOWS

Phone It In was created with the time-pressed non-profit and entrepreneur in mind. You need only a phone and an idea. You call in a 3 1/2 minute message that goes on the air. Password protected. Simple. Info about this opportunity at www.phoneitin.org

8. UNDeRWRIte OUR STaTION

Underwriting is a way to connect with your audience and let people know what's going on. There are several types of packages and you can learn all about it at www.wool.fm/underwriting

9. SUGgeST PRoGRAMMING

If you hear of a show elsewhere that's of interest and pertinent to your organization, you can let us know and we'll try to slot it in. Maybe there's a show about domestic violence that advocates for your organization's mission?

10. PURCHASE ONLine adVERTISING

In addition to on-air underwriting, we also accept advertising on our webpage. We can set this up if you simply contact underwriting@blacksheepradio.org and More info and rates at www.wool.fm/underwriting

11. FACILITaTe Live BRoadcaSTING

Work with a WOOL DJ to broadcast an event live on the air. You may be staging a play or a concert. Find a WOOL DJ to help and we can broadcast your event live for more exposure.

12. co-WRIte a GRANT PRoPoSaL

If you are contemplating a grant proposal that needs more partnering or media pizzazz, consider working with WOOL to round out your idea.

The eaSiest way To eET The MOST OF OUR COMMUNITY Radio is To Join AND eET INVOLVED. The FOLKS AT WOOL aRe excITeD To HeAR YOUR ideas. You can aLWAYS WRITe To

feedback@wool.fm