Get on the Air!
Start a community radio station

PROMETHEUS RADIO PROJECT
Agenda for this webinar

About Prometheus
Why community radio?
Examples of stations
Availability of new stations
Eligibility and costs
Steps to get started
How to get support
Q&A
Our mission:

Prometheus builds community radio as a voice for community expression and a tool for social justice organizing.

www.prometheusradio.org
Women comprise over 51 percent of the U.S. population...but hold only 6 percent of all TV and radio station licenses.

People of color make up over 36 percent of the U.S. population...but hold just over 7 percent of radio licenses and 3 percent of TV licenses.

http://www.freepress.net/media-consolidation
Why Community Radio: Building Our Own Media
Why Community Radio: Opportunity Ahead!
Why Community Radio: In our hands

- Transformative
- Participatory
- Affordable & Accessible
- Multimedia
- Local
The Future of Community Radio

Multimedia Centers with:
• Radio
• Newspaper
• TV
• Web
• Mobile
• Community Wireless

Example:
Urbana Indymedia Center
WRFU 104.5 FM
Free Radio Urbana
Low Power Community Radio Stations

100.3 FM
Pascua Yaqui Tribe Radio, Arizona

95.9 FM Radio Movimiento, Oregon

106.1 FM
Portsmouth Community Radio, New Hampshire

103.7 Opelousas Community Radio, Louisiana

103.5 FM Katrina Radio, Mississippi
Availability of new stations in the U.S.

Outside of the darkest areas – biggest cities like NYC, Chicago, LA – there will be widespread availability!
Who is eligible to apply for a station?

- **Organizations**
  - not individuals

- **Not-for-profit**
  - schools, non-profits, emergency response, government, churches

- **Educational**
  - broadly defined

- **Local**
  - headquarters and/or board
The road ahead: FCC timeline

- **Spring 2013**: Start planning and preparing to apply
- **Summer 2013 (tentative)**: Application available online – FCC.gov
- **October 15 2013 (tentative)**: Applications due!
- **2014-2015**: FCC awards licenses
- **2014-2018**: Build your station and get on air!
How much does it cost?

Start up costs: $10,000 and up

- Application and license: Free
- Engineering to prep application: ~$500-$3000
- Studio equipment: $5,000+
- Transmitting equipment: $4,000-12,000

18 months to build your station after permit is awarded!
How much does it cost?

Ongoing: ($10,000+ per year)

- Rent
- Utilities
- People power
- Music licensing
- Equipment
- Supplies
The road ahead: What should we do first?

Find an available frequency
radiospark.org/rfree

Meet FCC requirements
prometheusradio.org/checklist

Engage your community
prometheusradio.org/outreach-spread_the_word

Create a vision for your station
prometheusradio.org/missions

Fundraise for your station
prometheusradio.org/55_ways_to_fundraise
Three Ways to Get Support

• Explore our services at prometheusradio.org/support
• Complete a Group Profile at prometheusradio.org/applicantsupport to get the most support from Prometheus
• Join radiospark.org to get help from the radio community

Our services include free training webinars, an engineer directory, monthly e-news, phone help desk, guides, and more!
Questions and Answers
Questions?

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