

COMMUNICATIONS PROGRAMS

DESIGNED FOR URBAN SCHOOLS



BE-MOOR INSTITUTE PROPOSAL

WHY SHOULD SUBURBAN SCHOOLS HAVE ALL THE FUN?

BE-MOOR RADIO INSTITUTE BE-MOOR RADIO, L3C

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ABOUT BE-MOOR RADIO INSTITUTE



When you combine Be-Moor Radio and Streaming Service, along with Be-Moor Radio Institute, 501c3 you are now talking about a broadcasting game-changer. Be-Moor Radio officially launched on August 4, 2016, following several months of research and development collaborating with the University of Michigan Ross Business School.

We are a unique leadership development model that serves urban youth and young adults in Metropolitan Detroit communities and beyond. Our goal is to develop, invest and empower the next generation to be positive influencers through broadcasting and media. We mentor and invest in a new generation of influencers capable and committed to communicating positive messages to their peers utilizing positive hip-hop music as the venue.

Be-Moor Radio and Streaming Services utilize the concept of edutainment to create a mix of news, information, music, and entertainment. We only play clean and positive hip-hop music with a blend of spoken word, news and information, poetry, and comedy.

Since our founding in 2016, we have trained and mentored over 280 students in Metropolitan Detroit, New York City, Arkansas, Atlanta, and young people in Nigeria, Ghana, and Botswana. We provide our students with practical hands-on learning modules combined with personal and career-based mentoring.

One Hundred percent of our mentees either attend a post-high school academic institution, a career training program or begin working in the industry. Our story is amazing and our mentoring model is considered a Best Practice model by the State of Michigan and the U.S. Department of Justice, U.S. Department of Education and the U.S. Department of Labor.

Executive Summary

The Be-Moor Radio Institute aims to empower students by teaching them radio broadcasting skills and launching a student-based internet radio station. Through this project, students will learn essential communication, technical, and teamwork skills that will benefit them in their future careers. The institute will offer training workshop classes, hands-on experience, and mentorship programs to ensure that students have the support they need to thrive in internet radio broadcasting.

Objectives:

1. To teach students the basics of radio broadcasting, including technical skills, communication techniques, and content creation.
2. To provide hands-on experience in managing and operating an internet radio station.
3. To foster teamwork, leadership, and problem-solving skills in students.
4. To create a platform for students to showcase their talents and reach a wider audience.
5. To connect students with industry professionals for networking and mentorship opportunities.

Program Overview:

- Training Workshops:
 - Introduction to radio broadcasting: history, types, and formats.
 - Technical skills: audio equipment, software, and streaming platforms.
 - Communication techniques: voice modulation, interviewing, and scriptwriting.
 - Content creation: music selection, talk show topics, and podcasting.
 - Legal and ethical considerations: copyright, privacy, and FCC regulations.
- Hands-On Experience:
 - Students will form teams to manage and operate the internet radio station.
 - Each team will be responsible for different aspects, such as programming, production, and promotion.
 - Teams will rotate roles to ensure that all students gain a well-rounded experience.
 - The internet radio station will broadcast during non-school hours, offering a wide variety of content, including music, talk shows, and podcasts in collaboration with Be-Moor Radio.

Executive Summary Continues

- Mentorship and Networking:
 - Industry professionals will be invited to share their experiences and knowledge with students.
 - Students will have the opportunity to connect with these professionals for networking and mentorship.
 - Guest speakers and workshops will cover various topics, such as career opportunities, industry trends, and entrepreneurship in radio broadcasting.
- Showcasing Student Talent:
 - The internet radio station will serve as a platform for students to showcase their creativity and talent.
 - Students will be encouraged to create their own shows, podcasts, and music playlists.
 - The station will promote student-created content through its website, social media channels, and partnerships with local organizations.
 - Students will build their broadcast and journalism portfolios for applications for college admissions and employment opportunities;
 - Students will produce a school-based student-operated electronic newsletter available to the community and student population through email, texts or the appointed school-based radio station webpage.

NEW!



OUR PROPOSAL

INTRODUCE COMMUNICATIONS TO URBAN STUDENTS THROUGH PRACTICAL HANDS-ON TRAINING AND CAREER AND PERSONAL MENTORING.



The world of broadcasting, journalism and communications has significantly changed over the last 15 years. These changes make it possible for urban schools to compete and provide their students with unique educational opportunities in the world of communications. An example is a shift from terrestrial radio to streaming.

Be-Moor Radio Institute has developed a non-school hour program that provides students with hands-on practical training in radio broadcasting and journalism. The training we offer allows students to not only academically learn and engage in broadcasting from multiple perspectives but also allows experiential learning.

Can you imagine your students operating their radio station, where school and community-based news and music engage their peers, parents, community, and school staff members to inform and entertain? That is precisely what our broadcast program offers. Young people engage in critical thinking, program design, and technical development. That even includes website design. Students think through what it takes to create an informed audience and what it takes to make a school culture where education is the central mission. We begin our training by helping students understand the concept of "edutainment," what it could look like, and the positive impact it could have on the educational environment at your school.

The Institute's curriculum is career-based and gives students a detailed look into various career offerings in the communications field. Our program is adaptable to school or non-school-based settings. It is aligned with the Michigan career standards and practices.

Program Structure

Technical

- Writing Skills
- Non-Verbal Communications
- Interview Skills
- Digital Audio Workstations
- Standard Operations Tools in Broadcasting and Journalism
- Content Creation
- Research Skills
- Marketing and Social Media

Personal Development

- Self Realization
- Health and Wellness
- Interpersonal Skills
- Mentorship
- Time Management

Professional

- Team Management
- Team Building
- Project Management
- Monitoring and Evaluation
- Personal and Career-based Mentoring



CURRICULUM OUTLINE



Curriculum Highlights

Our facilitators are communications and technology specialists, most with undergraduate or advanced degrees. They are supervised by a communications expert with over 30 years of experience in communications, broadcasting, journalism, marketing, and youth development.

Our mentoring model is one of the few program concepts certified by the U. S. Department of Justice, the U.S. Department of Education, and the U.S. Department of Labor. Our curriculum was developed within the framework of an urban youth development perspective. The City of Detroit's "Detroit Employment Solutions Corporation" has approved the curriculum.

This page highlights five critical elements in the curriculum. This course is hands-on teaching and learning with an end product, a school-based radio station and newsletter..

➤ Critical Thinking

We blend critical thinking with hands-on learning through the development of content programming. Students are exposed to a series of videos that highlight developing critical thinking skills exercises.

➤ Script Writing

Students learn script writing and are equip to write and produce their individual scripts.

➤ Program Design

Students work collaboratively to develop all program concepts. Our curriculum is hands-on active learning that includes team development and video instruction.

➤ Research Techniques

Students through video instruction from team members are given opportunities to research various subjects related to internal topics.

➤ Understand Public Service Announcements

Students produce public service announcements associated with their local school and are encouraged to produce health related PSA announcement.

MEET OUR TEAM



Dennis Talbert
Chief Visionary Officer
Urban Youth Development Expert

"Over the last seven years, we have developed a championship team of young adults who are both communication and urban youth development specialist.

The youth development and mentoring best practice model I developed is recognized by the U.S. Department of Justice, U. S. Department of Education, and the U.S. Department of Labor. My work has been recognized by Presidents Bush, Clinton, and Obama. Our team can collaborate with your staff to transform your school environment and enhance the mission of education."



Jonathan Lundy, BA
General Manager
Communications, Technology Expert



Mike Dickerson, BA
Marketing Director



Gabriel Forrest
Brand Manager -
Instructor



Jessica Bowie, BA
Training, Coordinator
Journalist



Philip Tarver, BA
Director, Programing Production



Corey Stevenson, MSW
Director, Programming



Byron Brooks, MSW, M ED
Program Coordinator



Kyrah Ross, BA
Producer - Instructor



Boithoko Molefhi, MA
Curriculum Consultant