

American Rescue Plan State Fiscal Recovery Fund Recommendation Cover Sheet

Please submit this document with any recommendations for funding from Rhode Island's allocation of federal fiscal recovery funds available through the American Rescue Plan Act. This information will be made available to the public along with any detailed documents submitted that describe the proposal. It is encouraged that such documents identify clear goals and objectives and quantifiable metrics.

This is not a formal request for funds, and submission of recommendations does not guarantee a response, public hearing, or appropriation from the General Assembly.

Name of Lead Agency: Black and Latino Community Partnerships

Additional agencies making recommendation (if applicable): _____

Contact Person / Title: Maxx Myrick, President Enterprise LLC Phone:202-999-8293

Address: 174 Gladstone st. Cranston R.I.02920, P.O. box 5827 Providence, R.I. 02903

Email Address (if available) _____

Brief Project Description (attachments should contain details)

Total request: \$876.000

One-time or Recurring Expense? One Time

ARPA Eligibility Category (check all that apply) – See link for further information
<https://www.rilegislature.gov/commissions/arpa/commdocs/Treasury%20-%20Quick-ReferenceGuide.pdf>

- Respond to the public health emergency and its economic impacts X
- Premium pay to eligible workers _____
- Government services/state revenue replacement _____
- Water/sewer/broadband infrastructure _____

MAXX MYRICK BIO

Maxx Myrick is an award winning air personality, radio programmer and content expert with over 40 years of experience providing content on local and national levels. Maxx has worked across many technology changes from analog to digital and satellite delivery platforms.

In 1990 Maxx signed on Atlanta's Love 104.7 (now known as Kiss 104.1) from the CNN Center and created Atlanta Radio History. Prior to that in 1988 he signed on WVAZ in Chicago as Mid-day Personality at the nation's first Urban Adult Contemporary radio station. A builder of enduring brands and stations, Maxx is no stranger to firsts. In 1989 Maxx signed on the nation's first satellite radio station by combining the signals of WPLZ in Petersburg, VA with the signal of WPLC in Spotsylvania, VA via satellite and creating a superstation. Maxx also signed on stations in Toledo, Ohio (WVOI), Greenville, SC (WLWZ), and Pensacola, FL (WJLQ).

From 1993 - 2000 Maxx was Operations Manager/Program Director at Chicago's WVAZ and 106 Jamz where he built the station into a top tier market revenue business, maintaining number 1 ranking in the 25-54 demographic, producing revenue that exceeded \$23M annually while simultaneously creating non-traditional revenue streams with annual branded events generating attendance levels of over 650,000 persons.

From 2000 – 2008 he worked for XM Satellite Radio in New York City where he created the Real Jazz channel the nation's largest satellite jazz channel which he built and maintained with an average of over 1 million listeners. Broadcasting daily from studios in Jazz At Lincoln Center, he produced the weekly program "In The Swing Seat with Wynton Marsalis and the Real Jazz radio program heard daily on United Airlines flights worldwide from 2003-2008. In addition he programmed the nations only satellite radio "Neo Soul Channel XM 61 "The Flow" and "Latin Jazz Channel XM 75 Luna.

From 2011 to 2015 Maxx was Director of Operations and Programming for market leading UAC formatted WHUR in Washington, DC, the flagship station of the Howard University Radio Network. (WHUR, WHUR World-HD2, WHBC-HD3, H.U.R. Voices-Sirius XM 141, HBCU-Sirius-XM 142, and Glasshouseradio.com)

Since 2016 Maxx has been the General Manager and Operations Director of DC Radio 96.3HD4 and DCRADIO.GOV, owned and operated by the District of Columbia's Office of Cable Television, Film, Music and Entertainment. Maxx is credited with the envisioning, building and launching of DC Radio 96.3HD4 and its online platform DCRADIO.GOV. DC Radio is the City of Washington, DC's first non-commercial public radio station, and the only the second full powered public radio station operated by a municipality.

As a Programmer and Operations Manager, Maxx and his stations have been the recipient of every major radio award including: 3 Marconi Awards, the National Association of Broadcasters Crystal Heritage Award, NAB Service to America Service to Children Award, Gavin Magazine, Radio and Records, Radio Ink, Black Radio Exclusive, National Black Programmers Coalition, Impact, Urban Network, Midwest Radio and Music Associations Icon Award among, and the

Lifetime Achievement award from the International Association of Black Broadcasters and multiple Billboard Awards among others.

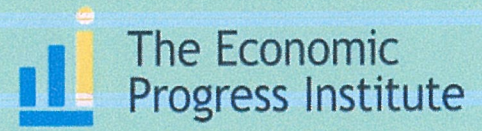
A Grandfather and father of four adult children (two sons, and two daughters) Maxx is a decorated former United States Marine, who participated in Operation Fluid Drive (the evacuation of American citizens and other foreign nationals from Beirut, Lebanon, during the Lebanese Civil War in 1976), Mr. Myrick has served on the boards of Jazz Alliance International and the Nashville Jazz Workshop. He is also a member and supporter of the National Academy of Recording Arts and Science (NARAS), John F. Kennedy Center for the Performing Arts, Jazz At Lincoln Center, Washington Performing Arts Society, Pacifica's WPFW, CapitolBop and the Willie Dixon Blues Heaven Foundation.

Recently quoted in Rolling Stone Magazine, Maxx has a thorough knowledge of Blues, Jazz, early Rock & Roll, Soul and R&B genres. He is a producer of long and short form audio content for radio and podcast. A strategic thinker, Maxx has worked with the Research Group, Strategic Radio Research, Broadcast Architecture and Critical Mass Media research firms to create strategic action and marketing plans that included outdoor advertising, television and direct mail advertising campaigns.

He has worked with NAB Radio Hall of Fame personalities (Herb Kent, Tom Joyner, Steve Harvey) and other high profile personalities (Frank Ski) across many genres, as well as national and international celebrities, and has worked with artists, management, publicists and record labels. He has experience promoting large and small concerts. In 2016 he was the talent buyer for the popular Maryland venue, The Bethesda Blues & Jazz Supper Club, and currently is also a booking agent for City Winery in Washington, DC.

A respected musicologist, has extensive contacts and relationships in a number of industries including radio, music, film, marketing and politics. He has traveled extensively and has a unique understanding of the music of Brazil, Africa and the Caribbean as well as American Music.

THE STATE OF BLACK FAMILIES IN RHODE ISLAND



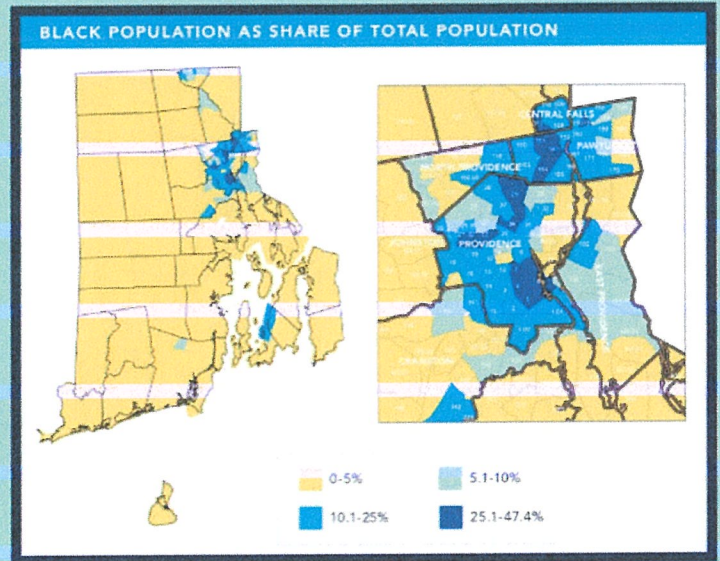
While Rhode Island has made progress in the areas of human rights and equality, far too many African heritage people in Rhode Island are still confined to segregated and substandard neighborhoods, and have limited access to employment, education and affordable healthcare opportunities.

Population and Geography



68,243

Black Rhode Islanders call the Ocean State home; 6.5 percent of the overall population.

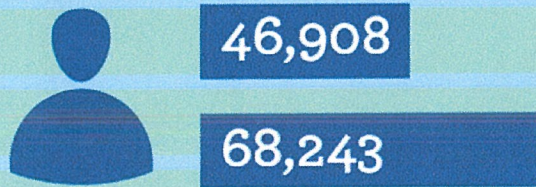


More than four in five Black Rhode Islanders live in Providence, Pawtucket, Cranston, Central Falls, East Providence, and North Providence.

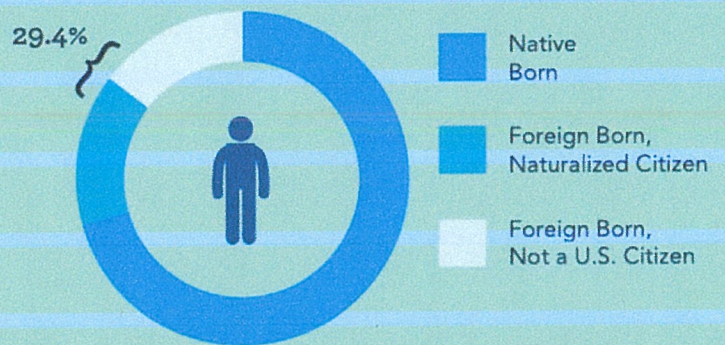
Population Growth

RHODE ISLAND'S BLACK POPULATION GREW 45% BETWEEN 2000 AND 2015

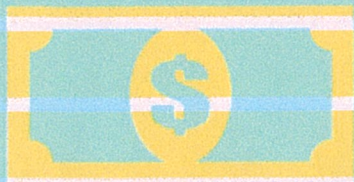
NEARLY ONE IN THREE BLACK RHODE ISLANDERS ARE FOREIGN-BORN



Forty-one percent of the growth was due to an increase in the Black foreign-born population.



Income Inequality



WHITE HOUSEHOLDS



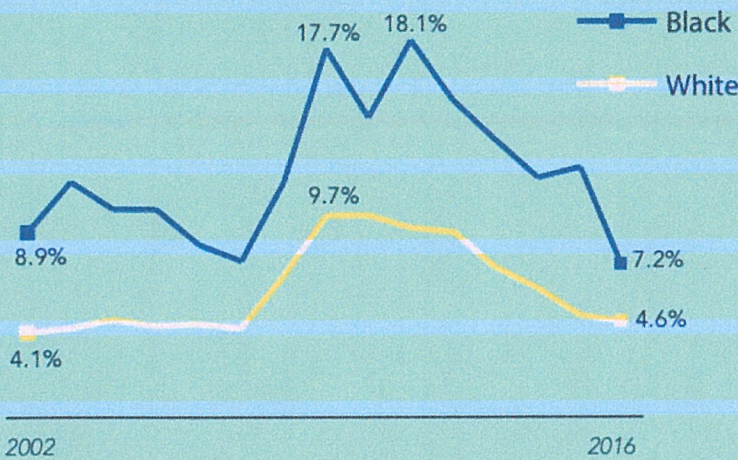
BLACK HOUSEHOLDS

For every dollar of income in the median White household, the median Black household realizes just fifty-seven cents.

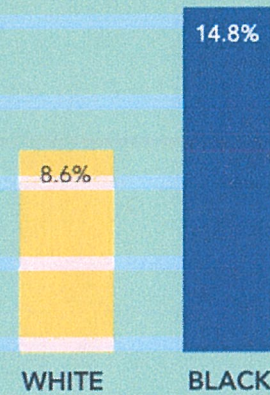
To access the full report, including sources, visit: www.economicprogressri.org/blackrhodeislanders

Unemployment & Underemployment

BLACK UNEMPLOYMENT CONSISTENTLY EXCEEDS WHITE UNEMPLOYMENT



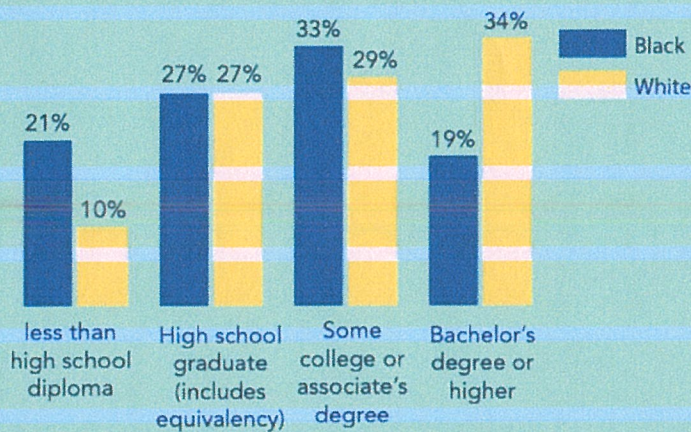
BLACK UNDEREMPLOYMENT* RATE 1.7 TIMES GREATER THAN WHITE UNDEREMPLOYMENT



*The underemployment rate includes those who are unemployed, those working part time for economic reasons, and marginally-attached workers.

Education

LARGER SHARE OF BLACK RHODE ISLANDERS LACK HIGH SCHOOL DIPLOMA & SMALLER SHARE HAVE BACHELOR'S DEGREE OR HIGHER COMPARED TO WHITE RHODE ISLANDERS



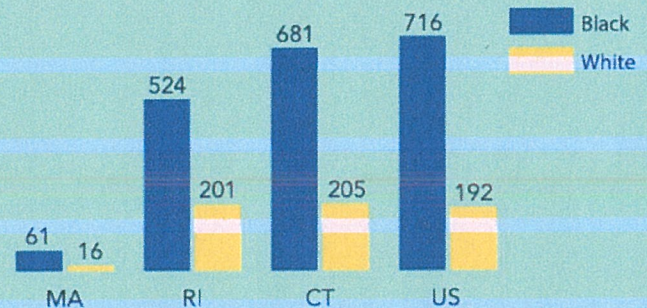
*Based on share of Population 25 years and older at each level of educational attainment

Black Rhode Island students consistently trail their White counterparts in National Assessment of Educational Progress (NAEP) testing in both 4th and 8th grade reading and mathematics.



Criminal Justice

LARGE DISPARITIES IN ARREST RATES FOR POSSESSION OF MARIJUANA BETWEEN BLACK AND WHITE RESIDENTS OF MA, RI, CT, AND U.S.



Black Rhode Islanders in Ocean State cities face arrest rates that range from 3.4 to 9.1 times non-Black arrest rates.

We are grateful to Blue Cross Blue Shield of Rhode Island for its support of this report.

WSOP-LP THE SOUL OF PROVIDENCE

WSOP-LP will be a radio station licensed to Providence, Rhode Island, United States. The station would be licensed to The Black and Latino Caucus Community Partnerships a 501(c)3 and established as an independent non-profit community radio station. WSOP-LP will be listener and underwriter supported, and operated by volunteers, playing Rhythm & Blues, Jazz, Latin music, News, and several community-based talk shows.

Historical & Local Problem Context: By Us, For Us, To Educate & Inform Us!

In 1936 the nation's first college radio station was founded at Brown University in Providence, Rhode Island. 36 years later in 1972, the University gave Black Students 18 hours of programming. However, it is to be noted that this was only on Sunday's, 12-6pm and then expanded to midnight. This was the case until approximately 2016.

Today, there is a significant and very noticeable gap in black radio in Rhode Island and greater New England. This leaves the community in a vulnerable place considering the need to get the word out more quickly utilizing the most effective methods.

As of 2020, stations that cater to or can message Rhode Island's black community at scale include 101.1 (WBRU) which is owned by Brown University, a family who are historically known for their direct involvement in the slave trade.

The other current options do not focus on black media, with black culture by black people. Some of those stations which others may point to serving the black community do not meet the mark. As an example, 106.3 (WWKX) is owned by Cumulus while 94.5 (WJMN) caters to Boston and is owned by iHeartMedia.

Rhode Island has historically seen limited black programming and no black ownership of Commercial FM Radio. The result of this has been the lack of distributed information, influential leadership in media and voices representing the interests and concerns of the black community.

Additionally, it leaves a void for committed and strong voices representing the black community.

**Media needs to be culturally appropriate,
personalized and be distributed in the voices**

and faces of communities of color to be most effective.

While the core of our programming will be FM radio, we will successfully scale our programming through multi digital media, including live stream and podcast distribution network. Through multi- platform content distribution, the room for inventory and inclusion becomes limitless.

Our strategy of producing scalable content that our consumers and community value allows for both maximum monetization and accessibility. Our goal is for our consumers to engage in our programming 24/7 without interruption. Whether it's Live on FM Radio, our own app, Internet radio, YouTube, or streaming across countless digital platforms we aim for accessible and uninterrupted consumption of our media.

The scaling of both original and syndicated programming and content across vast digital platforms allows for both high inventory and consumer access algorithms embedded into our app and website that can customize user experience will encourage subscription and clear market reach for companies seeking effective ad placement.

programming 24/7 without interruption. Whether it's Live on FM Radio, our own app, Internet radio, YouTube, or streaming across countless digital platforms we aim for accessible and uninterrupted consumption of our media, allowing our consumers to hear see and feel The Soul of Providence.

WSOP-LP will be the first and only Low Power community radio station serving African American's and others in the Providence, Rhode Island market. Upon completion of an engineering frequency study and search, WSOP-LP expect's to begin broadcasting by 2023.

WSOP-LP

City Providence Maine

Frequency TBD: MHz

Branding TBD- WSOP—LP

Ownership The Black and Latino Caucus Community Partnerships 501(c)3

Technical information

Facility ID

Class L1

ERP TBD watts

HAAT TBD

Transmitter coordinates TBD

WSOP-LP (TBD FM) would be a radio station licensed to Providence, Rhode Island, United States. The station will be repeated on TBD MHz on a frequency granted by the Federal Communications Commission. The construction permit is expected to be granted by 2023,

REVENUE (SPONSORSHIP, UNDERWRITING DONATIONS)

UNDERWRITING/SPONSORSHIP

\$100 x 24 Hours = \$2400 x 365 Days = \$876,000 (\$73,000 monthly)

DONATIONS (ONLINE - QUARTERLY PHONE DRIVES)

EXPENSES

Y1

\$685,000 (57,083 monthly)

Y2

\$565,000 (47,083 monthly)

Y3

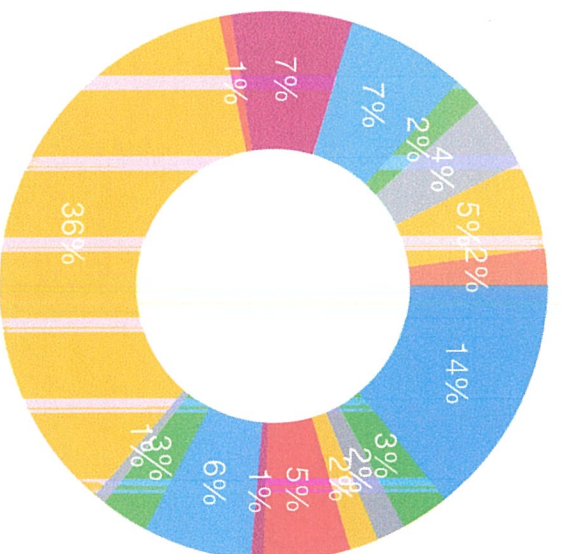
\$565,000 (47,083 monthly)

Y1 Budget

Money In	
STARTUP CAPITOL	\$876,000
Additional Income	\$0
Total income	\$876,000

Money Out	
Studio Equipment/EAS	\$100,000
Digital Transmitter and Antenna	\$20,000
Tower and Tower Lease	\$12,000
Rent and Maintenance	\$12,000
Vehicle	\$36,000
Gasoline	\$5,000
Social Media Expert	\$45,000
Website	\$20,000
Streaming and App (Futuri)	\$5,000
Personnel and Staff	\$250,000
Office Supplies and Postage	\$5,000
Printing and Marketing	\$50,004
Misc	\$50,000
Insurance	\$12,000
Legal	\$30,000
Phone and Utilities	\$36,000

Expenses



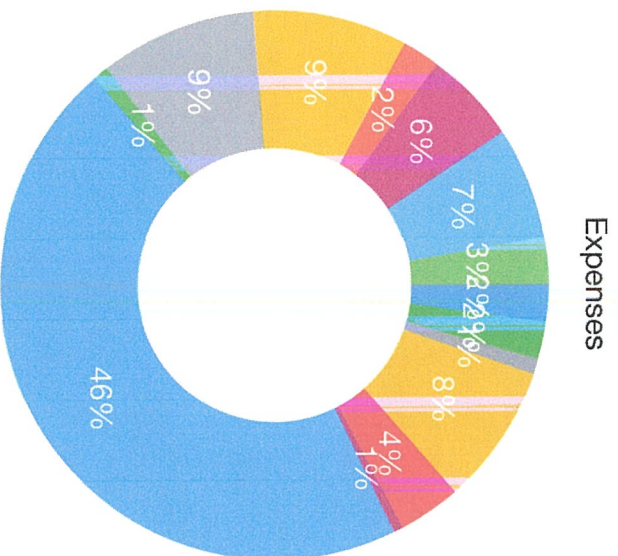
- Studio Equipment/EAS
- Digital Transmitter and Antenna
- Tower and Tower Lease
- Rent and Maintenance
- Vehicle
- Gasoline
- Social Media Expert
- Website
- Streaming and App (Futuri)
- Personnel and Staff
- Office Supplies and Postage
- Printing and Marketing
- Misc
- Insurance
- Legal
- Phone and Utilities
- Planning Consultants/Engineering Study

Money Out	
Planning Consultants/Engineering Study	\$15,000
Engineering Maintenance	\$30,000
Radio/Programming Consultants	\$60,000
Music Licensing (ASCAP, BMI, SESAC AND SoundExchange)	\$20,400
Broadcast Licensing and Permits	\$12,000
Total expenses	\$703,004
Net Income	
Income minus expenses	\$172,996

Y2 Budget

Revenue	\$876,000
Underwriting/Sponsorship	\$0
Donations	\$876,000
Total Income	\$876,000

Expenses	
Tower and Tower Lease	\$12,000
Rent and Maintenance	\$12,000
Gasoline	\$5,000
Social Media Expert	\$45,000
Website	\$20,000
Streaming and App (Futuri)	\$3,000
Personnel and Staff	\$250,000
Office Supplies and Postage	\$5,000
Printing and Marketing	\$50,004
Misc	\$50,000
Insurance	\$12,000
Legal	\$30,000
Phone and Utilities	\$36,000



- Tower and Tower Lease
- Rent and Maintenance
- Gasoline
- Social Media Expert
- Website
- Streaming and App (Futuri)
- Personnel and Staff
- Office Supplies and Postage
- Printing and Marketing
- Misc
- Insurance
- Legal
- Phone and Utilities
- Planning Consultants/Engineering Study

Expenses			
Planning Consultants/Engineering Study		\$15,000	
Engineering Maintenance		\$30,000	
Radio/Programming Consultants		\$60,000	
Net Income			
Income minus Expenses		\$329,996	
Total expenses		\$545,004	