



KindaSound
Tuning in for Change

Vision

A More Compassionate World

Mission

To deliver a Worldwide broadcasting platform for those with a message to positively influence societal thinking and promote Kindness to People, Planet and Animals

KindaSound is an innovative project supported by the Missing Kind Charity; a radio platform seeking to make a difference and create a lasting legacy of positive social and environmental change.

Enabling kind and knowledgeable souls around the World to:-

- Give people the hard and impartial facts and inform public-thinking on many topics important to the cohesion of society, the rebuilding of connection in

community, and the protection of our planet and all its inhabitants

- Promote their messages of hope and restoration for a troubled world
- Encourage kind thinking through show-casing inspirational endeavours that are making a real difference
- De-stigmatise and publicise topics that are often the cause of much pain for many
- Seek opportunity to rebuild lives and allow everyone to live their desired and deserved future
- Build support for their aligned social and environmental causes

What we envisage:

The KindaSound radio platform will be set up in 2019 and we'll start by recording and broadcasting regular podcasts of interviews and promotional features that showcase the message and work of the Missing Kind charity network and associated individuals, organisations and projects.

It will be a live broadcasting online radio station with a website where listeners can re-visit and share programmes of interest through downloadable podcasts and/or playback facility.

Our intention is to develop technical capability, aligned contacts and recording locations for regular engagement around the World, all of which will feed into central live/recorded programming and podcast distribution.

Marketing through our existing communities, networks, and social media - encouraging sharing of our message to others, will engage existing Missing Kind supporters and new listeners with our plans and attract those around the World who have similar aims and wish to support this movement.

In conjunction with this Worldwide radio platform, longer term we will create capability for a mobile radio unit to operate initially from UK festivals and local community events; engaging people 'on-the-ground' with our collective work and message. This mobile unit could be shared and used by several people delivering at community events in their local areas. It could also form part of our recording and live broadcasting capability as a radio station.

Some programme examples:

- Interviews with founders, project leaders, social entrepreneurs, supporters and beneficiaries for all Missing Kind and associated projects

- Promotional features to engage people with the Missing Kind charity and its work in general
- Interviews with inspirational speakers, knowledgeable about subjects that fit with our purpose
- Inspirational interviews with people around the World who are making a difference through their own passion in areas we care about
- Educational programmes on topics causing harm and destruction and suffering to humanity, our planet and the creatures who share it with us
- Cookery programmes for better health and ethics
- Informative and interactive wellbeing and health programmes
- Entertaining and enlightening plays and readings with a positive social or moral message
- Regular showcasing of work that is promoting social justice, helping people develop a following for their own aligned campaigns
- Music (particularly from emerging talent) with positive messages aligned with our cause
- Some fun stuff!