

The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2015. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website.

**1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.**

Our goal is to empower University of Southern Maine students and community members to create diverse, innovative, high quality media, foster the exchange of ideas, and celebrate the many cultures of USM and surrounding communities for broadcast to the world. These programs often are created to address identified community issues and needs considered vital to our community. Our volunteers create a huge variety of programming in music, public affairs, and news, and except for the national news shows - all of this programming is produced live.

The programming is delivered by live broadcast, web stream, streamable archives of recent shows, and deeper archives of talk-based programming. We provide training for new volunteers in on-air hosting, news reporting, and production, and our training efforts put a premium on empowering women, minorities (including recent immigrants), students, LGBT folk, and anyone else whose views are underrepresented in the mainstream media. Our active volunteer corps at any time numbers in the hundreds, and we reach an estimated 12,000 listeners a week with our terrestrial broadcast alone. In addition to content created by volunteer programmers each week about local events, issues, and culture, we air PSA's, weekly calendars, and live performances by local bands, and we routinely table at community events. In all we function as a vital focus-point and nerve-center of creative and civic energy for the communities we serve.

**2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents,**

**etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.**

We collaborate with many community partners including the local public access TV station CTN5, ILAP, Space Gallery, and many many more. By far our single most important partner is the University of Southern Maine. In the past year WMPG has introduced dozens of current USM students to the pleasure and empowerment of making radio through our regular training programs, and through active involvement as work study students. We have also welcomed dozens of USM faculty, staff, and students to the air to talk about events, research, and issues at USM on various talk shows. Our roster of underwriting announcements include several different credits for different USM offices and programs. Beyond USM, we collaborate with many local non-profit arts venues through co-sponsorships, ticket giveaways, and tabling at events. We welcome local restaurants to our annual Mardi Gras cookoff. We feature local bands and musicians on our Local Motives show. We promote services of local non-profits through our PSA system. And we feature local designers at our annual fashion show.

**3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.**

Impact can be so hard to quantify, but a recent example presents itself. Here is an excerpt from an e-mail sent to station management by Kate Manahan, volunteer producer of the program New Mainers Speak, on which she interviews recent immigrants each week. "WMPG is getting lots of exposure these days, that is for sure. I found out by following up with a "like"er on my facebook page for the show that one professor uses all the medical interviews as primary resources for her research about immigrant access to medicine in Maine and PA. Go figure! My show's website gets in the 300's of unique visitors each week and in the low 1,000's of pages viewed. It is exciting and it is building. I continue to LOVE the work I am doing with these fabulous people."

**4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for**

**whom English is a second language and illiterate adults) during Fiscal Year 2015, and any plans you have made to meet the needs of these audiences during Fiscal Year 2016. If you regularly broadcast in a language other than English, please note the language broadcast.**

WMPG's weekly offerings include two long-running programs presented in Spanish, hosted by volunteers from Peru and Guatemala; a show hosted in Khmer by a volunteer from Cambodia; and a show hosted partially in Russian by a volunteer from Russia. We also recently added a new permanent show hosted in French by a recent immigrant from Burundi, and we have programs in which the hosts at least on occasion speak French and Portuguese, and many programs in which knowledgeable volunteers presenting in English feature global music. No other station in our listening area features even a fraction of the global music we do.

As for weekly dedicated programs which are targeted to new immigrants we have many, of note we have a half-hour weekly show, airing Sundays at noon, called New Mainers Speak on which a volunteer with substantial connections to the immigrant support community welcomes as guests recent immigrants from many lands to share their music, history, culture, and personal stories. Training opportunities are routinely offered to all her guests, and some of them make their way into the regular training tracks.

Another program which deals with this issue is a weekly show called Safe Space Radio. Safe Space Radio is a show about the subjects we would struggle with less if we could talk about them more. We invite courageous conversations about difficult subjects—like mental illness, addiction, race, and sexuality—to reduce isolation and offer compassion, hope and understanding. Through their honest storytelling, our guests illuminate our shared human struggles, dissolving the lonely differences and distances between us. Just one example of a recent show featured an interview with Taysier, who moved to Maine in 2015 with three of her children. Taysier is from Sudan, where she volunteered with humanitarian aid organizations in Darfur. Because of this, she was detained by the Sudanese government, who accused her of spying. In this interview she tells her story of her escape, and talks about her life since moving to America, including how she responds to anti-Muslim attitudes.

In Another Safe Space Radio program we spoke with Alice, an asylee from Burundi who now lives in Maine. She talks about her work in both countries to support and empower women who have faced cultural silencing and endured trauma. Together we explore ways that

refugees might be connected with therapists who can help them tell the painful stories they need to document in order to apply for asylum.

This is just a sampling of many programs we have presented and now offer via our web pages. All of these shows are archived and available for download through our web page and separate dedicated web pages.

**5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?**

CPB Funding allows us access to both broadcast and promote national programming. We would not be able to maintain this level of broadcast quality without this funding. WMPG relies on CPB funding for a big enough percentage of our annual budget that it is true to say that the CPB funding is a crucial element of our ability to do the good work we do. It enables us to maintain our current level of staffing – 3 full-time employees – down from five full-time equivalents a decade ago. We feel we have reached a minimum threshold on staffing, and need to keep these three positions funded in order to continue to achieve our mission. Any further loss of funding for staffing would redirect remaining staff energy to an unhealthy level into fund-raising, leaving our volunteers and by extension our listeners in the dark, unsupported. We are a lean machine, asking no more than we need to continue to achieve and thrive.