

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.:

WMPG empowers 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. Our 24/7 media service, delivered by terrestrial radio broadcast and internet stream and archives features a vast variety of programming in music, public affairs, and news, with only a handful of exceptions hosted live by local volunteers. In addition to live streams and program archives, our website features supporting information and links. We make focused ongoing efforts to empower women, minorities (including recent immigrants), students, LGBT folk, and anyone else whose views are underrepresented in the mainstream media. We provide continuous training for new volunteers in on-air hosting, news reporting, and production. In addition to many conversations initiated by volunteer programmers each week about local events, issues, and culture, we air psa's, weekly calendars, live performances by local bands, etc. We function as a vital focussing-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.

With a paid staff of three and the rest volunteers, WMPG couldn't exist without collaboration, and we see it as crucial to our mission. We partner extensively and in many ways with the University of Southern Maine, where our studios are located, but beyond that we have partnered with just about every local arts non-profit in our communities over the years, putting on events together or promoting them through media cosponsorships. We have cooperated with other local media entities – both print and broadcast (specifically the local public access cable channel, CTN5) in reporting local news; we support local business not just through underwriting opportunities, but by way of a steady stream of on-air interviews by interested hosts with local business-people; and we even support local restaurants by inviting

them to participate in our annual Cajun cookoff. Our Blunt Youth Radio project, along with shows targeted at the tween set and primary age children, engage the youth of our communities. Local teachers help with the oversight and volunteer management of these shows. Our annual airing of the Homelessness Marathon helps bring local attention to a burning national issue.

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.

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 Husky Tunes, a weekly show hosted (with support) by a new different current USM student every week. We have also welcomed dozens of other 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, including online learning and the office of the president. Beyond USM, we serve a community of listeners, with an audience of 11,000 discrete listeners per week, according to our most recent audience data. Some recent glowing comments from listeners: "I've been a member of WMPG for a number of years now. I just wanted to chime in and tell you that this is the second time I've heard the current DJ covering a show. Her Bollywood mixes are awesome!" "I find both Fascinating Rhythms and Kathy G's commentary fascinating. Love the show... perfect early AM mix." "Please pass on our appreciation to Jo Moser for today's New American Family. It was a very thoughtful and encouraging discussion with her daughter. The future bodes well with the younger generations coming along."

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 2014, and any plans you have made to meet the needs of these audiences during Fiscal Year 2015. If you regularly broadcast in a language other than English, please note the language broadcast.

We really feel we shine in this area. Our 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 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. And, we have a new 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.

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 ensures our access to national programming through the NPR satellite system. It also enables us to maintain our current level of staffing – 3 full time employees – down from five full-time equivalents a decade ago. We really 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 into fund-raising, leaving our volunteers and by extension our listeners in the dark, unsupported.