

2017 - Local Content and Services Report

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's Mission 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.

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.

This year we partnered to present the national broadcast of the Homelessness Marathon live from our studios. This was broadcast on more than 70 other radio stations in a live format and including a live internet stream which is archived and available.

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.

After presenting the Homelessness Marathon we heard from a number of local groups that gave positive feedback and increased awareness within the local community.

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 2017, and any plans you have made to meet the needs of these audiences during Fiscal Year 2018. If you regularly broadcast in a language other than English, please note the language broadcast.

We currently have a program called New Mainers. This program invites people to share their experiences as New Mainers. Many have come from war-torn countries who have recently arrived in Maine where English is their second language. Sharing their stories to all the people of Maine brings people together and allows them to hear others in their own voices. We will continue this program and add more as the schedule allows.

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?

Funding from the CPB allows WMPG to bring programming to the people of Maine that might not be normally available. WMPG uses the funds to help maintain the infrastructure along with acquiring and distributing programming that likely wouldn't be afforded without this funding.