Grantee Information

ID 1434
Grantee Name WEAA-FM
City Baltimore
State MD
Licensee Type University

6.1 Telling Public Radio’s Story

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 2021. 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. This section had previously been optional. Response to this section of the SAS is now mandatory.

Joint licensee Grantees that have filed a 2021 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.

6.1 Telling Public Radio’s Story

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.

WEAA has created two talk shows that identify and address issues within the community. Both talk shows operate as a vehicle for the community to address issues and share thoughts and perspectives of our listening audience. Our on-air hosts address issues locally, nationally, and internationally when opportunities are present. The "Today with Dr. Kaye Show" and "Two Way Talk Show" are our two primary shows that accomplish this task. Due to COVID-19, we have not provided a physical presence in the community in FY2021.

6.1 Telling Public Radio’s Story

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.

Due to the COVID-10 pandemic, WEAA partnered with the MD Department of Health to initiate and advertise a "Go Vaccinate" campaign that was promoted through WEAA airwaves. In addition, Morgan State University became a vaccination site for people in the community to come get the COVID-19 Vaccine as an option. WEAA also partnered with Reservoir Hill to accomplish a goal of 100 COVID-19 vaccinations on Juneteenth. As a result, the goal was surpassed at roughly 125 vaccinations on that day.

6.1 Telling Public Radio’s Story

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.

Due to several advertisements and partnership with the MD Department of Health, the community became more aware of the vaccinations. The community was updated on the COVID-19 statistics as well as the vaccination statistics. In addition, people in the community physically came to Morgan State University to get the COVID-19 Vaccination. Also, Dr. Fauci appeared on one of our talk shows entitled "Today with Dr. Kaye" to education our audience and community in reference to the dangers of COVID-19 and the safety of the vaccinations.

6.1 Telling Public Radio’s Story

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 2021, and any plans you have made to meet the needs of these audiences during Fiscal Year 2022. If you regularly broadcast in a language other than English, please note the language broadcast.

WEAA made every effort to broadcast to our audience who consist of a significant minority population to promote getting the COVID-19
6.1 Telling Public Radio’s Story

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?

Due to the CPB Funding, WEAA was able to accomplish COVID-19 and Vaccination information to our listening community. In addition, we were able to hire students to support our efforts while they gain the necessary experience to pursue a career in journalism. WEAA was able to program and create the “Two Way Talk Show” and hire two on-air host to support the show. As mentioned earlier, this show provides a voice to the community with a significant minority audience to promote opinions and perspectives for justice.

Comments

No Comments for this section