

2020 WESM 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.

WESM's overall goals are to provide listeners with programs that not only entertain, but also enlighten and generate conversations about the world at large through culturally significant platforms such as music (jazz, blues, world) and various news programs from NPR, PRX, and APM. How we engage our listeners is largely through the lens of what our listeners want and our affiliation with our licensee, the University of Maryland Eastern Shore (a historically black institution). We engage our listening audience in a variety of ways including listener surveys, social media, and some community functions (i.e. music festivals). The feedback we have received seemed to indicate that culturally significant American music like jazz has a place here on Maryland's Lower Shore because there are no other local radio stations (public or commercial) that are willing to devote most of their programming to that genre in a way that WESM does. Also, since WESM is located at an HBCU campus, we have taken advantage of opportunities to target minorities (domestic and international people of color and women) with educational radio programs that may be of some impact to them. In FY '20 WESM continued a talk program, UMES 30, featuring interviews/discussions with community members. We supplement our regular programming with special programs from PRX to meet these goals. In addition, WESM also has a weekly investigative news program called "Reveal" (PRX), and a program called "In Black America" (KUT 90.5, Austin, TX), dedicated to all facets of the African American experience. WESM also simulcasts its broadcast through its audio stream (Triton Digital), casting a wider net outside the local community.

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.

Owned and operating on the campus of the University of Maryland Eastern Shore, WESM has a close relationship with the university. We produce UMES Minutes, which are broadcast throughout the day. The minutes highlight a wide variety of interesting news about the university. Because our staff is small, and we do not produce local news, UMES MINUTES are also heard during NPR programs Morning Edition and All Things Considered. Our talk show, UMES 30, was hosted by UMES faculty member Joshua Wright and is now hosted by staff member Brian Daniels. True Blue Jazz, a non-profit based in Rehoboth Beach, Delaware, produces weekly features for our air. Many of them focus on local school initiatives. Our local music hosts also interview folks from the non-profit world. WESM also partnered with the

Berlin, MD Chamber of Commerce to promote the Berlin Jazz and Blues Festival. WESM also partnered with local health outlets to broadcast information related to the Covid-19 pandemic.

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.

WESM's partnership with True Blue Jazz has increased awareness of the local music scene, especially along the beach areas of Delaware. Their successful True Blue Jazz Festival in October (which was an online event in 2020), which WESM promoted and helped sponsor, is a quality barometer of the support for jazz. The partnership with University of Maryland Eastern Shore has increased awareness of the many different programs and initiatives at this historical black university.

Through a collaboration with Salisbury University, the live jazz programs on WESM are now simulcast on WSDL, expanding the reach of these shows to the beach areas of the Delmarva Peninsula.

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 2020, and any plans you have made to meet the needs of these audiences during Fiscal Year 2021. If you regularly broadcast in a language other than English, please note the language broadcast.

WESM provides listeners with programs that enlighten and generate conversations about the world at large through culturally significant platforms such as music (jazz, blues, world) and various news programs from NPR, PRX, and APM. Our licensee, the University of Maryland Eastern Shore, is a historically black institution. Our collaboration with Salisbury University has broadened the reach of our jazz programs into the beach areas of Delmarva. Since WESM is located at an HBCU campus, we have taken advantage of opportunities to target minorities (domestic and international people of color and women) with educational radio programs that may be of some impact to them. We often supplement our regular programming with special programs from PRX to meet these goals. Moreover, we continually air public service announcements that can lead listeners to various education opportunities including getting a GED, literacy campaigns, scholarship opportunities, and saving money for college.

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 CPB is crucial to our operations, accounting for about a third of our financial support. Without CPB support, it would be virtually impossible for WESM to maintain equipment, infrastructure, and purchase programming.