

CIRCLES OF COMMUNITY

TRINITY

PG, KNHC

Who are your Existing Communities (people you do a great job of involving)?

Take turns answering the questions

WTJU

WMPG

KNHC

"New Mainers" people who have recently arrived in Maine/USA

Who are your Desired Communities (people you want to involve)?

Boomers

Music people, many genres!

USM students

students currently enrolled in our program

Each station pick a color

UVA student DJs and their networks

Music lovers & local artists in our genres

Artists and people involved in civic matters

Trainees

White adults, 25-54

donors and volunteers

POC

Local black & brown folks

Nonprofit types

Donors and volunteers

Older white, college grads

Established labels and artists

LGBTQ+ community

New volunteer programmers

Students and young adults 18-24

People without college education

Adults 25-40

current and prospective major donors

Unknown and local artists without an 'in' to programming

BIPOC individuals

students not currently enrolled or unaware of our program

COMMUNITY MAPPING (DESIRED COMMUNITY)

A community is a group of people connected by something shared.
Pick one desired community - a group you want to involve.

Name of one representative of this community:

Is this community primarily connected by: Geography? Identity? Affinity?

How connected are people in this community? Do they have strong ties to each other or are they very loosely connected?

Barely Aware

Weak Ties

Strong Ties

Very Strong Ties

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Victoria C, James, other programmers who are also New Mainers - connected by being new to the community; weak ties to each other, but strong ties to their communities, AND to WMPG

BIPOC students outside the educational program - Connected by geography/affinity - Strong ties

Adults 25-40 (esp parents) - Miranda W. - Connected by age group & experience - Weak Ties

What are some of this community's assets and needs?

ASSETS

Something you're proud of, something you can build on

Cultures to share - music, social issues, history, more

Connected to each other

kids and their cuteness

Eager to be a part of the radio community - excited by the opportunities!

culture

professional connections

Leadership skills from their homeplaces that could add a lot to connection to the radio community

Influence outside their group

friends & social circles

NEEDS

Something you lack, something you desire

Sometimes - confidence in abilities, including language issues.

leadership opportunities

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Transportation, Child Care, flexibility of schedule

Voice, to be heard

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free, family-friendly indoor activities

learning opportunities & enrichment

KNHC

I WANT TO INVOLVE

BY:

(desired community)

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Become reflective OF
this community

inviting community
members to help
create
events/programming
reflecting their
cultures

Marketing
campaign to
listen on
smart
speakers

by inviting
students to
become
involved

engaging
them in music
selection and
program
opportunities

Building
awareness
with activities
that relate to
the program

Supporting projects co-
created BY this
community

discuss with
community
leaders,
brainstorm

Podcast
production
workshops
and support
for Millennials

Offering paid
internships

"School of
Music"
student guest
DJ spots

Offering welcome and
value FOR this
community

weekend
storytimes &
music
enrichment
gatherings

USM students:
offer work
study,
internships
and other Uni
opportunities

Meaningful
invitation,
accessible
opportunities

WHERE DO YOU SEE THE GREATEST OPPORUNITY TODAY

Contacts from New Mainers program?

USM students who are also New Mainers

future family nights and incoming freshman

"School of Music" student guest DJ program

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WHERE MIGHT YOU GET STARTED?

Radio/Podcast Workshop on campus
Open mics for poetry, music, stories

Special outreach to each feeder middle school prior to course selections

Presentations to the Black Student Union

Make/deepen connections with area music teachers

KNHC

