

Salem Moon Music began as local streaming-only broadcast. The local community embraced the programming and missions and listenership has grown steadily since the broadcast's inception in 2000. In 2008 we moved our studio to a public and commercial space in downtown Salem. We built relationships with local businesses and did a lot of "live remote" broadcasts in multiple businesses locations. As our reputation grew, we kind of plateaued with our online-only presence. We were fortunate to be able to maintain our level of involvement. That equity that we built with the city of Salem was shown when the opportunity to take the entire project onto a terrestrial radio station/frequency. So when Salem Progressive Film Series obtained a licensed LPFM, we were able to assist them significantly with program services, because their values align with ours.

Grant of the license transfer to Salem Moon Music will allow for further expansion of our community outreach programs. We enjoy close relationships with local agencies with which our core values align. Giving voice to lesser known but invaluable resources in Salem has proven to be a crucial method to get tangible results in the form of monetary support for needed operations. For example, our alignment with Tips for Tots resulted in nearly 100,000 dollars being dispersed among Family Building Blocks, St Francis Shelter and a handful of other agencies.

Our focus for 2021 and beyond is to support local agencies that are attempting to tackle homelessness in Salem. It has, along with many other cities, become a large problem and we have shown our ability to mobilize, educate and receive donations from our existing listenership. Events will include fundraising events as well as persistent calls for action among listeners to show up in times of crisis as well as planned scheduling of volunteerism that has, in the past, yielded participation to a degree that has been inspiring and successful.

Voice to our underserved community has also borne fruit. Station events held in tandem with black owned businesses has proven to be an efficient way to educate the community. The pandemic has exposed needs within our community that nobody else is even knowledgeable about much less doing anything about. We are excited to be involved in actually DOING something about it. Live remote broadcasts have been educating, fruitful and also entertaining. Radio can be a fun thing to participate in and we like to have our fun with the broadcast as well as our events.