

## **WRUJ Update *March 10, 2025***

MMCTV applied for an FCC Low Power FM Station (LPFM) Construction Permit in December 2023, as a part of a window for noncommercial community radio applications. We received the permit on 5/17/24 and have 3 years to build it! The permit was for an antenna to be situated on top of Richmond Town Center, transmitting at 100 Watts or less (“low power”) on 100.5 FM.

We have seen a lot of interest from community members (especially Jericho and Richmond) and are currently gathering input from the public, in online and in-person listening sessions. From over 100 responses, we’ve heard that people want: 1) Music (a huge range!), 2) Hyperlocal Information & content, and 3) Real, Live Human DeeJays. We are also checking in with local emergency response officials to see how LPFM radio messages could help in crises.

It’s exciting to make something from scratch, even though we’ve been talking about it for at least 3 years! We’re preparing to launching a web-based version of WRUJ this spring, while developing the personality, mission and structure of the station. The goal is next to build the radio tower, and install the basic transmission and studio equipment, which will be our biggest expense.

We are currently working on a budget estimate for capital and operating costs. MMCTV is contributing space, staff time, audio equipment, some start-up funds and audio archives, not to mention coordinating volunteers and serving as an incubator for new radio and podcasting talent/training.

An WRUJ team is taking shape, made up of two committees, which have been meeting since summer 2024. These include an Outreach/Fundraising and Technical Committee, headed (for now at least) by MMCTV Director Angelike Contis and MMCTV Board Member/Community Radio Expert Kate Blofson

The Technical Committee has been focused on researching (including visits to other Vermont community media stations) LPFM equipment, gear, software and workflow

needed. The Outreach/Fundraising Committee has been tasked with defining WRUJ's character, based on community input. The Outreach/Fundraising Committee is also looking at what WRUJ's structure and policies will look like and has started on a logo, tagline ("Unmute Yourself") and Mission Statement (see draft below).

We have a great team of volunteers, which is growing. It has been very helpful to connect with a small, collaborative network of Low Power FM radio stations in Vermont, as well as organizations throughout the US, including Radio Prometheus.

### **WRUJ Draft Mission Statement**

*Our mission is to create a unique community resource, one that promotes connections, provides important information and fosters a sense of belonging.*

*Our station also acts as a forum for people and issues that typically lack media access. We strive to promote positive social engagement.*

*The station will maintain a local focus for sharing music, arts, culture, news and opinions. Our radio hosts strive to entertain, inspire, and enrich listeners through an eclectic and diverse mix of musical, cultural, educational, and community affairs programs and services*

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