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Where Worcester Speaks

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What's Up Worcester Believed to Be First Black-Founded News Outlet in Worcester History

March 31, 2026

WORCESTER- What's Up Worcester, a nonprofit, community-first news outlet serving Worcester and Worcester County, is announcing what current research indicates may be a historic first in the city's media landscape: based on research completed to date, What's Up Worcester appears to be the first Black-founded news outlet in Worcester's history.

Founded by Jerry Filmore, What's Up Worcester was created to provide community-centered local coverage focused on Worcester residents, neighborhoods, events, civic life, and the people working to strengthen the city. Since its founding, the outlet has grown into a recognized local news platform featuring local reporting, interviews, community storytelling, and public-interest coverage across digital and social channels.

The historical claim is based on research completed to date, including outreach to local historical and library resources, review of known local media examples raised during the research process, and documentation gathered by What's Up Worcester. Supporting materials are available upon request.

As part of that research, Alex London of the Worcester Public Library wrote in a February 23, 2026 email to Filmore that, based on preliminary research, What's Up Worcester "might be the first, as far as I can tell." London also noted that a 1960s local newsletter called *The Drum* had Black contributors but was primarily edited by Abbie Hoffman, distinguishing it from a Black-founded news outlet.

To date, the research has not identified an earlier Black-founded news outlet in Worcester. What's Up Worcester recognizes that historical research can continue to evolve and that any newly surfaced documentation will be reviewed carefully and taken seriously.

"This matters because representation in local media matters," said Jerry Filmore, founder of What's Up Worcester. "Worcester deserves community journalism that reflects the people who live here, and we are proud to be building something rooted in visibility, trust, and service."



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What's Up Worcester operates as a nonprofit newsroom focused on accessible, community-based coverage. Its work includes local reporting, interviews with community leaders, public event coverage, and storytelling that highlights Worcester's neighborhoods, organizations, and residents.

The announcement marks a notable moment in Worcester's local media history and reflects broader conversations about equity, representation, and leadership in journalism.

For more information, interview requests, or supporting documentation, contact:

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