


Grantee Information

ID	1430
Grantee Name	WERU-FM
City	East Orland
State	ME
Licensee Type	Community


6.1 Telling Public Radio's Story

Jump to question: 

The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2018. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. **This section had previously been optional. Response to this section of the SAS is now mandatory.**

Joint licensee Grantees that have filed a 2018 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.

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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.

The mission of WERU is to engage with the local community to provide diverse music, independent news, public affairs, and cultural content that connects, informs and inspires. We provide long-form coverage of state legislative hearings on various topics, local Native American issues, environmental issues, local fisheries and the maritime economy, healthy families, local arts and more through news reporting and public affairs call-in and panel discussion programming. All news and public affairs programming is broadcast on the web as well as over the airwaves, and also archived on our website. We partner with many other community organizations to produce programming such as Maine Sea Grant, University of Maine Cooperative Extension, World Ocean Observatory, Maine Outdoor School, League of Women Votes of Maine, and Maine Farmers and Gardeners Association. Dozens of other nonprofits are guests on WERU public affairs programs, such as the Maine

Community Foundation, Healthy Acadia, American Civil Liberties Union of Maine, Maine Center for Coastal Fisheries, Maine Towns & City Clerks Association, Coastal Enterprises Institute, and many more. Approximately 300 people are guests on public affairs programs each year.

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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.

In addition to partnerships with organizations to produce regular programming, WERU also regularly partners with other organizations to create events and event coverage, such as: Bar Harbor Boat Company (guided coastal nature cruise), Village Green Arts (community gathering and local musician showcase concert), Open Communications (seminar on non-violent communications), American Folk Festival (live broadcast of two-day diverse music event), Common Ground Country Fair (broadcast of keynote speakers), Bucksport Wednesday on Main (community storytelling), Americans Who Tell the Truth (speaker series), Bangor Arts Exchange (dance), and stage announcing at local music festivals.

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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.

The following programming lineage demonstrates WERU's long history of collaboration with community and educational organizations to raise awareness of countless community issues. All local public affairs programming is also archived for online, on-demand listening by the public. Family Radio Forum: WERU's collaboration with University of Maine Cooperative Extension began shortly after the station began to broadcast. 4-H Youth Specialist Don Bruce was producer and host of Family Radio Forum in 1990, using radio mini-dramas to highlight various concerns that families might experience, with guests giving advice and sharing resources. Upon Mr. Bruce's retirement in 1992, Extension community development educator Ron Beard took over the show, moving it to an interview and call-in format. He produced and hosted that show monthly for a decade or more, eventually deciding to offer two shows per month using the Talk of the Towns format in the mid 2000s. Talk of the Towns: Beard and Bar Harbor Town Council Chair Jill Goldthwait proposed Talk of the Towns, an interview and call-in program, which began broadcast in November of 1993 and continues to the present day. Ms. Goldthwait stepped back from an active role when she decided to run for State Senate, where she served four terms. Although Mr. Beard retired from Cooperative Extension at the end of 2013, he continues to host the program monthly. Talk of the Towns focuses on issues of concern to communities in the mid-coast region, exploring problems and solutions in economic, social, environmental, health and civic arenas. Recent topics have included a proposal to open Maine's primary elections to unenrolled voters, an overview of how town government functions in small towns, developing the small business climate in Washington County, reflections on trends seen in the 2018 elections, innovation among local historical societies in the formation of a "history trust", the evolving role of community libraries, development of educational resources for the story of the Allagash Wilderness Waterway, the trend for community support for electric vehicles and the emergence of strategies to support farms and food systems by Maine Farmland Trust. Guests on Talk of the Towns sometimes went on to produce and host their own programs, including Baby Talk (a show focusing on children and parenting) Four other "spin-offs" specifically engaged new resources from University of Maine Cooperative Extension, including: Common Health: Mr. Beard worked with Jim Fisher, of the Hancock County Planning Commission, Barbara Peppey of Healthy Peninsula and Matt Murphy of WERU to develop a series of programs on access to and quality of health care, under the banner Common Health. That series aired from 2002-2014, funded in part by grants from the Maine Health Access Foundation, and others. Doing Business: Cooperative Extension educator Jane Haskell produced and hosted a monthly radio program, Doing Business for several years, beginning circa 2000. Ms. Haskell featured many small business owners, as well as organizations that serve small businesses in the region. Topics included how to start a business, how to price products, marketing, record keeping and new product/service development. Coastal Conversations: Circa 2013, Cooperative Extension and Maine Sea Grant educator Natalie Springuel develop a new monthly public affairs

program, Coastal Conversations, which focuses on the marine environment, fisheries, aquaculture and related tourism development. That program continues, as does Talk of the Towns.

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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 2018, and any plans you have made to meet the needs of these audiences during Fiscal Year 2019. If you regularly broadcast in a language other than English, please note the language broadcast.

WERU broadcast a locally produced, monthly Native American public affairs program covering issues of Maine's indigenous population (Wabanaki Windows). We also devoted time in our news broadcasts (RadioActive) to Native American issues. WERU produced several broadcasts regarding immigration and immigrant communities in Maine (Maine Currents, New Mainers Speak, Democracy Forum - an award-winning program). WERU broadcasts a weekly syndicated LGBT program (This Way Out).

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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?

CPB funding represents 25% of WERU's annual revenue, and helps to support everything from national program acquisition to staffing to broadcast engineering to live broadcast of the region's largest music festival. CPB allows us to have sufficient staffing and equipment to pursue our mission in a rural, sparsely populated and relatively low-income region. Without CPB funding WERU would have at least three less members of our paid staff, out of a current total of seven. CPB makes a critical difference in supporting great programming and community engagement in community media.

Comments

Question	Comment
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No Comments for this section