

## Grantee Information

<b>ID</b>	1430
<b>Grantee Name</b>	WERU-FM
<b>City</b>	East Orland
<b>State</b>	ME
<b>Licensee Type</b>	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 2019. 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 2019 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.**

### 6.1 Telling Public Radio's Story

Jump to question:  

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 Community Radio 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 and short-form coverage of current and public affairs. All public affairs programming is broadcast on the the air, internet and our new smartphone app. Spoken-word content is also archived on our website, accessible from our app. We also believe that our diverse music offerings also educate, entertain and inspire our audience.

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Jump to question:  

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.

WERU partners with many other community organizations to produce programming and events, such as Maine Humanities Council, The Criterion Theatre, Sunlight Media Collective, Maine People's Alliance, 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, Schoodic Arts for All, Schoodic Institute, Penobscot Theatre Company, Maine Arts Commission, and many more. Approximately 300 people are guests on public affairs programs each year. A great example of a collaborative event is our partnership with the League of Women Voters, Maine Humanities Council, Maine Public Broadcasting, Maine Center for Public Interest Reporting, and Mount Desert Islander (newspaper). The event was entitled "The Free Press & Democracy" and drew over 100 attendees. We also partnered with the Maine Community Foundation to develop a Smartphone app for the radio station.

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Jump to question:  

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.

WERU's key partnerships and initiatives serve both the radio station's mission and those of partner organizations. Simply put, when we partner we are better able to provide excellent programming and events to the community. With the Maine Humanities Council, for instance, we create a weekly program about Maine poetry where local people read the poetry of famous Maine poets. We partner with area libraries to record content that becomes great programming and amplifies our partner's missions. Testimonial: "As Assistant Director of the Blue Hill Public Library, I can attest to WERU's role as a great community partner. Whether we are hosting a political forum, poetry open mic, or author reading, whenever WERU partners on our public events, they add a lot. Volunteers from the station will come and record the events, then turn them into excellent public affairs programming. This helps extend the reach of our services beyond the library walls, and preserves a record of these programs for the benefit of the public, helping the library in our mission to open doors to information, community, culture, and the world." At WERU Community Radio, we are very proud of our partnering efforts!

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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 2019, and any plans you have made to meet the needs of these audiences during Fiscal Year 2020. If you regularly broadcast in a language other than English, please note the language broadcast.

In the past year(s) we have presented a monthly program called "Wabanaki Windows," which is all about Maine's Native American community. We have also covered legislation regarding immigrants and refugees in Maine, and will continue to do so in the coming year. In 2017 and 2018 we received programming awards for excellence from the Maine Association of Broadcasters and hope to do the same in 2020. We are also providing much coverage on the Climate Emergency, both locally and globally, which is a crisis that particularly burdens people of color around the world.

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Jump to question:  

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 provides 25% of WERU's annual funding, which is a huge help in providing our community with local programming, and with keeping the radio station functioning in terms of technical operations and administration. Funding also makes possible the acquisition of all of our nationally syndicated programming, much of which we simply wouldn't have without the CPB. CPB also funded the NFCB Community Counts Initiative, of which WERU was an enthusiastic and fortunate participant. The project provide training, planning, information, funding and inspiration!

Comments

**Question**

**Comment**

No Comments for this section