

Grantee Information

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

6.1 Telling Public Radio's Story

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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 2020. 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 2020 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 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. Our vision is that we will inspire and empower individuals and community by sharing music, information and perspectives. 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 smartphone app. Spoken-word content is also archived on our website, accessible from our app.

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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.

For programming content and events (virtual in 2020) we partnered with: the League of Women Voters of Maine, Maine Organic Farmers & Gardeners Association, Bagaduce Music, Worksong Project, University of Maine Sea Grant, Penobscot Nation, The Grand, Schoodic Arts for All, New Surry Theatre, Belfast Maskers, Maine Arts Commission, Maine Humanities Council, Opera House Arts, The Strand, Blue Hill Public Library and more as guests on public affairs programs. We also produced a series of 20 promotional announcements for local nonprofits involved with everything from public health to the environment to community theater groups. The project was titled "Let's Stay Connected" and over 100 nonprofits were involved.

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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.

WERU is more than a great radio station to listen to; they are also a great community partner. They've offered us so many opportunities to get our message out—through health programming, public affairs programming, and an emerging partnership to reach more young people. Here in rural Maine, having WERU as a collaborative forum for people interested in culture and social issues is truly a gift. - Dorothy Martel,

Executive Director, The NextStep Domestic Violence Project. 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. - Hannah Cyrus, Assistant Director, Blue Hill Public Library Maine Organic Farmers & Gardeners Association reported a large amount of positive listener feedback after WERU live broadcast the keynote speakers from the organization's virtual country fair.

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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 2020, and any plans you have made to meet the needs of these audiences during Fiscal Year 2021. If you regularly broadcast in a language other than English, please note the language broadcast.

WERU broadcast a number of locally produced programming for immigrant and minority people, including "New Mainers Speak" and "Dawnland Signals" (the latter is a Native American public affairs program). In 2021 we have already added another Native American program, "Wabanaki Windows" (which returns to the schedule after a hiatus). We also plan to pursue the creation of more diversity, equity and inclusion programming and virtual events in partnership with other community organizations.

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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 our revenue. Without it we would very likely have to reduce our staff in half, which would seriously diminish our ability to provide community radio content to our audience, engagement with the community, and training and support for our volunteers.

Comments

Question

Comment

No Comments for this section