

## 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

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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 2021. 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 2021 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. We entertain and empower individuals and communities by sharing music, information and perspectives. We provide long-form and short-form coverage of current issues of public interest. All programming (public affairs, music and other cultural content) is broadcast on FM, internet and Smartphone app platforms, as well as archived on all three platforms.

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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 2021) we partnered with: the League of Women Voters of Maine, Maine Organic Farmers & Gardeners Association, University of Maine Sea Grant, University of Maine Alumni Association, Wabanaki REACH, AARP of Maine, Maine Arts Commission, Maine Humanities Council and the Maine Community Foundation. Many more were guests on public affairs programs. We also produced a series of 10 informational announcements for local community health organizations called "Community Wellness Watch," which included 50 organizations providing services that range from domestic violence prevention to food security to low-income and elderly transportation services.

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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 a 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." - Dorathy Martel, Executive

Director, The NextStep Domestic Violence Project. Maine partnered with other nonprofits to promote and broadcast virtual events in the past year, such as the Maine Organic Farmers & Gardeners Association's keynote speakers from their virtual country fair.

### 6.1 Telling Public Radio's Story

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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 2021, and any plans you have made to meet the needs of these audiences during Fiscal Year 2022. If you regularly broadcast in a language other than English, please note the language broadcast.

WERU broadcast a number of locally produced programming for BIPOC people, including "Dawnland Signals" and "Wabanaki Windows" (local Native American public affairs programs). "Downeast Diversity" provides profiles and perspectives from local BIPOC members of the community. "LGBTea Time" is a LGBTQ public affairs programming produced by youth. Further, diversity, equity and inclusion work is included in our strategic plan.

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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 revenue, without which we would very likely have to reduce our staff in half, broadcast engineering and IT services. Nationally programming would also have to be reduced. Without CPB funding our station would be greatly diminished in so many ways.

#### Comments

##### Question

##### Comment

No Comments for this section