

## 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 2022. 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 2022 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, news, public affairs, and cultural content that entertains, connects, informs, and inspires. Our motto is "A Voice of Many Voices," and we have over 100 content-producing volunteers. 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 phone app platforms, as well as archived on the two digital platforms. In the past year we have made concerted efforts to engage, as both volunteers and listeners, young adults, and have increased the number of on-air volunteers under 40 years of age.

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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 we partnered with: the Next Step Domestic Violence Project, Waterfall Arts, Artsworth, Bucksport's Wednesday on Maine, Maine Maritime Film Festival, Bangor Arts Exchange, All Roads Music Festival, Heart of Ellsworth, OUTMaine, League of Women Voters of Maine, Maine Organic Farmers & Gardeners Association, University of Maine Sea Grant, Wabanaki REACH, Maine Arts Commission, and the Maine Community Foundation. Many more were guests on public affairs programs. We were one of several community organizations that participated in the Ellsworth Area Juneteenth Commemoration, providing a live stream of the entire event. We also live remote broadcast the three keynote speakers at the Common Ground Country Fair, hosted annually by the Maine Organic Farmers and Gardeners Association.

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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 a wonderful community partner for our educational programs, and helps MOFGA as a nonprofit reach a far wider audience than we

could reach on our own. WERU has worked with us for many years to include our Common Ground radio show as part of its educational broadcasts. WERU has also promoted critical community events like our Common Ground Country Fair. They also help the educational content from the fair reach a much broader audience by broadcasting the keynote speeches from the fair. We're appreciative of all that WERU does to help us fulfill our educational mission and reach the broader community." - Sarah Alexander, Executive Director, Maine Organic Farmers & Gardeners Association

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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 2022, and any plans you have made to meet the needs of these audiences during Fiscal Year 2023. 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. "LGBT Tea Time" is a LGBTQ public affairs programming produced by youth. We also live remote broadcast the local Juneteenth Commemoration, a six-hour public event. 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, and achieving our mission would become more difficult.

#### Comments

##### Question

##### Comment

No Comments for this section