

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 2023. 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 2023 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 be a listener supported and volunteer powered, noncommercial radio station that an independent, listener-supported and volunteer-powered media organization, whose mission is to provide diverse programming and community engagement, to lift spirits, raise awareness and make connections. Our motto is "A Voice of Many Voices," which speaks to the over 100 content-producing volunteers at the station. 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 our digital platforms. We are making an ongoing effort to engage younger adults, as both volunteers and listeners, 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 many local organizations: the Next Step Domestic Violence Project, Bucksport's Wednesday on Main, Maine Maritime Film Festival, All Roads Music Festival, Heart of Ellsworth, The Grand Theatre, Maine Songwriters Association, Word Literary Festival, League of Women Voters of Maine, Maine Organic Farmers & Gardeners Association/Common Ground Country Fair, University of Maine Sea Grant, A Climate to Thrive, Juneteenth Downeast, and the Maine Community Foundation. Many more were guests on public affairs programs.

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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 Maine Organic Farmers and Gardeners Association (MOFGA) is grateful to work with WERU Community Radio to bring important conversations around local food and agriculture to the airwaves in Maine and beyond. Through our public affairs program Common Ground Radio, which has been on WERU for over a decade, we have had the opportunity to facilitate dialogue around critical issues, from PFAS chemical contamination to the Northeast's shrinking dairy industry. For the last two years, WERU has taken the lead on live-broadcasting the keynote speeches at MOFGA's annual Common Ground Country Fair — covering topics of social and environmental justice, equitable food systems, and more. This is an incredible service to the community near and far, as it increases accessibility and reach to listeners who are unable to attend the event. - Holli Cederholm, Host, Common Ground Radio WERU has played a critical role in the success of our Relationship Rewind program. Relationship Rewind has allowed us to reach young people we would not have been able to reach with important messages about safety in relationships, and it has also allowed us to help lift up and emphasize the voices of the young people who have joined the show. This would not have been possible without the guidance and collaboration WERU. From the formation of the show to the support in finding guest speakers and giving us a platform to share our message, the chance to work with WERU has been an amazing opportunity. – Alli Williamson, Director of Prevention & Youth Services, NextStep Domestic Violence Project

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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 2023, and any plans you have made to meet the needs of these audiences during Fiscal Year 2024. 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 "Wabanaki Windows" (local Native American public affairs programs). We also have a new local LGBTQ+ public affairs program in development. We also live remote broadcast the local Juneteenth Downeast Commemoration, a six-hour public event. Further, diversity, equity and inclusion are included in our guiding values and 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 hamper our work towards fulfilling our mission.

Comments

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Question

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No Comments for this section