



2019 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

“You have awesome shows, absolutely awesome. I do not do ANYTHING on Sunday nights outside of watching your line up of programs. Late, late at night, if I can't sleep, I run into the most incredible shows. "Nature" is a blessing to the world. I thank you ever so deeply for incredible programming.”

Debbie/ Bangor

Every day, the Maine Public connects the people of Maine to each other and to the world through the open exchange of information, ideas and cultural content. As Maine's premier, independent media resource, we create exceptional opportunities for the communities we serve to engage with critical issues, compelling stories and quality entertainment.



LOCAL Commitment

Maine Public has made a distinct difference in our community by focusing on issues most important to our fellow Mainers and bordering neighbors.

We are known for our consistent quality of news and public affairs, cultural and entertainment shows.

We have an open exchange with our community including through on-line services and community events and free screenings across the state.

We continue to focus our news efforts on covering more of Maine and dig deeper into issues that matter to and affect the state's residents including health care and education topics.

We are the sole provider of state wide broadcast coverage in a large, rural state and now provide Maine with two separate radio format options – news/information and classical – and four free over-the-air television signals including Maine Public Television, The CREATE Channel, The World Channel and a 24/7 PBS Kids programming channel.

2019 leading into 2020

In 2019, Maine Public served our community on the air, on-line and much more by providing these key local services:

High quality and extensive local and national news, public affairs and election coverage.

Quality lifelong learning through science, environmental, history, drama, children's programming and the arts.

Social media dialog and on-line information that created opportunities for ideas to be exchanged and communities to be connected.

Connected with education organizations across the state to provide students, parents, and educators with enrichment activities.

We held over 45 LIVE free events and screenings of programming across the entire state including seminars educating our audience on using technology to access content.

We undertook a listening tour, travelling across the state to hear from residents on how we can serve them better and what they want to hear and see – focusing largely on news – in 2020 and beyond.

We started a new news series called the Deep Dive, designed to identify and fully examine and report on issues facing all of Maine.

LOCAL Impact and Results

Serving significant audiences, the impact of Maine Public's local services is deeply felt though out the entire state of Maine, portions of New Hampshire and Massachusetts and parts of the Canadian Maritimes.

Our local communities and arts organizations turn to MAINE PUBLIC for a wide range of support including raising awareness of their events and initiatives on radio, television, and the web as well as in print and through MAINE PUBLIC's social media assets.

Extensive news coverage of our state capital keeps our citizens informed.

We continued to expand our Classical Music Radio service to make classical, jazz, and opera more accessible.

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Maine Public – What we value

MAINE PUBLIC is here to inform, inspire and delight our community.

Civic Engagement – We view our responsibility to promote awareness and participation in the democratic processes supremely important. We actively seek to make workings of government and the public conversation as accessible as possible by posting timely news and information on air and on our website and covering election coverage and developments in Augusta fully.

Creativity – We recognize the critical role that creativity plays in our organization’s life, as well as the broader world. We support and nurture the kind of risk-taking and innovation that are hallmarks of a creative environment and supports arts organizations across the state.

Ethical Standards – We maintain an unwavering commitment to fairness, transparency, tolerance, diversity, and accountability in everything we do.

Life-Long Learning – We believe in the power of knowledge to transform lives and promote greater understanding. We endeavor to maximize the opportunities available to the public to participate in a culture of learning throughout their lives.

Public Service – We take our role as stewards of the public trust very seriously. We strive to build value in the communities we serve through initiatives and programming that have the public interest at heart and by engaging our listeners and viewers in.

A snapshot of a few of our initiatives—

News and Public Affairs:

At MAINE PUBLIC we feel that a well informed citizenry makes for a strong state.

Maine Calling. Maine Public’s daily news call-in show, Maine Calling, introduces and discusses important, relevant and interesting events and issues five times a week and gives voice to the people of Maine and beyond through phone calls and social media dialogue. Maine Calling travelled across the state this year to do LIVE shows and engage audiences directly.

Special Coverage and Breaking News. Maine Public Radio and Maine Public Television frequently carry special event coverage from NPR and PBS to satisfy the needs and desires of our listeners.

Special Series. Our news team has launched a series of long-form journalistic reports to really dive deep into issues facing the state. The first project centered around eviction issues in Maine and the second series examined the impact of childcare costs on families and on the state’s economy.

THIS DAY IN MAINE podcast is designed to provide Mainers with a summary of all the day’s news each weekday evening when and where they want to hear it.

Weekend Edition Maine Public continues to build its weekend news presence on Maine Public Radio with a dedicated host in Jennifer Mitchell. Important news stories are featured as well as lighter topics appropriate for weekend listening.

The Maine Public News Updates daily email and THE TEN Newsletter are two new ways that we are connecting with our audiences and providing access to high-level reporting and stories.

Insights from the State House. Maine Public’s State House coverage includes reporting excellence from journalists Mal Leary and Steve Mistler. They, and other news staff, cover and report on news and information critical to Maine coming out of Augusta.

mainepublic.org. Maine Public continues to build a robust online presence, providing local, national, and international news.

Geographic Commitment. Maine Public news has news centers in Portland, Lewiston, Bangor, and Augusta providing Maine Public swift access to key areas of the state with seasoned coverage.

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The Voice of our Community--

At MAINE PUBLIC we feel it's important to ensure that there are multiple avenues for citizens across Maine to participate and engage with MAINE PUBLIC and our content offerings.

Statewide Emergency Alerts. MAINE PUBLIC makes its statewide system available to federal and state authorities in the event of an emergency that requires rapid notification of the state's population.

MAINE PUBLIC Community Films. Every week, this series presents a diverse offering of independently produced films that showcase stories and information that showcase regional people, places and topics. By embracing the local independent film community MAINE PUBLIC is able to offer much more to our audiences by providing other voices and coverage of important topics that may never have been seen otherwise by our audience. Many films are shown for free across Maine at screenings coordinated by MAINE PUBLIC.

Community Calendar. Is a statewide on-line service that allows organizations of all sizes and areas to list their public events – from lectures to workshops to concerts to classes. There are hundreds of listings consistently on this site and promoted extensively, helping to ensure its success in connecting those who are searching for community events and with those offering them.

Arts Community Support. MAINE PUBLIC partners with arts organizations across the state to draw attention to their performances and to engage MAINE PUBLIC's listeners and viewers through calendar postings, social media posts, and additionally on MAINE PUBLIC Radio, MAINE PUBLIC Classical, MAINE PUBLIC Television, The Create Channel, and in print. Our Morning Classical program devotes each Thursday morning show to PRELUDE, a special initiative highlighting upcoming performances across Maine.

High School Basketball Tournament. Live coverage of the Girls and Boys High School Basketball Tournament – called Championship Weekend -- is provided free on air and online. The goal of high school basketball coverage is to provide a showcase for the young athletes who compete in the most popular sport in the state.

The Reach of New Media. MAINE PUBLIC embraces the power of the digital age and enjoys the engagement of our audience with our web-based platforms. From social networking through platforms like Facebook, Instagram, LinkedIn, and Twitter to streaming live audio and video of cultural programming from our radio studio, we create a two-way exchange with our audience. Our This Day in Maine podcast and our two newsletters – The daily and The Ten – are additional ways we can reach our audience and they can stay informed through MAINE PUBLIC.

Maine Calling. MAINE PUBLIC's noon call in show covers a wide range of topics about and affecting Maine and receives significant participation each show from callers across Maine.

Local Programming. In addition to our news programming, MAINE PUBLIC also produces other original programming, including its own regular classical, folk and jazz music programs, programs like Speaking in Maine that broadcast talks by thought-leaders from Maine and around the world, broadcasts of orchestra and chamber concerts and regular live jazz performances from its Bangor studio.

High School Quiz Show Maine. Maine Public delivers to the state High School Quiz Show Maine, a contest highlighting the importance of academia across Maine as schools compete in a state-wide "brain game."

Tell Me More Tour. Our listening tour travelled the entire state as we asked communities how Maine Public could serve them better. The tour, coupled with a Tell Me More survey that witnessed over 2,200 responses, have given us insights into how to make our services and programming that much better.

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On the Ground Community Engagement **MAINE PUBLIC is committed being a firsthand presence in our community.**

Overall Commitment. MAINE PUBLIC recognizes the need to engage the Maine community in both our content and mission and to ensure that we are meeting the needs and preferences of all Mainers. MAINE PUBLIC connects with our viewers and listeners through a variety of mechanisms including Community Advisory Board (CAB) meetings that are open to the public, Board of Trustees meetings that include opportunities for public comment, community events that include state-wide free public screenings of MAINE PUBLIC programs, a presence at fairs and festivals, and access to MAINE PUBLIC-produced events including debates and cultural performances, and an active social media presence with a continuously updated website (mainepublic.org) and a primary active Facebook property that includes over 40,000 members. MAINE PUBLIC partners with non-profits across the state to help promote their events and help drive the success of their efforts.

Community Events. Free screenings of programming including Mr. Rogers, Ken Burn's specials, and MASTERPIECE programs like Poldark, MAINE PUBLIC's presence at events like the Bangor Harvest Festival, and kids-focused events in the community around popular characters like Daniel Tiger and Nature Cat, illustrate MAINE PUBLIC's commitment to the local community.

MAINE PUBLIC's Board of Trustees. MAINE PUBLIC is governed by a volunteer Board of Trustees which include the President of MAINE PUBLIC, a gubernatorial appointee, a University System appointee and up to 24 Community Members from across the State. The Board meets a minimum of four times a year and all meetings are open to the public.

The Community Advisory Board. MAINE PUBLIC has a Community Advisory Board which advises MAINE PUBLIC with respect to whether the programming and public service aspects of MAINE PUBLIC are meeting the specialized educational and cultural needs of the communities served.

Audience Services. Through phone calls and emails, MAINE PUBLIC places great importance in having our audiences be able to communicate with a real person and receive a quick and individualized reply to any question about programming, our on-line efforts or technical needs. It also assists MAINE PUBLIC in better understanding how to better serve our audiences.

Experience Magazine. MAINE PUBLIC's monthly magazine keeps our audience informed of program schedules, background information, initiatives in the community and MAINE PUBLIC events and personalities with a circulation exceeding 19,000 readers.

Cutting the Cord Messaging. We discovered that many Mainers are moving away from engaging cable services for their television viewing and created an online resource for Maine Public's television viewers to navigate how to access Maine Public Television over the air for free using an HDTV antenna.

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STORIES OF IMPACT

Deep Dive

Maine Public's news and journalism is at the forefront of our mission. The Deep Dive takes listeners, viewers and readers into the heart of important issues, to uniquely Maine destinations, and explores the stories and people of Maine with a distinct reporting lens.

Deep Dive: Childcare

Finding quality, affordable childcare is a problem across Maine. For some parents, it's a financial hardship. For others, it means forgoing education or a better job to stay home with the kids. Families aren't the only ones affected. Childcare providers, workers and Maine employers are also feeling the pinch. Maine Public's Deep Dive explored the difficulty of accessing affordable, high-quality childcare, as well as possible solutions.

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STORIES OF IMPACT

Maine Public's Instrument Donation Drive

Every June as part of Maine Public's Music That Moves ME radio series, we collect no longer used/needed musical instruments and put them in the hands of students who can't afford to rent or purchase a musical instrument to use in school.

To date, we have collected over 1,000 instruments and this past year distributed over 200 flutes, saxophones, clarinets and assorted other brass and wind instruments to middle school and high school music programs across Maine.

“Thank you so much I had the trombones in the hands of students this afternoon and everything. I couldn't be more happier to live in a community that has Maine Public in it.

I am so grateful for this program, these small rural schools is putting instruments and music into the lives of students that WOULD NOT be able to without, and my music teacher heart would be broken. Thank you, thank you, thank you! -- Megan



Evaluating Outcomes, Measuring Impact

Maine Public has a significant reach across Maine over the air and online. 2019 witnessed Maine Public's audience grow in every category as we offered more services and channels and developed new ways to access our content. Maine Public has the support of over 50,000 households and that number is growing.

Maine Public Television and our ancillary channels reached an average of 400,000 viewers each week in about 150,000 households. The Maine Public Television Bangor Market ratings show that our service is often rated in the top 10 nationally among public television stations in terms of community usage.

Maine Public Radio reaches an average of 200,000 listeners each week and is frequently the most listened to station among many demographics in our major market Portland. In fact, our signal is the top listened to station in all of Southern Maine. In addition, Maine Public Radio ranks in the top ten nationally among public radio stations in terms of percentage of a community that tunes in each week. Our **Maine Public Classical Channel** attracts over 20,000 listeners each week.

In 2019, the number of consumers who visited our **consolidated website and accessed our digital offerings** far exceeded previous years indicating to us that we are providing the state with resources and content in the right way. Data in 2019 includes:

mainepublic.org

2019 on-line data shows Maine Public's website reached over 1.7 million unique visitors, with over 6 million unique page views.

Social Media

Maine Public's social media presence grew to over 40,000 followers on Maine Public's primary Facebook page. Other show-specific Facebook pages have also shown a solid growth in followers/numbers. We are also actively engaging Mainers each week over Instagram, LinkedIn and Twitter.

Live Streams

Maine Public's live stream audience continued to grow in 2019, with over 6 million Stream Starts and over 3 million total listening hours (TLH.)