



2022 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

“THANKS so much for the series of episodes on the Vault and on Rewind on Maine Public Television. I especially enjoyed the Marshall Dodge stories and clips from Maine Experience. Maybe the latter could be brought up for current broadcasting - their topics were mainly historic and timeless. Happy 60th birthday and Happy Thanksgiving! – Ann, Maine Public Member and Watcher

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 virtual and community events.

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 extensive and thorough coverage climate change in the state.

We are the sole provider of statewide broadcast coverage in a large, rural state and 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.

2022 leading into 2023

In 2022, Maine Public continued its extensive coverage of how changes in our climate have affected Maine. Maine Public’s news team continued to dig into how climate change has manifested itself in each county in Maine and how each county has responded in the Deep Driven Climate Driven series

Maine Public continued its efforts to engage new Mainers with key news and information through its Maine Public News Connect project. Recognizing that new Mainers did not have access to important information, Maine Public began releasing translated weekly news video pods in French, Somali, Portuguese, and Spanish. This program has continued to grow with the release of newsletters translated into 6 language and the release of an English video news pod that new Mainers can follow along while reading the translated newsletters as an ESL learning opportunity.

Maine Public JUST celebrated its 60th year of serving Maine and created a series of properties on air and on television to showcase some of the exceptional programming that we have worked on over the years. Front and center was a television documentary called Rewind that told the history of the station and a television series called From the Vault highlighting past favorite programs.

Maine Public has engaged its audience through live events (for example, a three-day presence at the Common Ground Fair) and virtually (for example, our All Books Considered Book Club meetings).

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.

One in three Mainers engages with Maine Public in one way or another each week. Our news stories, educational content, and entertainment programming are valued across the state and are relied upon and trusted.

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 all Maine Public’s platforms.

Maine Public continued to create valuable local content including the High School Quiz Show property and our coverage of the Maine State Basketball Championships. Additionally, Maine Public expanded its local programming on radio – adding more local hosts and shows to our classical service.

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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. Our efforts – for example our exhaustive climate series and the launch of our news translation service, Maine Public News Connect -- speak to the role we play relative to public service in our state.

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.

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 – this includes coverage of the Gubernatorial Address.

Special Series. Our news team has launched a series of long-form journalistic reports to really dive deep into issues facing the state. The Maine Public News Department is in the midst of a year-long look at climate change across the state called "Climate Driven" that will wrap up on Earth Day in 2023.

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.

The Maine Public News Updates daily email, the Maine Calling Newsletter, and THE TEN Newsletter are three ways that we connect with our audiences and provide access to high-level reporting and stories.

Insights from the State House. Maine Public's State House coverage includes reporting excellence led by journalist Steve Mistler and Kevin Miller. Our news team covers and reports on news and information critical to Maine coming out of Augusta.

Maine Public's Maine Public News Connect. Maine Public News Connect is an online video series presenting the top news stories from Maine Public Radio that are translated and delivered in French, Spanish, Portuguese, and Somali languages. These news pods are published weekly on YouTube and Facebook playlists, posted at mainepublic.org, and shared with over 250 community organizations across Maine. We have recently added six translated newsletters and an English video pod to the project.

Maine's Political Pulse Podcast and Newsletter. Hosted by Irwin Gratz, Steve Mistler, and Kevin Miller, the Political Pulse properties provide in-depth analysis of the political landscape and developments across Maine each week.

Report for America reporter. Report for America, a partnership that has allowed us to engage a full-time reporter, Ari Snider, to cover Maine's immigrant communities more fully than we have ever been able to do before.

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 FILM SERIES. 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 can 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.

Community Calendar. Maine Public maintains this 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.

High School Basketball Tournament. For 43 years, Maine Public has provided coverage of the state basketball tournament. broadcasted (free over the air and on cable and dish networks) across the state and streamed online. Mainers can watch high school athletes across Maine represent their schools and communities in what, for many, will be one of the top highlights of their athletic careers.

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 studios, we create a two-way exchange with our audience.

Our This Day in Maine podcast and our three newsletters – **the Maine Public News Updates daily email, the Maine Calling Newsletter, 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 like Speaking in Maine that broadcast talks by thought leaders from Maine and around the world. New this year is the return of a much-loved program called In Tune with Sara Willis.

All Books Considered Book Club. Maine Public launched the book club as a way for people to virtually connect around their passion for reading and to meet their favorite authors. The book club, hosted originally by Jennifer Rooks and Cindy Han from our Maine Calling program and now by retired journalist Bill Nemitz, meets every two months and enjoys close to 3,000 members.

High School Quiz Show Maine. Maine Public organizes, produces, and broadcasts a "battle of the brains" contest between high school students across Maine. This is a competitive tournament, hosted by Todd Gutner, where academic achievement is celebrated.

Maine Public Classical. This radio service continues to develop more and more local programming as opposed to bringing in nationally syndicated classical programming. Each day, including weekends, is dominated by local classical hosts producing their own shows. This complements additional local programming like Down Memory Lane and two jazz music programs.

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Community Engagement

MAINE PUBLIC is committed being a valued 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 (actual and virtual), 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. MAINE PUBLIC is out in the community -- when possible -- with screenings, forums and debates, a presence at fairs and festivals, and the like that are all free and open to the public.

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 LIVE 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 18,000 readers.

Total access. Maine Public has created multiple systems -- from our Audience Services Team to our Membership Team to automated strategies -- to ensure that we are immediately responsive to all inquiries that come in from our audience. We have internal alert systems when we have issues with any of our signals -- radio or television -- and processes in place to ensure that we swiftly fix issues and provide our audience with the service that they expect.

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STORIES OF IMPACT

High School Quiz Show Maine. High Schools across Maine in the spotlight for academic achievement.

High School Quiz Show Maine is a locally produced television production spearheaded by veteran producer Nick Woodward pitting four-student teams from Maine high schools against each other in a single-elimination, academic bracket competition. Questions used in each contest align with the Maine high school curriculum standards across literature, history, science, and math as well as including questions regarding current events and general knowledge.

Now in its 6th season, Maine Public has hosted schools – big and small – from every corner of Maine to participate in this celebration of academic chops and achievement. Each year, the winning team receives a \$1,000 gift to their school's Project Graduation with the runner-up school being awarded a \$500 gift.



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STORIES OF IMPACT

Maine Public's Maine Public News Connect

Maine Public News Connect (part of Maine Public's overarching Connecting Communities initiative) started off as an online video series presenting the top news stories from Maine Public Radio that is translated and delivered in French, Spanish, Portuguese, and Somali languages.

This year the program has grown immeasurably in terms of the content, the reach, and the platforms where the content can be found.

Each week Maine Public, in addition to the four core translated news pods, releases newsletter translations of the week's news in French, Somali, Spanish, Portuguese, Khmer, and Arabic. We also now generate an English news pod with the intention that newsletter readers in each language can follow along and use this as an ESL learning opportunity. Both the newsletters and this ESL strategy were suggested by our community partners.

All of our video news pods are published weekly on YouTube and Facebook playlists, posted at mainepublic.org, and shared with over 300 community organizations across Maine. Our newsletters are shared with our community partners as well as with individuals who have subscribed to each newsletter to receive it each week in their email. We now produce a "super pod" video of all the video pods aired back-to-back that appears on community cable access television stations across Maine and into New Hampshire, as well as sharing all of our content using the WhatsApp platform.

The audience for the project continues to grow, with over 5,000 individuals accessing Maine Public News Connect content in some form each week.



Evaluating Outcomes, Measuring Impact

Maine Public has a significant reach across Maine over the air and online. In 2022, Maine Public's audience grew slightly, largely due to additional content offerings on both Maine Public Radio and Maine Public Classical. Maine Public continues to have the support of over 53,000 households across Maine, New Hampshire, and Atlantic Canada.

Maine Public Television reached an average of 504,600 weekly viewers from about 322,200 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 173,100 listeners each week and is frequently the most listened to station among many demographics in our major market, Portland. 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** network attracts about 56,400 listeners each week.

In 2022, the number of consumers who visited our **consolidated website and accessed our digital offerings** remained very consistent, indicating to us that we are providing the state with resources and content in the right way. Data in 2022 includes:

mainepublic.org

2022 on-line data shows Maine Public's website reached nearly 1.8 million unique visitors, with over 6.3 million unique page views.

Live Streams

Maine Public's live stream audience was very strong in 2022, with over 7.1 million Stream Starts and over 6.6 million total listening hours (TLH.)

Social Media

Maine Public's social media presence grew on every platform – Facebook, LinkedIn, Instagram, YouTube, and Twitter. We also began posting and engaging our audience on TikTok. We have enhanced our capabilities on this platform to generate more interactions and discussions with followers on each platform.