



2021 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

"Socially-isolated older immigrant clients often rely on younger family members/friends to learn about what's going on where they live. Maine Public News Connect provides them with a direct source for local news. It also allows pre-literate folks to access the news. It gives older immigrants something more to talk about with their English-speaking neighbors and friends. It helps them feel more connected to and understand their sometimes strange new home."

-- Maine Public News Connect
Survey Comment

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.



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 of the affects of the pandemic on our 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.

In 2021, Maine Public continued its extensive coverage of and updates about the challenges Maine's citizens faced due to the COVID-19 pandemic. Daily airings of the CDC briefings on radio, television, and online have kept Maine as informed as possible. Focused news segments, including special coverage on the Maine Calling call-in news program, have sought to fully inform and educate Maine's citizens.

Recognizing that new Mainers did not have access to important news and information, Maine Public launched Maine Public News Connect. This project translated weekly news heard on Maine Public Radio into French, Somali, Portuguese, and Spanish video news pods that were shared over social media, online, and through a host of community partners.

The Maine Public News Department launched a year-long look at climate change across the state, "Climate Driven."

Maine Public created several diverse experiences to engage Mainers in compelling ways while still managing issues around COVID-19. These experiences included online cooking challenges, virtual book club meetings, and a summer campaign encouraging the exploration of the state.

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 all Maine Public's platforms. Multiple media partnerships were formed in 2021 to help arts organizations across Maine salvage what they could of their seasons due to challenges faced due to the pandemic and the need for social distancing.

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 on and trusted.

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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. During the COVID-19 pandemic, Maine Public has dedicated its services to keep our citizenry fully always informed.

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 providing daily CDC briefings 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. Maine Calling has dedicated multiple shows this year to COVID-19 pandemic coverage and topics.

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. Our daily CDC briefings coverage has been ever-present throughout the Covid-19 pandemic crisis.

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 launched a year-long look at climate change across the state called "Climate Driven."

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. 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.

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.

DAILY CDC BRIEFINGS. Maine Public has carried extensive coverage of all COVID-19 developments including providing coverage of all CDC briefings on television, radio, online, and over social media.

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 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.

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. This year we continued to share more virtual events, recognizing the need for organizations to be able to be successful with their events albeit remotely.

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. Live coverage of the Girls and Boys High School Basketball Tournament did not take place in 2021 due to the pandemic, but Maine Public remains committed to this cornerstone of our community involvement and celebration of youth in our state. This was put on hold for 2021 and is on track to be held and broadcasted in 2022.

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. It's focus since March of 2020 has been on the pandemic and providing valuable information for our listeners.

Local Programming. In addition to our news programming, MAINE PUBLIC also produces other original programming, including its own regular classical and jazz music programs and programs like Speaking in Maine that broadcast talks by thought-leaders from Maine and around the world. New this year is an entirely new jazz program called The Jazz Flower that complements the existing Jazz Tonight program.

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 by Jennifer Rooks and Cindy Han from our Maine Calling program, meets every two months and enjoys close to 2,500 members.

High School Quiz Show Maine. Maine Public typically 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." This was put on hold for 2021 and is on track to be held and broadcasted in 2022.

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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 15,000 readers.

Virtual Events. MAINE PUBLIC created special experiences that our audience could attend/experience/participate virtually: cooking challenges and book club events, among other experiences.

Communicating Free Access to Maine Public Television. Mainers are moving away from engaging cable services for their television viewing continues to be a trend and Maine Public 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. We also communicate how to access Maine Public Television for free via streaming from our website.

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STORIES OF IMPACT

Report for America Partnership.

Maine Public partnered with Report for America, a national service program that places journalists into local newsrooms to report on under-covered issues and communities, to address one of the gaps in our news coverage: stories from immigrant communities/new Mainers across Maine. This position helps bolster Maine Public's reporting capacity and allows a single reporter – Ari Snider - to focus solely on the stories around refugee, immigrant, and asylum-seeking communities in Maine. Examples of his coverage includes: "Ethiopian woman finds safety in Maine after fleeing civil war, but fears for those left behind," "Zambians in Maine launch community group to provide cohesion and support," and "Transcending borders and genres, Syrian rapper Assasi brings Arabic music to Maine."

Stories created by Snider are featured on Maine Public Radio and online and are often included in the Maine Public News Connect weekly news pods.



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STORIES OF IMPACT

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 is 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.

Maine Public News Connect is an initiative launched by the Maine Public News team in recognition that there was an immediate need to fill the information gap for communities across Maine who do not have access to timely information about what is taking place in the immediate world around them. This became especially apparent as the COVID-19 pandemic gained momentum. The initiative is in keeping with Maine Public's Strategic Plan to better serve our increasingly diverse audience.

Word of the Maine Public News Connect initiative is spread through our community partners, on Maine Public Radio by airing spots recorded by our translators in our four languages, over Maine Public's social media platforms, through Connect posters at key Maine locations, online and in print with Amjambo Africa, and through multiple other strategies. The audience for the project continues to grow, fast approaching 1,000 views per news pod each week.



Evaluating Outcomes, Measuring Impact

Maine Public has a significant reach across Maine over the air and online. 2021 witnessed Maine Public's audience continue to grow as we continued to increase the breadth of our content and make our content even more accessible. Maine Public has the support of over 53,000 households across Maine, New Hampshire, and Atlantic Canada.

Maine Public Television and our ancillary channels reached an average of 455,000 viewers each week in about 296,000 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 181,000 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 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 about 59,000 listeners each week.

In 2021, 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 2021 includes:

mainepublic.org

2021 on-line data shows Maine Public's website reached nearly 1.8 million unique visitors, with over 6.5 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 2021, with over 8 million Stream Starts and over 6.5 million total listening hours (TLH.)