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Mission Statement: Every day, Maine Public connects the people of Maine and our region to each other and to the world through the open exchange of information, ideas, and cultural content.

2024 Local Content and Service Report to the Community

"As long-time donors we appreciate the variety of fantastic shows that are available. We have enjoyed the Leonardo series. Great insights from experts of many nationalities adding commentary to the film!"

-- Mark and Nancy Cartier

"I think of Maine Public as a beacon of unbiased, high quality, truth and stability in this sea of questionable information."

-- Michael of Standish

"No broadcast entity does as much for enlightening and enriching our lives in Maine as Maine Public Radio and Maine Public Classical."

-- Peter and Barbara from Falmouth

"I'm an Evergreen Member of Maine Public and am happy to be. I value the high-quality news, and the weekend programming is fabulous - such great, inspiring, humorous and thought-provoking offerings on Saturday & Sunday. Thank you!!!"

-- Kathryn, Brooklin

"To Sarah Tuttle for Songbook. I'm so happy to hear choral and solo classical vocal music on Maine Public Classical. Her selections are terrific. I'm also very grateful that the playlists are available to listen to after-the-fact."

-- Beth Preston

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MAINE PUBLIC'S ETHOS

Civic Engagement – We view our responsibility to promote awareness and participation in the democratic processes as supremely important. We actively seek to make workings of government and the public conversation as accessible as possible by posting timely, trusted news and information on air and on our website and reporting on 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, 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 compelling ways. Our efforts -- for examples, our Maine Military Voices initiative, our Daniel Tiger Literacy Tour, and broadcasting the Portland Symphony Orchestra's production of the Magic of Christmas across the state over the holidays -- speak to the role we play relative to public service in our state.

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COMMITTED TO SERVING THE MAINE COMMUNITY

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

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, and our cultural and entertainment programming.

We have an open exchange with our community including through online services and virtual and community events.

We focus our news efforts on covering the entirety of Maine and to dig deeper into issues that matter to and affect the state's residents including extensive and thorough coverage of climate change in the state.

Maine Public is the backbone of the state's Emergency Alert System that includes AMBER Alerts.

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COMMUNITY INVOLVEMENT EFFORTS IN 2023 CONTINUING INTO 2024

In 2024, Maine Public continued its extensive coverage of how changes in our climate have affected Maine and opened a Climate Desk with a dedicated reporting team to cover the environment. 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.

Maine Public's engineering teams dramatically strengthened several of our television signals across the state with major tower and transmitter work and thus increasing the number of Mainers who can receive our television signals for free over-the-air.

Maine Public continued in its efforts to deliver more locally produced and hosted classical music to the state during the weekday and on the weekend, including the launch of *State of the Art*, a locally produced cultural affairs segment.

Maine Public continued to promote childhood literacy by holding six literacy events with the PBS character Daniel Tiger at libraries across Maine where authors/illustrators read to children and books were given to all attendees.

Maine Public featured the stories of ten Maine veterans leading up to Veterans' Day that included a limited-edition podcast series and a travelling display at multiple stops in Maine including the Hall of Flags in Augusta.

Our annual instrument donation initiative resulted in over 300 band instruments donated, which were subsequently distributed to school systems across the state.

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MAINE PUBLIC IS HERE TO INSPIRE AND ENTERTAIN OUR VIEWERS AND LISTENERS WITH QUALITY AND TRUSTED PROGRAMMING.

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 State of the State Gubernatorial Address and our ongoing reporting efforts, including a podcast series around the Lewiston tragedy, *Breakdown*. Maine Public additionally provided extensive reporting around the Solar Eclipse.

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

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

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2024 Local Content and Service Report to the Community

MAINE PUBLIC IS HERE TO INSPIRE AND ENTERTAIN OUR VIEWERS AND LISTENERS WITH QUALITY AND TRUSTED PROGRAMMING (Con't).

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. The program expanded to six translated newsletters that include Arabic and Khmer.

Green Jobs Explained initiative. Maine Public continued its Green Jobs Explained initiative, highlighting, in video form, career paths for high school-aged citizens and beyond in the green job sector. Maine Public cross-promoted Green Jobs Explained heavily on Maine Public's own social media platforms, focusing in particular on TikTok, Instagram, and YouTube.

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.

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

Geographic Commitment. Maine Public's news team 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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2024 Local Content and Service Report to the Community

SERVING THE MAINE COMMUNITY AND REMAINING ACCESSIBLE TO ALL

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. The service covers AMBER Alerts.

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.

Maine Public Film Series. Every week, this series presents a diverse offering of independently produced films that showcase stories and information about 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.

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.

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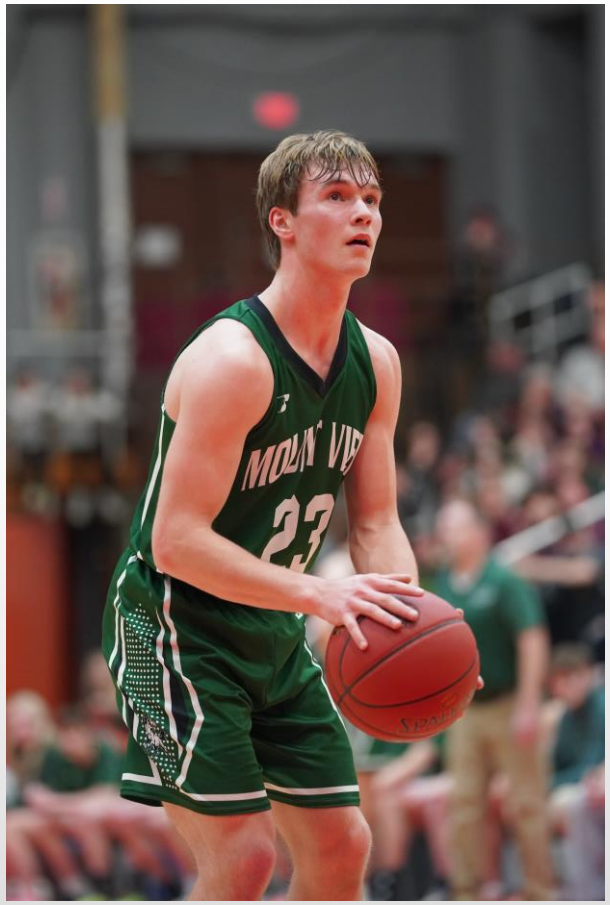

2024 Local Content and Service Report to the Community

SERVING THE MAINE COMMUNITY AND REMAINING ACCESSIBLE TO ALL (Con't)

High School Basketball Tournament. For 45 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, TikTok, Bluesky, and Threads to streaming live audio and video of cultural programming from our radio studios, we create a two-way exchange with our audience.

Local Programming. In addition to our news programming, Maine Public also produces other original programming like Speaking in Maine that broadcasts talks by thought leaders from Maine and around the world and a new television program, Borealis, celebrating Maine's great outdoors. Maine Public launched the first season of Essential Salt, a podcast series created in partnership with the Maine College of Art and Design and the Dead Writers podcast that takes listeners inside famous American authors' homes.

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SERVING THE MAINE COMMUNITY AND REMAINING ACCESSIBLE TO ALL (Con't)

Maine Public 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 is hosted by journalist Bill Nemitz, meets every two months and enjoys close to 4,000 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, Jazz Tonight with Rich Tozier, and the Jazz Flower with host Saylove.

Maine Explained. To engage a Maine audience that we know is active on YouTube and Instagram, Maine Public created a special series of "shorts" taking on common Maine topics like the warming of the Gulf of Maine and the movement behind a new Maine state flag.

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2024 Local Content and Service Report to the Community

MAINE PUBLIC IS COMMITTED TO BEING A VALUED PRESENCE AND PARTNER IN THE MAINE 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.

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.

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, community events that include statewide screenings of Maine Public programs, presence at fairs and festivals, Maine Public-produced debates and cultural performances, active social media on all major platforms, and a robust online presence at mainepublic.org.

Maine Public's Board of Trustees. Maine Public is governed by a volunteer Board of Trustees which includes up to 24 community members from across the State, one trustee appointed by the University System, and one trustee appointed by the Governor. The Board meets at least four times per year and meetings are open to the public.

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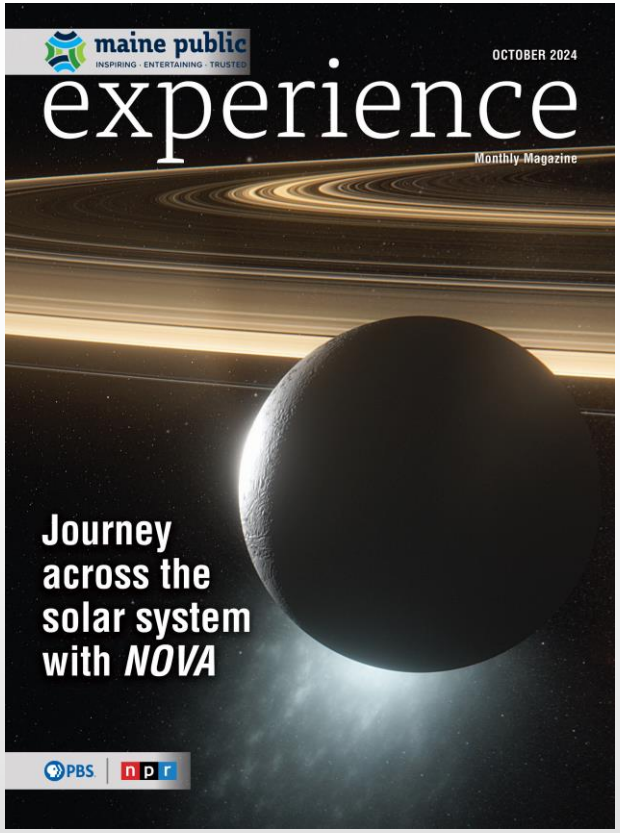

2024 Local Content and Service Report to the Community

MAINE PUBLIC IS COMMITTED TO BEING A VALUED PRESENCE AND PARTNER IN THE MAINE COMMUNITY (Con't)

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 Team. 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 online efforts, or technical needs. It also assists Maine Public in better understanding how to serve our audiences.

An emphasis on working with Maine's non-profits. Maine Public partners with non-profits across the state to help promote their events and help drive the success of their efforts, understanding that these groups and organizations need the exposure we can offer to support the good work that they do across Maine.

Community Events. Maine Public is out in the community with screenings, forums and debates, a presence at fairs and festivals, and the like that are all free and open to the public.

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 12,000 readers.

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2024 Local Content and Service Report to the Community

MAINE PUBLIC'S AUDIENCE CONTINUES TO GROW

Maine Public has a significant reach across Maine over the air and online. **In 2024, Maine Public's overall audience grew across many benchmarks.**

Maine Public Television reached an average of 517,209 weekly viewers from about 316,373 households.

Maine Public Radio reached an average of 173,000 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 46,300 listeners each week with an average time spent listening of 9 hours.

Maine Public continues to have the support of over 55,000 households across Maine, New Hampshire, and Atlantic Canada.

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2024 Local Content and Service Report to the Community

MAINE PUBLIC'S AUDIENCE CONTINUES TO GROW (Con't)

In 2024, the number of individuals who visited our consolidated website and accessed our digital offerings remained very strong, indicating to us that we are providing the state with resources and content in the right way.

2024 online data shows **Maine Public's website had 2.9 million Active Users** and **11.5 million views**. The website saw a 43% increase in user engagement over similar date in 2023.

Maine Public's live stream audience was very strong in 2024, with **over 5.8 million Stream Starts** and **over 6.9 million total listening hours** (TLH). The average time spent listening to Maine Public live audio streams increased by more than 5 minutes in 2024 to one hour and 7 minutes over 2023.

In 2024, across all our social media platforms **we made 6,600 posts and grew the number of followers by 53%.**

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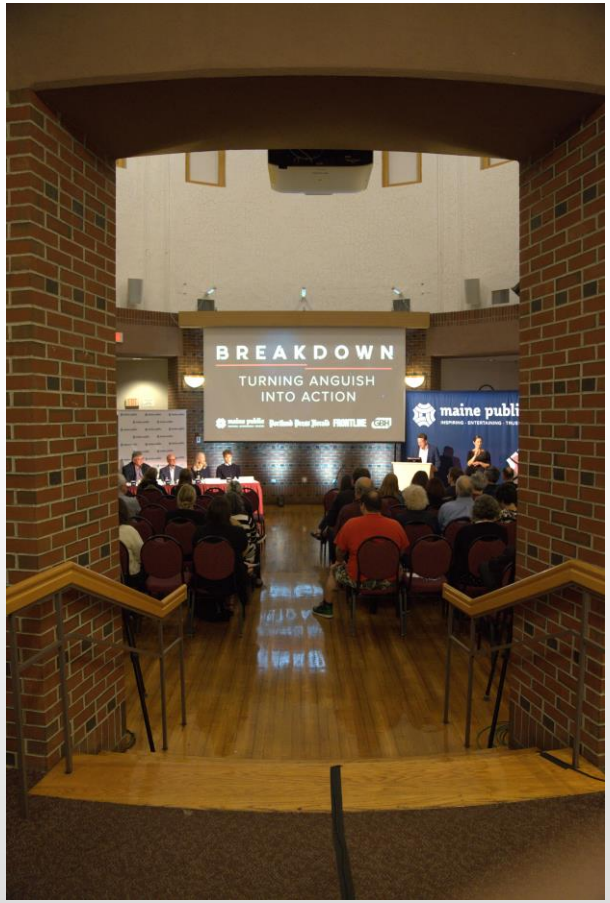

2024 Local Content and Service Report to the Community



COMMUNITY CASE STUDY: Special podcast series around the Lewiston Tragedy

In collaboration with PBS Frontline and the Portland Press Herald, Maine Public created a podcast series aptly called "Breakdown" about the worst mass shooting in Maine history that took place in Lewiston on October 25, 2023. For the last year, the newsroom at Maine Public Radio has been on the ground investigating, combing through documents, listening to testimony, and interviewing dozens of people to fully report on this story for the state.

Over six episodes, *Breakdown* explores the missed opportunities to prevent the shooting, the role of guns and hunting in Maine's politics, and the aftermath for shooting victims, some of whom were deaf and hard of hearing. Maine Public held a special community "listening session" and panel discussion around the podcast series at Bates College in Lewiston.

The podcast series inspired a special episode of FRONTLINE called "Breakdown in Maine," that aired nationally. The television program mirrors the themes of the *Breakdown* podcast looking squarely at breakdowns with police, military, and mental health care of the shooter before the Lewiston shooting took place.

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COMMUNITY CASE STUDY: Maine's Military Voices Initiative



In the summer of 2023, Maine Public partnered with Story Corps in a Military Voices Initiative to record the stories of Maine veterans who served in the Armed Forces. During the recording sessions, veterans shared details about their families, their time of service, and how their service in the military affected their lives.

In 2024, Maine Public chose ten stories to highlight in a special podcast series leading up to Veterans' Day. The podcast series was widely available on all of Maine Public platforms and wherever anyone might download a podcast.

Additionally, Maine Public created a traveling display featuring the stories behind each of the featured veterans. Tour stops included a presence at the Veterans and Community Connection Expo at Cabela's in Scarborough, the Bangor Public Library, the Hall of Flags at the State House in Augusta, and the Maine Military Historical Society in Augusta.

Maine Public partnered with hundreds of veterans and veteran group across the state in recording the stories and in sharing the recorded segments with the entire Maine veteran community.

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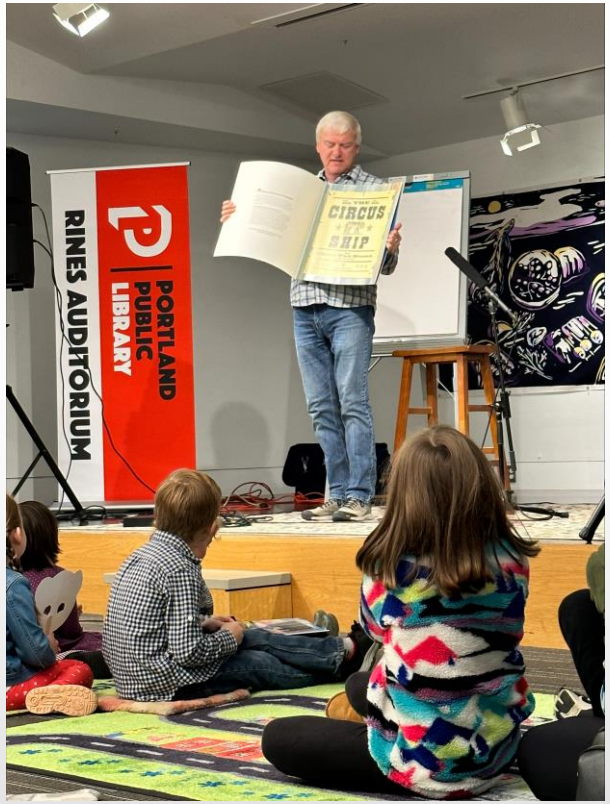

COMMUNITY CASE STUDY:
Daniel Tiger Grr-iffic Literacy Tour

In 2024, the PBS character Daniel Tiger made his way around Maine to six library events engaging children and their families with a focus on learning and literacy. Families were able to partake in a storytelling session with a Maine children's author/illustrator, enjoy some craft activities, and have a family photo taken with Daniel Tiger.

The Maine children's authors and illustrators included Chris van Dusen, Matt Tavares, Jean Flahive, Karen Toothaker, Lynn Plourde, and Jamie Hogan. The tour made stops at the Lewiston Public Library, the Portland Public Library, the C.M. Bailey Library in Winthrop, the Wells Public Library, the Windham Public Library, and the Lithgow Public Library in Augusta.

Each child left with a new book to take home and their completed crafts projects for a memorable and lasting experience.



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