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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.

2023 Local Content and Service Report to the Community

"Like most of us, I imagine, I was deeply affected by the shootings. Jennifer Rooks and the staff of "Maine Calling" were so insightful, timely, comprehensive, generous, and probing in their comments and in the wide range of guests on the program and listeners' comments and questions. They were genuinely helpful and are very valued. And all of that was done within just a few days of the terrible events. This warrants, I feel, a public service in journalism award."

-- Susan Payne, Cape Elizabeth

"Thank you for your deep dive on invasives series on Maine Public Radio! You've brought some much-needed public attention to this vital issue. I plan to send a link to one of the episodes to a neighbor with whom I've worked on invasives."

-- Daniel, Mid-coast Maine

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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 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 compelling ways. Our efforts -- for example, our comprehensive coverage of the Lewiston tragedy and our "Lewiston Strong" town hall special -- 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 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 a 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.

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COMMUNITY INVOLVEMENT EFFORTS IN 2022 CONTINUING INTO 2023

In 2023, 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.

Maine Public continued its efforts to engage new Mainers with key news and information through its Maine Public News Connect project. Each week, Maine Public releases translated weekly news video pods and newsletters in French, Somali, Portuguese, and Spanish and newsletters in Arabic and Khmer.

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.

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

Forging new partnerships, our instrument donation initiative resulted in over 250 instruments donated, which were subsequently distributed to five school systems and multiple individual high school musicians in 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 Gubernatorial Address and our extensive coverage of the Lewiston tragedy.

Special Series. Our news team has launched a series of long-form journalistic reports to really dive deep into issues facing the state. A recent series, Deep Dive Invasives, was a comprehensive look at species new to Maine and the effects of their arrivals.

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 News 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 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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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 has expanded to 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. 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'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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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.

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

High School Basketball Tournament. For 44 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, and Threads 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 daily 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 broadcasts talks by thought leaders from Maine and around the world and a new television program, Borealis, celebrating Maine's great outdoors. Maine Public recently launched a new podcast, Essential Salt, produced in partnership with Maine College of Art and Design.

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

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 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 we know is active on YouTube, Maine Public created a special series of "shorts" taking on common Maine topics like Moxie and explaining their origins and impact on our world.

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2023 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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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 better.

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 18,000 readers.

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MAINE PUBLIC'S AUDIENCE CONTINUES TO GROW

Maine Public has a significant reach across Maine over the air and online. **In 2023, Maine Public's overall audience grew across many benchmarks.**

Maine Public Television reached an average of 567,278 weekly viewers from about 350,760 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 172,350 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 47,700 listeners each week.

Maine Public continues to have the support of over 54,000 households across Maine, New Hampshire, and Atlantic Canada.

In 2023, the number of consumers who visited our consolidated website and accessed our digital offerings increased greatly, indicating to us that we are providing the state with resources and content in the right way.

2023 Local Content and Service Report to the Community

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

2023 online data shows **Maine Public's website** reached nearly 3.2 million unique visitors up from 1.8 mil – a 77% increase over CY2022, with over 8.2 million unique page views, up from 6.3 million -- a 30% increase over CY2022.

Maine Public's live stream audience was very strong in 2023, with over 6.2 million Stream Starts and over 6.7 million total listening hours (TLH).

In 2023, across all **our social media platforms** we made 5,497 posts and grew the number of followers by 44.6%.

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LOVE LEWISTON
MAINE CALLING SPECIAL



2023 Local Content and Service Report to the Community

COMMUNITY CASE STUDY:
Love Lewiston – A Maine Calling Special

On Friday, November 10th, Maine Public aired a special televised Maine Calling town hall meeting hosted by journalist Jennifer Rooks. "Love Lewiston – A Maine Calling Special" provided a space for Maine families to come together and reflect on how the Lewiston tragedy changed us and how Maine might begin to heal as a community. The conversations were wide-ranging, but with one common reflection: how do we move forward?

The special included community members, young people, first responders, counselors, and inspirational voices from outside of Maine who had experienced similar tragedies. These voices and messages served as the touchstone for our conversations over the course of the evening as individuals touched by the tragedy, shared their experiences, thoughts, and hopes for the future.

"Love Lewiston – A Maine Calling Special" aired multiple times on Maine Public Television and Maine Public Radio, in addition to being available on Maine Public's YouTube Channel, Facebook page, and at mainepublic.org.

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COMMUNITY CASE STUDY:
Green Jobs Explained

In 2023, Maine Public launched the Green Jobs Explained initiative. This is a social media-based initiative focused on highlighting a wide variety of green industry jobs being performed across Maine.

Led by a single Social Video Specialist, three videos are created each week ranging from educational videos to fun lighthearted entertaining videos, with the tone of the content directed towards high school and college-aged students and are posted on social media. The overarching goal for this initiative is to engage young people on social platforms that they frequent at a time when they are unsure about their future and inform them on different career possibilities that are out there in Maine in the "green" sector.

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DEEP DIVE
INVASIVES



COMMUNITY CASE STUDY:
Deep Dive: Invasives

In 2023, Maine Public's news team took on a Deep Dive investigative series looking into invasive plant species that have taken root in Maine. Based on a Department of Agriculture, Conservation and Forestry report stating that of the 2,100 plant species recorded in Maine, about a third are not native, and a small fraction are considered invasive with the potential to cause extensive harm to the landscape, the Maine Public News Team decided to take on the subject.

Over the course of two weeks, Maine Public reported on the impact that invasive species were having on the state. The team expanded the reporting to include invasive species that weren't just plants. Animals, insects, mollusks, crustaceans and fish were included in the reports. The series identified invasive species that were causing major disruptions and outcompeting native species with significant environmental and economic costs to Maine.

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