



2016 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

“I would like to thank you a thousand times over for the many classical music stations now dotting the map of Maine. I just listened with immense pleasure to Prokofiev's piano concerto No. 3 with Martha Argerich, and before that to Bruch's violin concerto number 2 and just now to something intelligent and sensitive by the PDQ Bach guy. Terrific! Thank you!”

James/ North Yarmouth

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 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 now a 24/7 PBS Kids programming channel.

In 2016, the Maine Public (formerly the Maine Public Broadcasting Network) 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.

Launched an entirely new radio service – Maine Public Classical – to further support the arts in the state.

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 educational enrichment activities.

We held over 30 LIVE free events and screenings of programming across the entire state including seminars educating our audience on using technology to access content.

Serving significant audiences, the impact of Maine Public's local services are 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.

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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.

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

Maine Things Considered is our flagship radio news program and is designed to provide a local complement to NPR’s All Things Considered, and feature a wide variety of reports from news events, to political issues to features and comprehensive weather. We continue to air news stories from Maine Things Considered earlier in the afternoon in an effort to provide more Maine news to our afternoon listeners.

THIS DAY IN MAINE podcast was launched in 2015 and 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. Other podcasts are in the works.

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.

Insights from the State House. Maine Public’s State House Bureau Chief, AJ Higgins, and journalist Mal Leary cover and report on news and information critical to Maine coming out of Augusta in conjunction with like efforts by Maine Public’s entire news team.

mainepublic.org. Maine Public continues to build on a new website platform providing local, national, and international news. The site is “mobile friendly,” allowing Mainers access to news stories on any of their mobile devices at any time.

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 have 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, 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 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 launch of the This Day in Maine podcast is another way 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. In early 2017 Maine Public will be launching an entirely new series called, High School Quiz Show Maine, to highlight the importance of academia across Maine as schools compete in a state-wide "brain game."

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On the Ground Community Engagement

MAINE PUBLIC is committed being a first hand 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 30,000 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 Sherlock, POV, and Frontline and MAINE PUBLIC's presence at events like The Common Ground Fair and the Bangor Harvest Festival 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.

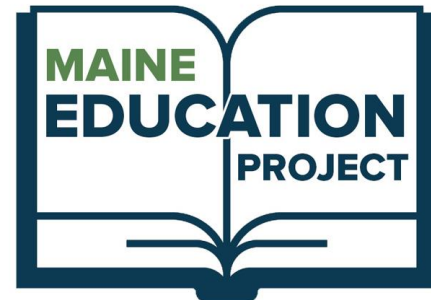
Experience Magazine. MAINE PUBLIC's monthly magazine keeps our audience informed of program schedules, background information, initiatives in the community and MAINE PUBLIC events and personalities with a circulation exceeding 17,500 readers.

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STORIES OF IMPACT

The Maine Education Project

- As of December 27, 2016, we have produced **32 education stories** for either radio or online. Those stories were the results of enterprise work, connections with educators, schools, policymakers and others in the field.
- We also developed a **30-minute video program**, aired on three different occasions on Maine Public Television, focused on telling the stories of student-centered education in Maine.
- We have also produced **six education-focused episodes of Maine Calling**, our daily call-in program.
- We have conducted a number of **EdTanks**, our education roundtable conversations, engaging with more than 50 students at locations including the Maine Academy of Natural Sciences, the GEAR UP Maine Student Leadership Summit, as well as with students attending the Association of Computer Technology Educators of Maine (ACTEM) fall conference, a proficiency-based learning symposium held at Thomas College, and a conference focused on high school writers held at the University of Maine.
- We also held **EdTanks** with more than 60 educators during the University of Maine Writing Project Summer Institute, and the Effective Practices Conference at the University of Maine.
- We developed our own landing page for student ideas about education, providing a public audience for ideas that had previously been limited to the realm of the EdTank. **Raise Your Voice!** is a direct branch of our Maine Public site and we have published the works of eight students, a mix of personal essays and journalism about student ideas and perspectives of their own education.



maine public

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STORIES OF IMPACT

Maine Public Community Films

Maine Public Community Films is a **dynamic regional series that provides stories of the people, places, land and culture of our state and region, which appeals to the people we serve.** It has been a successful endeavor for all: filmmakers, Maine Public, and of course our audience.

Filmmakers have come to know about the series from various outlets and have enjoyed the support that Maine Public is giving their community. Anyone can submit a program for the series but each submission is reviewed and judged by a criteria. Many of these films would not have reached such a broad audience if it were not for this series. Filmmakers also often contribute to getting the word out to their networks about their films.

The Maine Public Community Films Series has expanded to form significant partnerships with film festivals across Maine, partnerships that have helped raise the profile and success of these festivals and added to Maine's cultural offerings. Maine Public promotes and has a presence at three of the major films festivals in Maine: the **Maine Jewish Film Festival**, the **Camden International Film Festival** and the **Maine International Film Festival**.





Evaluating Outcomes, Measuring Impact

Maine Public has a significant reach across Maine over the air and online. 2016 witnessed Maine Public's audience grow in every category as we offered more services and channels and also developed new ways to access our content. Maine Public has the support of over 46,000 households and that number is growing, including almost 31% who have become monthly sustaining Evergreen Members.

Maine Public Television and our ancillary channels reached an average of 205,000 viewers each week in about 140,000 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 180,000 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. Early indications are that our new **Maine Public Classical Channel** attracts about 14,000 listeners each week.

In 2016, 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 2016 includes:

mainepublic.org

2016 on-line data shows Maine Public's website reached over 1.1 million unique visitors, with over 4.8 million unique page views.

Social Media

Maine Public's social media presence grew with 32,000 followers on Maine Public's primary Facebook page. Other show-specific Facebook pages have also shown a solid growth in followers/numbers.

Live Streams

Maine Public's live stream audience continued to grow in 2016, with 5.5 million Stream Starts, a monthly CUME that averages 50,000 people, and 2.9 million total listening hours (TLH.)