



## 2017 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

“I think you all do a great job. These hard years would be even harder without all of you. So keep up the amazing work.

Thanks, guys... 😊”

Jill/Brewer

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 a 24/7 PBS Kids programming channel.

In 2017, the Maine Public 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.

Continued building 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 25 LIVE free events and screenings of programming across the entire state including a series of screenings and discussion panels with the public and Maine’s veterans around *The Vietnam War* documentary.

LOCAL  
Impact and  
Results

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.



# 2017 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

## 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.

## 2017 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

### **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 successfully launched 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." In 2018, 60 schools tested to participate and 16 schools were selected from across Maine.

**Vietnam War Documentary Initiative.** Maine Public screened the Kim Novick and Ken Burns documentary *The Vietnam War* at venues across the state with panelists of veterans and health workers to take questions from attendees and provide resources for veterans. We collected Vietnam stories from around Maine and posted them on our website and aired many on Maine Public Radio, on Maine Public Television and via social media.

## 2017 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

### **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](http://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 The Vietnam War documentary and PBS's Victoria 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 18,000 readers.

**Music That Moves ME Instrument Drive.** In conjunction with an on-air audio project, for the 4<sup>th</sup> year in a row Maine Public has collected instruments at each of our locations for needy students across the state who cannot afford to purchase or rent a band instrument. To date we have collected over 1,000 instruments and coordinated their delivery to schools.

**Book Drive for Kids.** In conjunction with an underwriting partners, we launched a book drive for young readers. We held two large-scale events and collected over 1,500 books for pre-school and K-6 readers.

## 2017 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

### Summer 2017 Book Drive for Kids

- In the summer of 2017 over the course of July and August, Maine Public teamed up with Darling's Ice Cream for a Cause Truck to support the literacy efforts of Darling's and their partners. Over 1,500 books were collected and distributed to needy readers across the state at special events and through the Ice Cream for a Cause Truck's efforts.

Maine Public's involvement can be broken down into two elements:

Promotion and collection of books  
Special Literacy Events

- Maine Public collected new books and pristine used books at all the Darling's and Maine Public locations and at select Darling's locations.
- Maine Public partnered with BookStacks of Bucksport, The Briar Patch of Bangor, Longfellow Books in Monument Square in Portland, and Sherman's Maine Coast Book Shops who honored a special discount coupon to a new children's book purchase.
- Maine Public held two literacy events – at Darling's Chrysler Dodge Ram Hyundai dealership in Augusta and at Maine Public's studio in Bangor.
- Each event included Maine Public on-air staff reading to children, photo opportunities with Clifford the Big Red Dog, the Darling's Ice Cream for a Cause truck, and children and families picking out books to take home.



# 2017 LOCAL CONTENT AND SERVICE REPORT

## STORIES OF IMPACT

### Community Engagement around *The Vietnam War Documentary*

#### COMMUNITY SCREENINGS AND FORUMS --

Maine Public held multiple free screenings of the documentary from northern to southern Maine at locations including the Lincoln Theater in Damariscotta, University of Southern Maine's Hannaford Hall in Portland, and Husson University's Gracie Theatre in Bangor

Each screening included panels of veterans and non-veterans representing as many perspectives on the conflict as possible. Our panelists included **Jim Doherty** (VA Maine Healthcare Team), **Nathaniel Grace** (Master Sergeant, Master religious affairs NCO, Joint Force Headquarters, Maine Army National Guard), **Kirk Grant** (Director of the Bangor Vet Center), **Ron Deprez** (peace activist), **Scott Hutcherson** (Director of the Lewiston Vet Center), **Bill Libby** (retired Major General whose last assignment was Adjutant General of the Maine National Guard), and **Hank Schmelzer** (former Maine Public Board Chair and Vietnam veteran). **Adria O. Horn**, Director of the Maine Bureau of Veterans' Services, served as the moderator.

**COURAGEOUS CONVERSATIONS** -- Maine Public encouraged Vietnam Veterans and anyone affected by the conflict to share their own story on the Vietnam War and correspondence they had during or after the war. Submissions could be written, recorded or videotaped. The submitted stories were posted on [mainepublic.org](http://mainepublic.org) so they may be shared with the greater Maine audience, and some were recorded for radio and some for television.

#### STUDENT READ COURAGEOUS

**CONVERSATIONS** -- Maine Public partnered with a number of Maine high school and college students to record some of the submitted courageous conversations in an effort to encourage interest in the series with a younger audience and to visually and audibly make the connection that the story being read by a 18 or 20 year old happened to the piece's author when they were that age.



## Evaluating Outcomes, Measuring Impact

**Maine Public has a significant reach across Maine over the air and online.** 2017 witnessed Maine Public's audience continue to 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 50,000 households and that number is growing.

**Maine Public Television and our ancillary channels** reached an average of 200,000 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 250,000 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.

In 2017, 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 2017 includes:

### **mainepublic.org**

2017 on-line data shows Maine Public's website reached over 3 million unique visitors, with over 6.8 million unique page views.

### **Social Media**

Maine Public's social media presence grew with 35,000 followers on Maine Public's primary Facebook page. Other show-specific Facebook pages have also shown a solid growth in followers/numbers.