

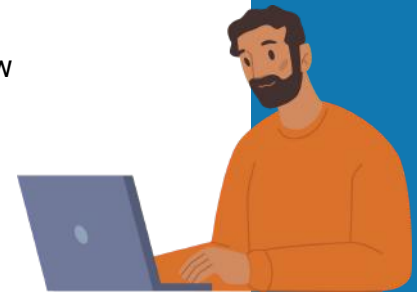
2022-23 Impact Report

Trusted content from Maine Public informs, entertains and inspires Mainers of all ages. **On average, more than one million people engage with Maine Public each week across radio, television, online, and social media platforms.**

With donor support, we are sharing new perspectives, more voices and novel experiences as we expand coverage, add new programming and embrace new platforms to reach a growing audience.

Maine Public is the sole provider of statewide (and beyond!) broadcast coverage and offers listeners two separate radio format options – news/information and classical music – 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. **We are also the backbone of Maine’s Emergency Broadcast System.**

Our online services on the web, social media, and streaming connect viewers to Maine from across the world.



By the numbers

173,100 538,735 1,000,000+

Maine Public Radio
Weekly Audience
(Fall 2022 CUME)

Maine Public
Television
Weekly Audience
(Fall 2022 CUME)

People engage with
Maine Public each
week across all
platforms





Informing

Together, we increased reporting capacity to better cover important news stories by:

- turning two digital producer positions into content creators/reporters
- converting our midday host into a reporting position
- adding a new full-time climate reporter
- adding a **Report for America** reporter covering immigration and New Mainer communities



We also increased coverage of underrepresented areas of the state:

- The **Rural Reporting Project** highlights the benefits, challenges, and opportunities of life in rural and western Maine.
- The **Climate Driven Deep Dive** series reports on the unique challenges and solutions for climate change in all our counties.
- The first **State of the Tribes** in more than 20 years was shared live on Maine Public radio, television and online as Wabanaki leaders addressed both chambers of the Legislature.



maine public
NEWS connect
SUBSCRIBE TO THE NEWSLETTER

The **Maine Public News Connect** project, which has now surpassed 100 episodes, reflects our diverse communities by using four translator-presenters to share important news each week in Spanish, Portuguese, French, and Somali on videos and in Arabic and Khmer newsletters.

maine public NEWS

s'engage

connect s'engage
nos conectamos
isku xirv conectar-se



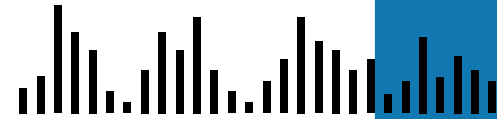


Connecting

Your support allows us to adjust content offerings and reach for Maine Public radio and television to meet the changing needs and interests of our statewide audiences.

On Maine Public Radio:

- Our Public Affairs programming at 2 PM has grown from a largely political/foreign policy/environmental platform to include topics related to social justice, culture, and education.
- We added a variety of new voices and programs offering previously unheard perspectives such as **Code Switch**, **Life Kit**, **Throughline**, and **Kelly Corrigan Wonders**.
- We brought back the very popular radio program **In Tune with Sara Willis**, featuring contemporary singer-songwriters, folk, blues, acoustic rock, jazz, alt-country, and world music.
- **Poems From Here**, designed to create a momentary community of speakers and listeners, has returned to Maine Public Radio and Maine Public Classical.



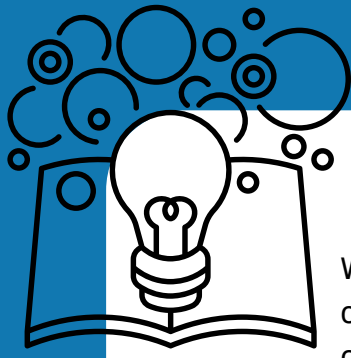
On Maine Public Classical:

- We greatly increased the number of hours of local programming, hired more hosts and broadened our programming based on input from our audience. As of November 2022, Maine Public Classical offers 64 hours per week of locally hosted Classical music, 4 hours of local Jazz, and 3 hours of **Down Memory Lane**.
- We moved WBQF FM to a better RF site, significantly expanding the coverage area.
- We added **Songbook**, a new Saturday morning program hosted by Sarah Tuttle that explores music written specifically for vocal performance

On Maine Public Television:

- We reinvented Thursday evenings to focus on Maine people and stories with programs like **Voices of Hope**, **Greenlight Maine**, and **High School Quiz Show Maine with Todd Gunter**.
- We now have a 24/7 **PBS Kids** live stream on mainepublic.org
- We upgraded our television automation system, increasing the quality and reliability of our television signals.





Engaging

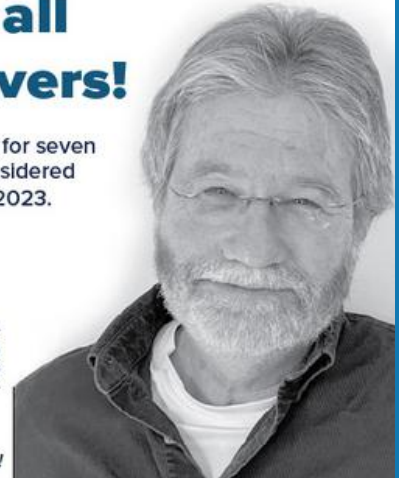
When possible, Maine Public has been front and center in the community. Our presence ranges from supporting arts and education organizations on-air and online, to live in-person experiences. Maine Public's most impactful events allow us to have meaningful conversations and reach an audience that we would not otherwise, including Maine Public's presence at the **Common Ground Fair**, **Maine Science Festival**, our **News & Brews** trivia nights and **PBS Kids** events.



Maine Public's **All Books Considered Book Club** continues to be one of our most popular ways to connect. Bill Nemitz, former columnist for the Portland Press Herald, is the new host of the Book Club events which air live on YouTube and Facebook, providing an opportunity for participant interaction with the authors.

Calling all book lovers!

Join host **Bill Nemitz** for seven virtual **All Books Considered** book club events in 2023.

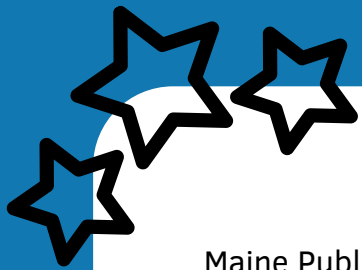


Thank you to Bull Moose and Coffee By Design for their support of the club!



We launched a new way to interact with our news online: the **Maine News Quiz**. It's a fun way to test your knowledge of the week's headlines and find out how you stack up against other Maine Public listeners and readers!





Inspiring

Maine Public has a bevy of talented producers, videographers, and storytellers who create educational and entertaining content on Maine Public Television and Online – from **Assignment: Maine** video segments to full-scale productions like **High School Quiz Show Maine** and coverage of the Maine Principals' Association Basketball Championships.

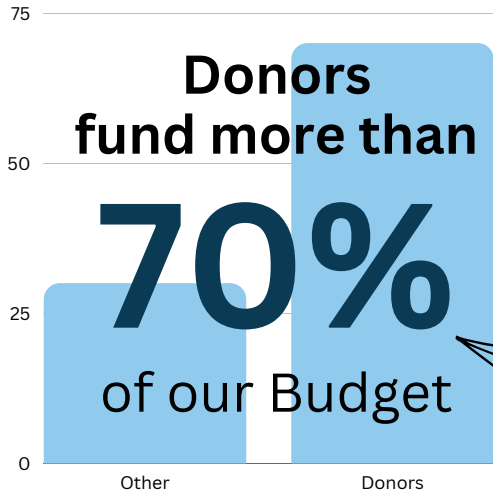
We are pleased to note that several of Maine Public's staff and programs were included in the recent 46th Annual Boston-New England Emmy Nominee list!

Congratulations to Brian Bechard, Jennifer Rooks, Nick Woodward, Rebecca Conley, and Nick Godfrey for nominations in multiple categories. The documentary **A Solemn Promise**, a feature presentation called **Outdoors for All**, and a composite of **Assignment: Maine** segments are all in the running for these special awards.



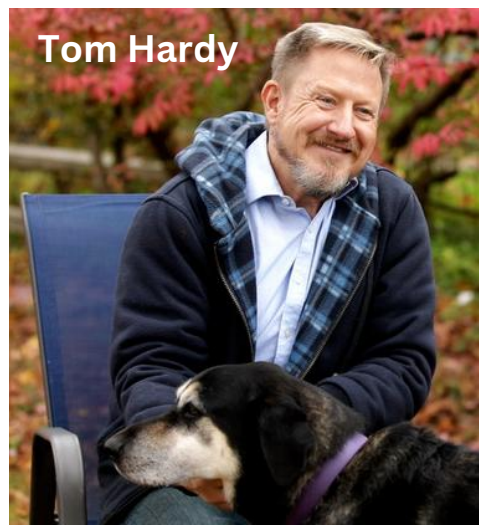
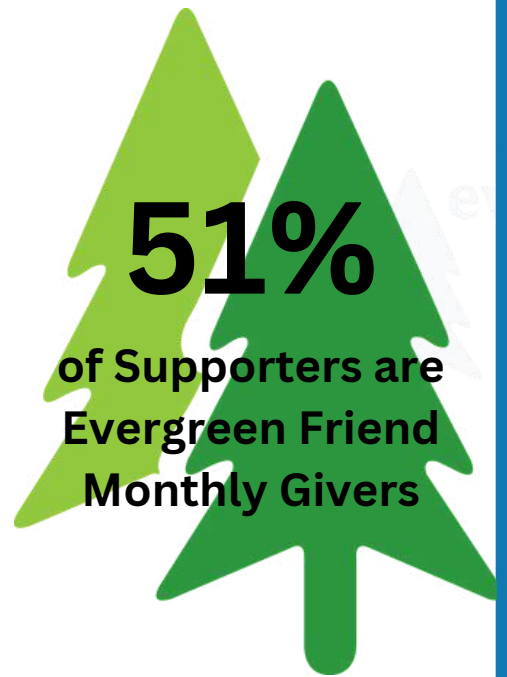


We couldn't do what we do without your generous support



Nearly

54,000
Active Members



Tom Hardy

"I really believe we all have a responsibility to support certain things in our lives and one of the things that I've chosen as mine is Maine Public Radio – I think it's extremely important. I wanted to make a difference, so I included Maine Public in my will."

 mainepublic.org/donate

 800-884-1717 x1201

