



maine public

INSPIRING · ENTERTAINING · TRUSTED

2025-26 IMPACT

As the only statewide broadcaster, Maine Public remains vital to Maine's media ecosystem, particularly in rural areas. We provide two distinct radio formats: news/information and classical music, including seven new FM signals in 2025, and four free over-the-air television channels: Maine Public Television, Create, World, and PBS Kids. We offer online platforms, a robust YouTube channel and social media presence, and **we also serve as Maine's Emergency Alert System (EAS).**

This year brought an unexpected challenge: **the ongoing loss of federal funding for public media.** Our donors stepped up in a big way — **more than 9,000 new members have joined since the news broke, and more than 7,000 Evergreen Friends have increased their monthly support.** Our supporters' remarkable response is helping address the immediate funding crisis, and sustained support will keep Maine Public on track as we adjust to this new reality. However, the elimination of federal funding will remain a significant challenge as we navigate a new funding model.

This report highlights key achievements from the past fiscal year, milestones made possible by a community that believes in the power of public media to connect us all. **Thank you for investing in Maine Public.** Your support ensures our legacy as a trusted source of truth and a hub for civic discourse during this transformative period. **Donor investment in Maine Public supports balanced journalism, enriching entertainment, and trusted educational resources** — and this year, it means more than ever.

By the Numbers

177,100

Maine Public Radio
Weekly Audience
(Fall 2025 CUME)

53,300

Maine Public Classical
Weekly Audience
(Fall 2025
Nielsen Audio)

400,801

Maine Public
Television
Weekly Audience
(Fall 2025 CUME)

4,792,455

Video on Demand
Streams per year
(FVOD & Passport
as of 3/31/26)

2,029,165

Maine Public App
Sessions per year
(As of 3/31/26)



Defunded, Not Defeated
You can't silence ME

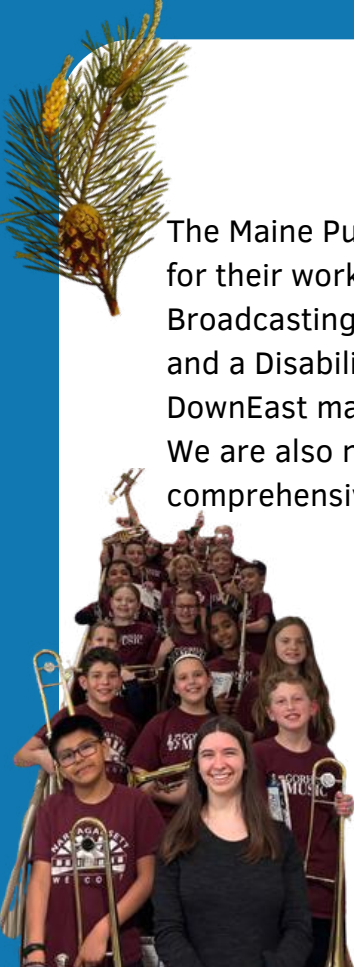
INSPIRING

Inspiring

The Maine Public Team was honored with many awards for their work in 2025-26. We brought home six Maine Association of Broadcasting Awards, six Public Media Journalists Association Awards, and a Disability Rights Maine Equal Access for All Award as well as DownEast magazine's Reader's Choice for Best Radio Station for 2025. We are also nominated for two regional Emmys this June. Click for a comprehensive list of our award-winning work.



Once again, our audience responded in a big way during our annual Instrument Drive for needy performers. We received over 350 instruments and distributed them to eighteen Maine schools and music non-profits from Biddeford to Caribou. In one specific case, we supplied all the instruments for an elementary school to start their first 5th grade band program. We also facilitated the donation of seventeen \$1,000 grants courtesy of the Music Drives Us initiative to school music programs in Maine.



Maine Public Classical's schedule got a refresh with new local features (Daybreak, The Midday Mix, Head Towards Home) and nationally recognized programs like Fiesta. Maine Public Classical celebrated its 10th Anniversary in May with two live broadcast events from the Coastal Maine Botanical Gardens and Broadturn Farm. This service has grown enormously in the last ten years thanks to support from listeners like you.

Maine Public Classical
10 YEAR ANNIVERSARY
Celebratory LIVE Broadcasts

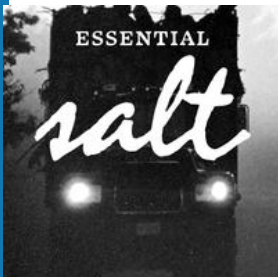


MAY 3
Coastal Maine Botanical Gardens
Boothbay, ME

MAY 10
Broadturn Farm
Scarborough, ME



Listen to Sunday Brunch on Maine Public Classical from 11:00 am - 3:00 pm, or say hello in person at either event.



Our Audio Production team saw great success with Season 2 of the Essential Salt podcast, a collaboration with the Salt Institute at Maine College of Art and Design.

INSPIRING

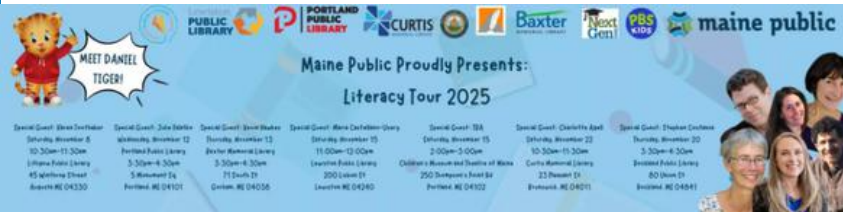


This year, we continued the Learning From Maine collaboration and expanded the Assignment Maine: America@250 series with forthcoming features on Bateau Building and the Pownalborough Court House.



A Revolutionary Day in My Life: STUDENT ★ CONTEST

We also ran a "A Revolutionary Day in My Life" video contest around The American Revolution. Students envisioned what a day would have been like during the Revolutionary War and created short videos and essays. We received some creative submissions and awarded the top three students and their classrooms cash prizes.



In 2025, the PBS character Daniel Tiger completed his third Literacy Tour across Maine! He visited seven local libraries from Rockland to Augusta to Portland. Daniel read with his favorite Maine children's authors and illustrators, including Kevin Hawkes, Karen Toothaker, and Stephen Costanza, engaging children and their families with a focus on learning and literacy. Every stop included story time with the author, kids' activities, and a chance to meet and have one's photo taken with Daniel Tiger himself! Every child left with a brand-new book to help start their own learning adventure!

Kids Club

We launched our Kids Club and more than 500 kids joined! Every child receives a Kids Club box full of fun activities focused on learning and reading, a birthday card on their birthday, and is included in a monthly Happy Birthday video on our website. Our new PBS Kids Club newsletter has additional activities and learning opportunities for parents and their kids!



My son was super excited to get the kids club box! He's enjoyed reading the letter and doing various experiments with the frisbee and play dough. He says: "It was very fun stuff in it because there was play dough and lots of other stuff. Thank you so much!" -Patrick



Maine Public was able to extend Madi Smith's fellowship to include a second year. Madi has been a positive addition to the news team, and her work as the Emerging Voices Fellow has been exemplary.

ENTERTAINING

Entertaining



Borealis, Maine Public's New England Regional Emmy-winning outdoors and environmental program came back for its third season! Produced by Maine Public, this multi-platform outdoor series highlights the nature of Maine and the incredible people we meet along the way. Follow along as we hike, climb, kayak and more with host and registered Maine Guide Aislinn Sarnacki! Watch full Borealis episodes on PBS.org or YouTube! And look out for more Borealis extras on Maine Public's YouTube Channel and our social media accounts.

The Maine Public Television team launched a new locally-produced program called Sound Waves that spotlights Maine musicians. Vertical video clips from Borealis and Sound Waves spread delight and awareness of original television productions.



What's a summer without a visit to the Seashore Trolley Museum?! Our community crew met with over 300 children and parents as Daniel Tiger participated in photo opportunities with kids enjoying a bevy of PBS Kids activities including mask-making. We also brought the PBS Kids character Carl the Collector to the Damariscotta Pumpkin Festival. We partnered with the Coastal Kids Preschool to bring a neurodivergent friendly experience to the festival.



Maine Public celebrated the release of Ken Burns' documentary The American Revolution with two screenings, each featuring panel discussions, in Portland and Lewiston. Packed audiences watched clips of the series and then engaged the panelist at the end of each event with their own questions and observations.



ANTIQUES ROADSHOW

We also held a screening and panel discussion event to preview Antiques Roadshow's episodes filmed at Coastal Maine Botanical Gardens last June.

ENTERTAINING



**maine public
BOOK CLUB**
ALL BOOKS CONSIDERED
with host Bill Nemitz

Sign up today!

Made possible by the generous support of:



Maine Public Book Club had a stellar season, highlighting eight authors, including Shannon M. Parker, Monica Wood, and Shannon Bowring, through our virtual author chats with host Bill Nemitz.



News & Brews Trivia Nights returned in a big way! We went to brew pubs all over the state, from Kittery to Millinocket, asking trivia questions culled from stories from Maine Public, NPR, PBS, the BBC, and more! Every event was filled to the max with teams sporting some public media-appropriate names like “A few things considered” and “Wait! Wait! Please tell me!”

We happen to LOVE Bob Ross and so does our audience! We held two Bob Ross inspired Paint and Sip events where participants were guided on creating their own “Bob Ross inspired” masterpiece.



Maine Public produced our 46th year of coverage for the Maine Principals’ Association High School Basketball Championship, delivering ten state finals across three venues over two days, airing on Maine Public Television, World Channel, mainepublic.org, and YouTube. **NEW** this year was Maine Public’s coverage of the Maine Principals’ Association Field Hockey Championships.



High School Quiz Show: Maine (Season 9) debuted March 19. Team members also starred in social media trends to promote HSQSME.



**HIDDEN
BRAIN**

Hidden Brain came to Maine in April. Host and creator Shankar Vedantam shared seven key insights from the first decade of Hidden Brain. This evening of science and storytelling gave Maine fans a chance to share thoughts and ideas with Shankar and fellow fans of the show!





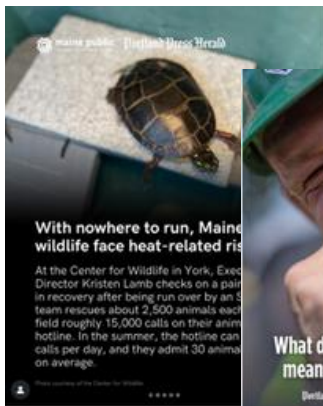
TRUSTED *Trusted*

Since January, Maine Public News has been providing ongoing coverage of ICE activities and sharing it with national and international partners like NPR, Here and Now, and the BBC.

This year, several news staff participated in a training on covering Opioid Settlement monies in Maine. We helped convene reporters from the Portland Press Herald, Bangor Daily News, and Maine Monitor in Augusta with the training provided by “Reporting on Addiction.”



The news team traveled around the state on the “Issues and Ale” and “Issues and Conversation” listening tour in conjunction with the Portland Press Herald. We took reporters to eight different venues around the state and engaged with audience members about what community issues are important to them, what they thought about what was happening in the world, and to get insight into local happenings. The two-panel talks at local libraries allowed reporters to discuss and answer questions about the state of news today.



A collaboration with the Portland Press Herald on a series about the impact of heat in Maine was launched. This project saw our Climate Desk reporters Peter McGuire, Molly Enking, and Patty Wight working together with Penny Overton. Building off our Frontline PBS collaboration, we continued co-publishing across each other’s respective websites, sharing reporting and sources, social media explorations, a Maine Calling episode, and prominent space in our planet maine climate newsletter.

Maine Public is working with the Maine Legislature on a proposal to localize the Emergency Alert System (EAS) across the state to enhance public safety. Localization will allow us to announce emergencies in specific areas, rather than across the state. For example, if there is a hailstorm in Aroostook County, we can alert listeners in just the affected area, rather than across the whole state.



TRUSTED



Our election series, “Your Vote 2025” examined our two main referendum issues on the red flag law and absentee voting changes. Our Political Pulse team executed a series of well-received explainer videos, write-ups, and radio pieces. Social Media helped us boost the coverage. Maine Calling also contributed to this effort.

“Your Vote 2026” kicked off with Maine Public hosting the primary election candidates in a series of debates and interviews, presented in partnership with the Portland Press Herald. For candidate profiles and news about the election, visit **Maine Public's elections resource** at mainepublic.org/yourvote.



This year, we expanded our suite of newsletters by launching a Storytelling newsletter, a Maine Public Kids Club newsletter, and Encore, a Maine Public Classical newsletter. **See our entire slate of newsletters and sign up for any that interest you to stay in the loop!**

On social media, we launched dedicated Classical profiles and expanded brand presence on Threads and TikTok.



Maine Public participated in a pilot project with the New England News Collaborative and NPR Visuals to increase vertical video production and cooperation between our teams. **Several co-published videos found substantial regional and national audiences:** Maine governor clashes with Trump, co-published with NPR, 783k views, 1.5k shares; New England’s innovative hot dog bun style, co-produced and co-published with WBUR, CT Public and NPR, 766k views, 10k shares; Evolution of the summer camp experience, co-published with Our New England, CT Public, WBUR, NEPM and NPR, 382k views, 1.2k shares; A social media video based on local and national reporting by Madi Smith about the expansion of the Shakers sect got major play from a boost in conjunction with NPR and has received over 1.5 million views!



THANK YOU!
Your generous support makes it happen!



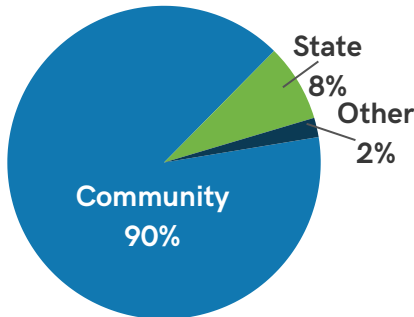
“From Kittery to Fort Kent, from our cities to our rural towns, Maine Public is here for everyone, and that’s because of you.”



65,408
supporter households

90%
of our budget is now community funded

Funding Sources



*All info as of 3/31/26

9,761
NEW supporters since July!

56%
of supporters are Evergreen Friend monthly givers



DONATE



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mainepublic.org/impact