



Real people. Real Maine.



BETWEEN THE PINES

A MAINE PODCAST

PROJECT OVERVIEW

Between the Pines: A Maine Podcast provides an exclusive look into the lives of everyday Mainers. Each episode will revolve around different careers, backgrounds, and communities that are central to different geographical points of Maine. This podcast aims to foster connection, understanding, and community engagement. The overall goal is to highlight social isolation, especially in cities outside of Portland, by giving listeners multi media platforms to hear local voices, relatable stories, local hangout spots/events, and feel more connected and engaged within their communities – whether that be in the work setting, public setting, or social setting.



OBJECTIVES

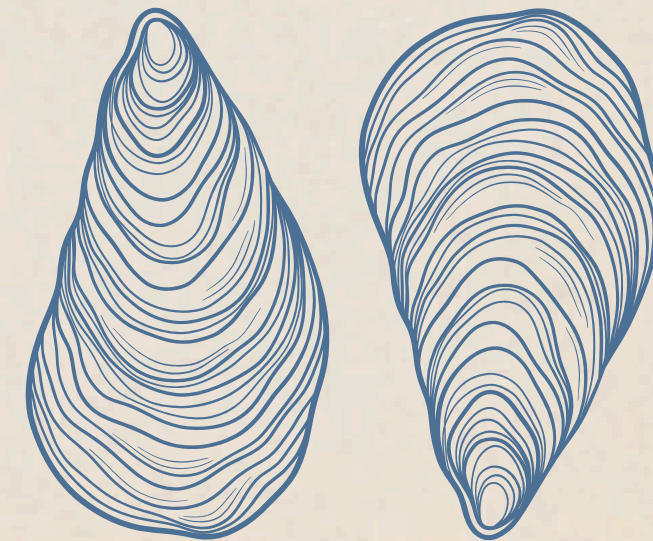
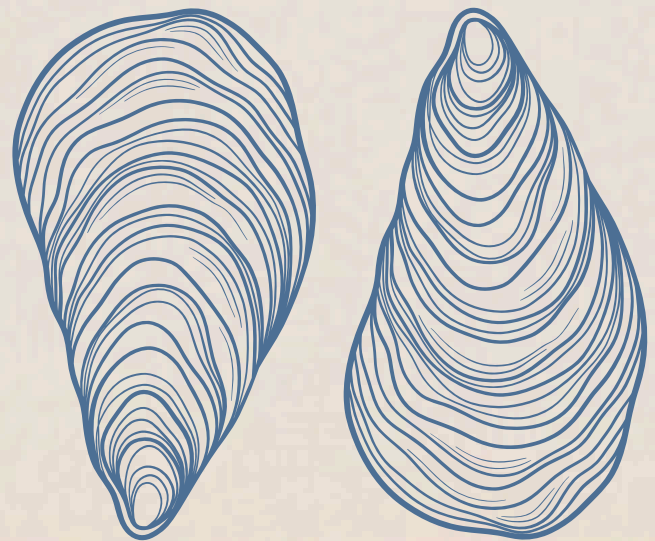
**build
awareness
others'
feelings,
strengthen
empathy**

**encourage in-person
community engagement
and decrease social
isolation**



**strengthen
community
bonds by
encouraging
shared
conversation
and emotion**

**provide a platform for
local voices that are
your everyday Mainer**



EPISODE BREAKDOWN

Episode One:

- The Oysterman (Damariscotta, ME)
 - Work setting tradition, corporate changes, change in coastal communities, places to de-stress, define community
- Sounds
 - Water waves, dock sounds (rope hitting, anchoring, etc.



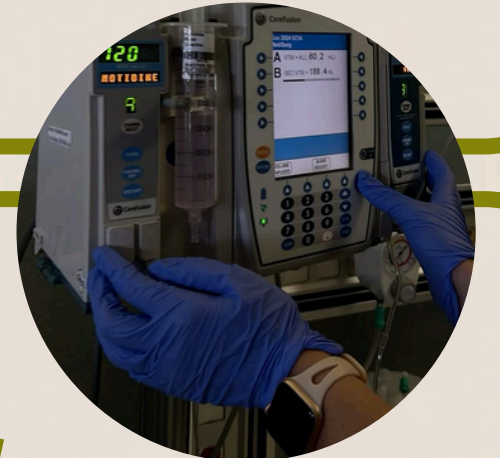
Episode Two:

- The Brewer (Sydney, ME)
 - Starting a new business, business trends, creativity, crafting, things they enjoy doing, define community
- Sounds
 - Clinking glasses, background chatter, music



Episode Three:

- The Nurse (Portland, ME)
 - Care, coworkers, burnout, desire to fit outside of work, stress of Maine healthcare system, community definition
- Sounds
 - Beeping monitors, breath exercises, keyboard typing



Episode Four:

- The Teacher (Falmouth, ME)
 - Education system shift, burnout, friendships, community definition and nurturing
- Sounds
 - School bells, white board markers, keyboard tapping



EPISODE BREAKDOWN

Episode Five:

- The Artist (Portland, ME)
 - Creative expression, preserving Maine's art history, influences, community shaping art
- Sounds
 - Brushes, pottery, carving, etc



Episode Seven:

- The Farmer (Old Town, ME)
 - Climate change, demand changes, free time vs work time, friendships, community
- Sounds
 - Tractor engine, wind, animal sounds



Episode Six:

- The Small Business Owner (Bar Harbor, ME)
 - Trends in economy, shifting trends in tourism, isolation, people's attitudes
- Sounds
 - Welcome door bells, cash drawer opening, people chattering



Episode Eight:

- The Park Ranger (Acadia, ME)
 - Tourism changes, nature conservation/protection, wildlife, community impact
- Sounds
 - Birds, footsteps, wildlife sounds, wind



PROJECT GOALS

- **Marketing/Publicity Manager**

- increase listeners through the first month
- build a strong social media presence and ensure that the multi media clips are shareable to increase engagement
- reach out to local businesses for cross-promotion (coffee shops, books shops, libraries, pubs, other store fronts that may be mentioned by podcast guests)

- **Production Manager**

- standardize sound design and ensure that audio is not only high quality but has key sounds included to portray the story of the guest
- ensure the editing and audio workflow run smoothly and consistently
- ensure that audio and tech maintains routine checkups before recording

- **Content Manager**

- ensure that the clips are high quality, visually engaging, and portray the diverse cast in a positive light
- maintain the authenticity of our guests with the final production and put inclusivity at the forefront
- create pithy titles that have a recurring theme for listeners and maintain in person setting for social media

- **User Goals**

- discover new voices, careers, and local businesses
- feel more connected with their community and confident to connect with their community
- rely on the podcast as a trusted source of uplifting, truthful, and reliable storytelling
- access episodes easily and engage with other social media platforms





GOAL SUMMARY

Editorial

- authentic storytelling, inclusivity

Business

- grow listeners, form partnerships

Marketing

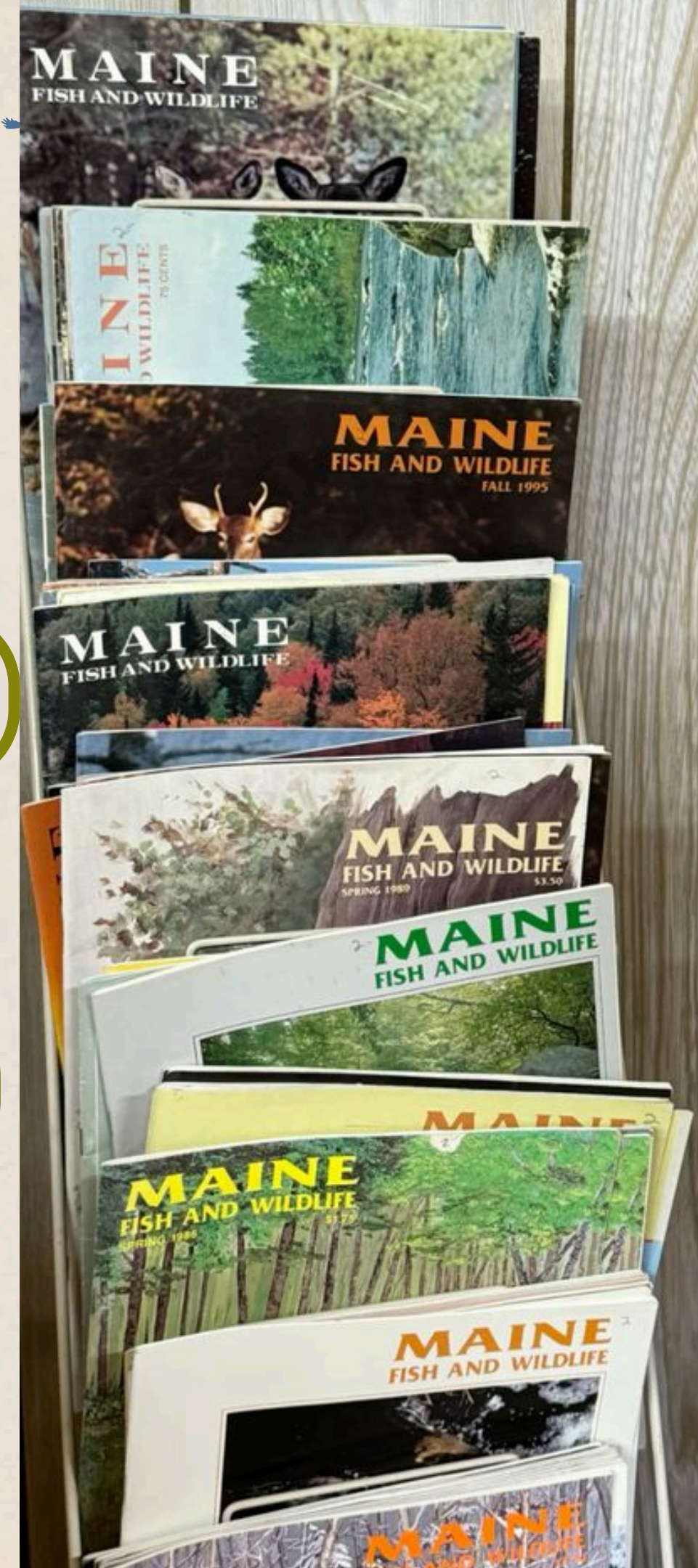
- continue to promote community, accessibility, growth in local pride

Technical

- punchy audio and editing workflow, user-friendly platforms, accessibility

Design/Creative

- clean, down to earth, comfortable, friendly

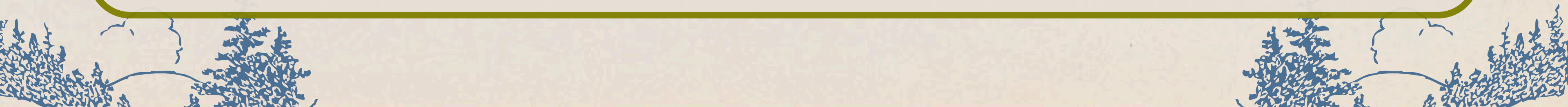




VALUE PROPOSITION

1 For Mainers seeking connection, inspiration, and community, this podcast provides real conversations with the people who shape the state – breaking isolation by bringing true local voices, hangout spots, and community events directly to listeners.

Main Use:

- 2**
- weekly listening habit (mornings, evenings, commutes)
 - connection for people feeling isolated or disconnected from their area
 - career opportunity or intrigue
 - discovery of local events/businesses
- 

BETWEEN THE PINES: A MAINE PODCAST

- COMMUNITY • CONVERSATION
- CONNECTION • BELONGING





BRAND STATEMENT

**A daily podcast connecting
Maine through real people and
real conversations –
celebrating emotions, careers,
hardships, and triumphs of
our neighbors.**

Tagline

- **Real People. Real Maine.**

MESSAGE HIERARCHY

Primary:

**"You're part of a larger Maine
community – even if you feel
alone."**

Secondary:

**"Discover the people who
bring Maine to life."**

AUDIENCE

Primary Audience:

People living in Maine, aged 18-40, everyday people especially those feeling disconnected, learning how to make friends, feeling socially isolated, craving local events, and seeking local identity (belonging).

Secondary Audience:

People living in Maine, aged 41-65, want to stay connected to the new generation of Maine, want to support local businesses and voices, long to be an integral part of the community, can feel the state changing and want to be involved.

"Most days I'm out on the water before the sunrise, hauling gear and oysters out of the water in order to feed my community. The work is demanding and often isolating, therefore I am always looking for ways to connect and ground back into the local community."

PERSONAS

PRIMARY



Name: Emma Richards
Age: 33
Gender: Female
Education: Aquaculture Certificate
Family Status: Single, living with roommates
Occupation: Oyster Farmer

Smartphone, tablet, car radio, & on Instagram, X, YouTube
Most time spent at work, on the water, in the woods, & interacts mostly with crew, high peaks of tourism, on social.
Interests in boating, breweries, local farmer's markets and is protective and sensible but has difficulties with climate change, low payment for physically demanding job, tourism pressure, and lack of visibility.
Wants to find local options/events in town & meet people outside of work

SECONDARY



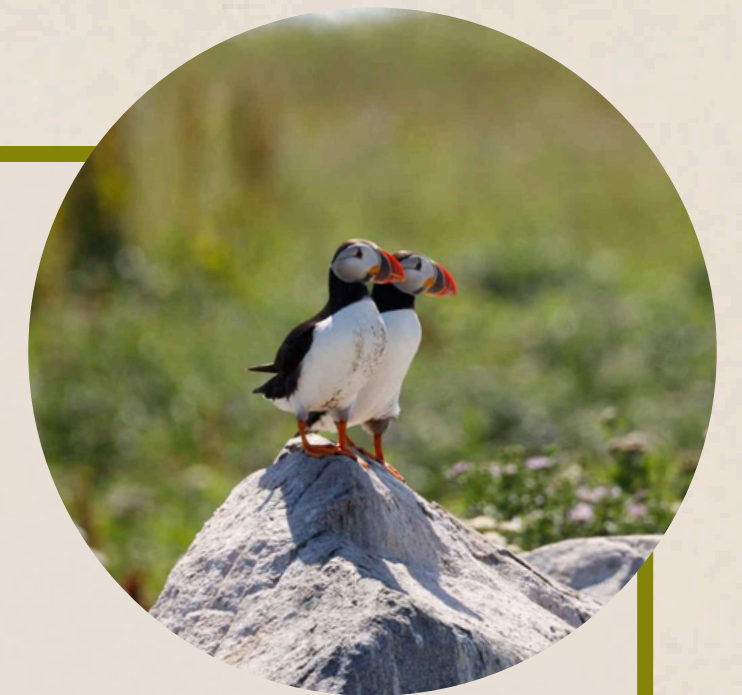
Name: Dave Jones
Age: 47
Gender: Male
Education: High School Diploma + Trade School
Family Status: Married, with two kids
Occupation: Construction Worker

Smartphone, laptop, truck radio, & on Facebook & YouTube
Most time spent at differing work sites, truck for commutes, home, and local restaurants & interacts mostly with crew, clients, and family
Interests in woodworking, local bars & news, kids & is normally relaxed and down to earth, curious but has difficulties with staying up to date with the younger generation/connection
Wants to learn more to ensure his kids understand the community options they have around them and strengthen those bonds

"Most days I'm too busy to listen to podcasts or take time for myself to listen to them considering my family lifestyle. However, I hear the younger staff members talking about podcasts, social media, and YouTube, and how they feel disconnected from the locals. I feel out of the loop, but I see Maine changing and unsure how to help."



CHALLENGES WE AIM TO SOLVE:



- 1 **Social isolation in small town Maine and community.**
- 2 **Limited visibility for everyday people and their stories.**
- 3 **Barriers to information on local careers, businesses, opportunities, events, and people.**
- 4 **Lack intergenerational, authentic, conversational storytelling to promote dialogue within community.**



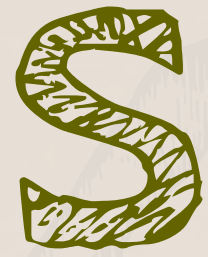
INTERNAL STAKEHOLDERS

- **Marketing/Publicity Manager**
- **Social Media Manager**
- **Audio/Production Team**
- **Content Manager**
- **Editorial Lead/Host**

COMPETITORS

- **Keep it Local Maine Podcast**
- **The Maine Conversation**
- **The Maine-ifesto Podcast**
- **Downeast Magazine**
- **Maine for Keeps Podcast**



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- **Unique Personal Angle:** focus on a younger audience in Maine's whole state
- **Storytelling Focus:** idea of a laid back podcast could be more intriguing compared to the interview style podcast
- **Relevance to Younger Community:** a growing pain that is being addressed for the age demographic of Maine
- **Visual and Audio:** will have a featured podcast link to Instagram to accompany podcast episodes

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- **Niche Geographic Location:** having a podcast about Maine may limit listeners
- **Resources and Time:** having a dual digital modality could be time consuming: ensure we keep momentum
- **Marketing:** need strong marketing campaigns to get our intended audience to find us and stick with us
- **Guests:** finding people who are willing to be audio and video recorded

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- **Multi-media Engagement:** could be the only podcast dual-wielding in both audio and video on multiple social platforms
- **Eager Audience:** younger generation is yearning for this understanding of community
- **Untapped Geographic Location:** tops comps only focus on Southern Maine, but my focus will be farther up in Maine
- **Possibility for Partnership:** local small businesses in Maine could partner and potentially do cafe candid conversations that would be mutually beneficial

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- **Overcrowded Podcasts:** there are thousands of podcasts, so we need to make sure that ours is different
- **Maintaining Momentum:** staying up to date and keeping audio AND visual alive at the same time
- **TikTok:** younger generation on may just search on TikTok places to visit in Maine
- **Competition:** some of the comps have huge sponsors which can impact editorial and funding



MARKETING STRATEGY

- 2-4 weekly social media clips (video of podcast, clip of hangout spot, quote from the guest, etc.)
- community corkboard fliers (BIG in Maine) with QR codes for podcast site
- Facebook Listener Group
- Eventual local partnerships with businesses (hosting live interviews or trivia events, etc.)
- SEO Optimization, ensuring specific keywords are highlighted in podcasts and social media posts



MINIMAL VIABLE PRODUCT (MVP)

- First five episodes recorded and fully edited/produced, ready to go live weekly, with three more guests already up with scheduled podcast recordings
- Social media branding across platforms to be concrete and an intro "about us" post drafted and ready to go
 - along with the about us, I want the video clips, quotes, or business clips also edited and ready to be posted for the first 5 videos as well
- Guest submission form links ready to go by the time the first episode launches, included in the bio of all social media platforms and the podcast
- Have a memorable intro and outro tune to use as an identifying marker for our brand, all supplemental sounds to be ready as well
- A home base and design set up and established pre-recording



PILOT EPISODE

"GRIT, PEARLS, AND COLD HANDS: MAINE OYSTER
FARMING COMMUNITY"

