



Volunteer Maine media outreach report: April 2022

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130 'dear hearts' recognized by state for their efforts

By JANE CARPENTER, News Contributor - Fri 04/29/2022 - 3:10pm

On Monday, April 25, Gov. Janet Mills recognized the 130 volunteers of St. Andrew's Auxiliary as the 2022 Outstanding Volunteer Program for 2022. The Governor's Service Award was given in a 30-minute YouTube presentation during which Mills lauded the volunteers for their efforts, including the funds raised which support nursing scholarships and help address Maine's nursing shortage.

Mills congratulated the volunteer organization, saying "Thank you for all that you do. You helped save lives and reduce illness throughout Coastal County. In addition to services by Mills, the award program included a brief video narrated by Dan Zaplet, her husband. Dan testified that he hadn't seen any organization in the area with an award," she remarked. St. Andrew's Auxiliary has a long history of support and was needed to accompany the nomination and award were provided by Cindy Wade and Scott Kennedy of Boothbay Harbor.

The nomination application and letters of support were submitted in time to meet the March deadline. When the organization first nominates four from Volunteer Maine, Zaplet led the Auxiliary's board of directors to "put it on the back burner." The members were notified of the award by word of mouth. "There is no monetary award," she said. "But this helps our goal to communicate what we do."

As she explained, the 70-year-old Booth Bay is one of the groups that has volunteered for the past several years. The group has been instrumental in helping school, improving medical facilities, providing

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What's On Tonight?

7:00 PM Family Feud

8:00 PM The Resident

9:00 PM Name That Tune

10:00 PM Fox 22 News At 10

11:00 PM Chicago Fire

7:00 PM Wheel Of Fortune

Gov. Janet T. Mills recognizes volunteers in the state

Monday, April 25, 2022 2:28

Written by Stephanie Wittenbach

STATEWIDE — Governor Mills recognized Mainers who volunteer their time to help others in the state.

On Monday she held the 36th Annual Governor's Awards for Service and Volunteerism. Four awards were given out in total.

Charlie Austin of Brunswick was recognized as the Young Maine Volunteer of the Year for volunteering with the Special Olympics. Maine Volunteer of the Year was given to Charlie Fritzele of Brunswick for more than 50 years with the Independent Association, which has supported hundreds of adults and children struggling with disabilities.

The Times Record

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Video: Brunswick residents among volunteers recognized by Maine governor

By Stephanie Wittenbach, News Contributor - Fri 04/29/2022 - 1:10pm

Gov. Janet T. Mills and Volunteer Maine, the state service commission, celebrated Monday evening 165 volunteers who have served communities across the state during a year that highlighted the recovery of the COVID-19 pandemic.

Among those honored was Karen Cunningham of Wintport, who logged 2,160 hours of volunteer work.

Charles Fritzele of Brunswick was named 2022 Maine Volunteer of the Year during the 36th annual Governor's Awards for Service and Volunteerism recognition ceremony, held virtually April 25. Fritzele has spent the last 30 years involved with various organizations around his community, including serving on the board for Independence Association for the last 23 years, serving on the board for Mid Coast Parkview Health, and sitting on the planning board for 10 years for the town of Brunswick.

Charlie Austin of South Portland, 16, was named Young Maine Volunteer of the Year. Told in 2018 that he would not be able to compete in competitive sports because of a heart condition, he turned to volunteering with Maine Special Olympics for the last four years in different

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Gov. Janet T. Mills and Volunteer Maine celebrate the 36th Annual Governor's Awards for Service and Volunteerism

CELEBRATE MAINE VOLUNTEER CEREMONY APRIL 25!

Awards for individuals and teams

Awards for organizations

Volunteer Roll of Honor

Volunteer Roll of Honor

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YouTube

Volunteer Maine

REPUBLICAN JOURNAL

From The Newspaper

Wintport woman honored for volunteer work

Gov. Janet T. Mills and Volunteer Maine, the state service commission, celebrated Monday evening 165 volunteers who have served communities across the state during a year that highlighted the recovery of the COVID-19 pandemic.

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Brunswick residents among volunteers recognized by Mills

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Maine's outstanding volunteers recognized by Gov. Mills during 36th annual ceremony, on Roll of Honor

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Contents

Summary	4
Coverage: 2022 Governor's Awards for Ser...	6

Summary



11

Pieces of Coverage

Total number of online, offline and social clips in this book



12.6K

Estimated Views

Prediction of lifetime views of coverage, based on audience reach & engagement rate on social



4.11M

Audience

Combined total of publication-wide audience figures for all outlets featuring coverage



57

Engagements

Combined total of likes, comments and shares on social media platforms



55

Avg. Domain Authority

A 0-100 measure of the authority of the site coverage appears on.
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Coverage: 2022 Governor's Awards for Service and Volunteerism

11 pieces of coverage



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84

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1.85M

Unique Visits

April 26, 2022 • ONLINE

Video: Brunswick residents among volunteers recognized by Maine...

pressherald.com/2022/04/26/video-brun...

Estimated Views

3.84K

Estimated views calculated based on audience size and social engagement

Engagements

1

Total number of social engagements

Video: Brunswick residents among volunteers recognized by Maine governor

THE TIMES RECORD

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36th Governor's Awards for Service and Volunteerism
CELEBRATE MAINE VOLUNTEERS!
2022 Governor's Awards for Service and Volunteerism

VIRTUAL CEREMONY APRIL 25!

- Competitive awards for individuals and teams
- Competitive awards for organizations
- Maine Adult Volunteer Roll of Honor
- Maine Youth Volunteer Roll of Honor

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Watch on

Gov. Janet T. Mills and Volunteer Maine, the state service commission, celebrated Monday evening 165 volunteers who have served communities across the state during a year that highlighted the recovery of the COVID-19 pandemic.

Charles Frizzle, of Brunswick, was named 2022 Maine Volunteer of the Year during the 36th annual Governor's Awards for Service and Volunteerism recognition ceremony, held virtually.

"It is my distinct honor to accept from the Maine Commission for Community Service, their award for Maine Volunteer of the year," said Frizzle. "I've worked with these various organization over the last 25 to 30 years, and it's my sincere hope that I'll be able to continue working with them well into the future."

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Tue, May 03 @12:00am



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Monday, April 25, 2022 22:28

Governor Mills recognizes volunteers in the state

Written by [Stephanie Wittenbach](#)



STATEWIDE — Governor Mills recognized Mainers who volunteer their time to help others in the state.

On Monday she held the 36th Annual Governor's Awards for Service and Volunteerism. Four awards were given out in total.

Charlie Austin of Brunswick was recognized as the Young Maine Volunteer of the Year for volunteering with the Special Olympics. Maine Volunteer of the Year was given to Charlie Frizzle of Brunswick for more than 50 years with the Independent Association, which has supported hundreds of adults and children struggling with disabilities.

The Outstanding Volunteer Team went to Great Bay Services for their work with Toys for Tots in Sanford. Lastly, the Outstanding Volunteer Program went to St. Andrew's Auxiliary in West Boothbay Harbor for assisting students in the area with scholarships to achieve success as a



What's On Tonight?

Fox Bangor 	
7:00 PM	Family Feud
8:00 PM	The Resident
9:00 PM	Name That Tune
10:00 PM	Fox 22 News At 10
11:00 PM	Chicago Fire


WVII


7:00 PM	Wheel Of Fortune
7:30 PM	Jeopardy!
8:00 PM	Holey Moley

April 25, 2022 • ONLINE

Governor Mills recognizes volunteers in the state

foxbangor.com/news/item/gov-mills-reco...

Estimated Views **1.27K** 
Estimated views calculated based on audience size and social engagement

Engagements **38** 
Total number of social engagements



Winterport woman honored for volunteer work

waldo.villagesoup.com/2022/04/25/winte...

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REPUBLICAN JOURNAL

From The Newspaper

COMMUNITY HAPPENINGS Posted April 25 | Updated April 25 INCREASE FONT SIZE

Winterport woman honored for volunteer work

Gov. Janet T. Mills and Volunteer Maine, the state service commission, celebrated Monday evening 165 volunteers who have served communities across the state during a year that highlighted the recovery of the COVID-19 pandemic.

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AUGUSTA — Gov. Janet T. Mills and Volunteer Maine, the state service commission, celebrated Monday evening 165 volunteers who have served communities across the state during a year that highlighted the recovery of the COVID-19 pandemic.

Among those honored was Karen Cunningham of Winterport, who logged 2,160 hours of volunteer work.

Charles Frizzle of Brunswick was named 2022 Maine Volunteer of the Year during the 36th annual Governor's Awards for Service and Volunteerism recognition ceremony, held virtually April 25. Frizzle has spent the last 30 years involved with various organizations around his community, including serving on the board for Independence Association for the last 23 years, serving on the board for Mid Coast-Parkview Health, and sitting on the planning board for 10 years for the town of Brunswick.

Charlie Austin of South Portland, 16, was named Young Maine Volunteer of the Year. Told in 2018 that he would not be able to compete in competitive sports because of a heart condition, he turned to volunteering with Maine Special Olympics for the last four years in different capacities, including assistant coach, statistician and partnering with athletes with intellectual disabilities.

For a list of adult winners around the state, visit volunteermaine.gov. Young volunteer winners

Estimated Views **406**

Estimated views calculated based on audience size and social engagement

Engagements **0**

Total number of social engagements



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May 02, 2022 • ONLINE

130 'dear hearts' recognized by state for their efforts

boothbayregister.com/article/130-dear-he...

Estimated Views

598

Estimated views calculated based on audience size and social engagement

Engagements

11

Total number of social engagements



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130 'dear hearts' recognized by state for their efforts

By JANE CARPENTER, News Contributor - Fri, 04/29/2022 - 3:15pm



On Monday, April 25, Gov. Janet Mills recognized the 130 volunteers of St. Andrews Auxiliary as the state's Outstanding Volunteer Program for 2022. The Governor's Service Award was given in a 30-minute YouTube presentation during which Mills lauded the volunteers for their efforts, including the funds raised which support nursing scholarships and help address Maine's nursing shortage.

Mills congratulated the volunteer organization, saying "Thank you for all that you do. You helped save lives and reduce illness throughout Lincoln County." In addition to comments by Mills, the award program included a brief video narrated by Dan Zajdel.

Laura Zajdel, auxiliary president, explained that every year there has been an application process but the organization "Never applied for anything."

Her husband, Dan "noticed that he hadn't seen any organization in the area win an award," so he nominated St. Andrews Auxiliary. Two letters of support were needed to accompany the nomination and these were provided by Cindy Wade and Scott Kennedy of LincolnHealth.

The nomination application and letters of support were submitted in time to meet the March deadline. When the organization didn't immediately hear from Volunteer Maine, Zajdel told the Auxiliary's board of directors to "Put it on the back burner." The members were notified of the award the week of April 8 in an email from Volunteer Maine.

"There is no monetary award," she said. "But this helps our goal to communicate what we do."

As she explained, the 70-year-old thrift shop is one of the group's efforts but the volunteer hours also help fund scholarships to nursing school, improving medical facilities, providing specialized medical equipment for patients and, in 2021, helping with the local vaccination program.

"Every organization was thrown into 'How do we do this creatively during a pandemic?'"



Carole McCarthy, left, thrift shop manager, and Laura Zajdel, president of St. Andrews Auxiliary. JANE CARPENTER/Boothbay Register



From left, thrift shop volunteers Laura Honey, Karen Sutton, Irene Gerny and Betty Shaw with a shopping cart full of clothing. JANE CARPENTER/Boothbay Register

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86

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1.97M

Unique Visits

April 26, 2022 • ONLINE

Maine's outstanding volunteers recognized by Gov. Mills during 36th...

bangordailynews.com/2022/04/26/bdn-...

The screenshot shows the Bangor Daily News website interface. At the top, the BDN logo and 'BANGOR DAILY NEWS' are displayed. A navigation menu includes News, Sports, Politics, Regions, Maine Life, Business, Opinion, Archives, and a Search icon. Below the menu, there are links for 'DON'T MISS', 'Susan Collins', 'Ticks', 'Richard Desjardins', 'Coronavirus', 'Weather', and 'Maine Gas Prices'. The main article title is 'Maine's outstanding volunteers recognized by Gov. Mills during 36th annual ceremony, on Roll of Honor'. The byline reads 'by BDN Community' and 'April 26, 2022'. Social media sharing icons for Twitter, Facebook, LinkedIn, Print, and Email are visible. The article text begins with 'AUGUSTA — Gov. Janet T. Mills and Volunteer Maine, the state service commission, celebrated Monday evening 165 volunteers who have served communities across the state.' A 'MOST READ' section is partially visible at the bottom.

Estimated Views

3.97K ✓

Estimated views calculated based on audience size and social engagement

Engagements

0 ✓

Total number of social engagements



Great Bay Services Member Volunteers Win Governor’s Service Award – Sanford...

sanfordspringvalenews.com/great-bay-se...

Sanford Springvale News

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Great Bay Services Member Volunteers Win Governor’s Service Award

2 weeks ago



Volunteers from Great Bay Services delivering Meals on Wheels.

Great Bay Services member volunteers have been selected to receive the Governor’s Service Award for Outstanding Volunteer Team. This is an outstanding honor for over 30 individuals who participate in the GBS Community Support Program and volunteer hundreds of hours in the community.

This honor also highlights the volunteer program offered at the GBS Community Support Program. The GBS Volunteer Program actively works to create, organize, and facilitate volunteer experiences in the community for its members. GBS members volunteer in multiple volunteer sites in the Sanford region including Meals on Wheels, York County Shelter Food Pantry, Curtis Lake Church Food Pantry, Toys for Tots, Acton Food Pantry and Moon Run Farm.

The ceremony in which GBS volunteers and others from across the state of Maine will be honored will be held April 25th at 6:00 p.m. It is expected that Governor

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Upcoming Events

- MAY 4:00 pm **3 Sanford Elks Bingo**
- MAY 6:00 pm **3 City Council Meeting**
- MAY 6:00 pm - 7:00 pm **3 National Technical Honor Society Induction**
- MAY 2:00 pm - 4:00 pm **4 York County Regional Virtual Hiring Event**
- MAY 4:30 pm **4 York County Commissioners Meeting**

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Estimated Views

991

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Engagements

0

Total number of social engagements



volunteermaine.gov

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325 Unique Visits

April 25, 2022 • ONLINE

Maine's outstanding volunteers recognized by Governor Mills during 36t...

volunteermaine.gov/media/news/36-gov...

The screenshot shows the top navigation bar of the Volunteer Maine website with the logo and menu items like Home, Serve in Maine, Volunteer Leaders, The Commission, Grants, Emergency Response, Events & Awards, and About. Below the navigation is the breadcrumb trail: Home → Media → What's New → Maine's outstanding volunteers recognized by Governor Mills during 36th annual ceremony, on Roll of Honor. The main heading of the article is "Maine's outstanding volunteers recognized by Governor Mills during 36th annual ceremony, on Roll of Honor" dated April 25, 2022, by Kelsey Preecs. The article text describes the recognition of 165 volunteers by Governor Janet T. Mills and includes quotes from Charles Frizzle and Charlie Austin. At the bottom, there are two red buttons: "View competitive category award winners" and "Access Adult Roll of Honor".

Estimated Views **1.23K**

Estimated views calculated based on audience size and social engagement

Engagements **0**

Total number of social engagements



Volunteer Maine

Volunteer Maine, the state service commission, builds capacity and sustainability in Maine's volunteer and service communities by funding programs, developing...

28

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April 20, 2022 • YOUTUBE

Live stream stats YouTube: 36th Governor's Awards for Service and Volunteerism

youtube.com/watch?v=hvzPmmojpnE

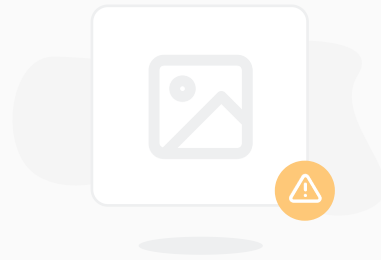


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Views

89

Number of views

Engagements

4

Total number of social engagements



Volunteer Maine

Volunteer Maine, the state service commission, builds capacity and sustainability in Maine's volunteer and service communities by funding programs, developing...

28

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April 25, 2022 • YOUTUBE

YouTube replay: 36th Governor's Awards for Service and Volunteerism

youtube.com/watch?v=cLH12SEDx-E

36th Governor's Awards for Service an...
CELEBRATE MAINE VOLUNTEERS!
 2022 Governor's Awards for Service and Volunteerism

**VIRTUAL CEREMONY
 APRIL 25!**

- Competitive awards for individuals and teams
- Competitive awards for organizations
- Maine Adult Volunteer Roll of Honor
- Maine Youth Volunteer Roll of Honor

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Watch on YouTube

Volunteer Maine
 Maine Commission for Community Service

Views

26

Number of views

Engagements

N/A

Total number of social engagements



Volunteer Maine

3.96K
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April 25, 2022 • FACEBOOK

Facebook live stream stats: 36th Governor's Awards for Service and Volunteerism

facebook.com/VolunteerMaine/videos/36...

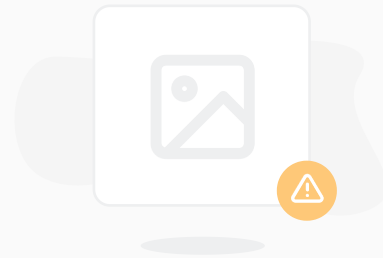


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Estimated Views **198**

Estimated views of this post on Facebook

Engagements **3**

Total number of social engagements