*This document summarizes the results of the NEST Safe Beaches and Shellfish Project Media Analysis and the media analysis performed for the Department of Marine Resources. Media data (n = 1, 056 articles) were analyzed for article frames and expertise.*
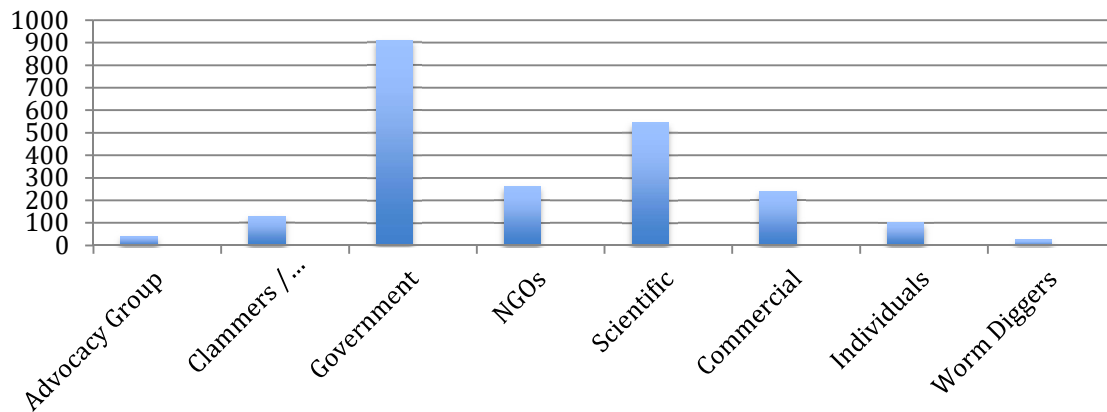
MEDIA ANALYSIS – COMPLETE SET

Data Summary

Publication	Number of Articles 2003-2013 (random sample)	Number of Articles 2013-2014	Total
Bangor Daily News	615	43	658
Portland Press Herald	235	111	346
Concord Monitor	27	3	30
Union Leader	6	16	22
Totals	883	173	**1, 056**

Media Framing
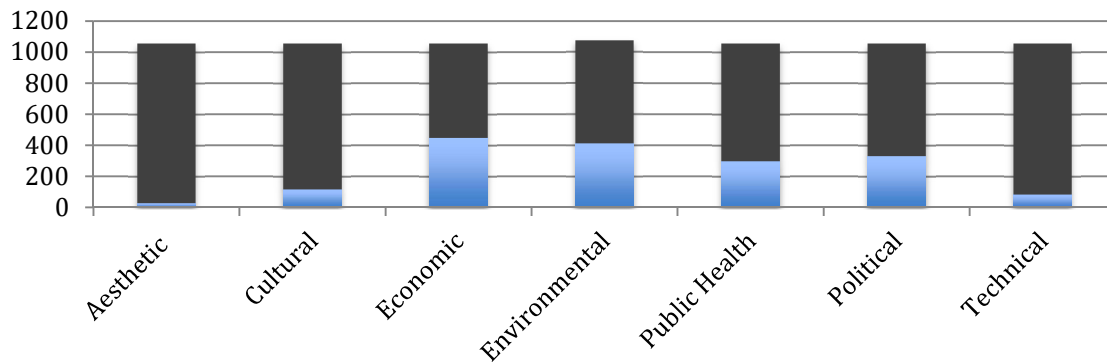
### *Expert Sources - Number of times Cited Across all Articles*

MEDIA ANALYSIS – DMR

Articles that mentioned the Department of Marine Resources were pulled for additional analysis (n = 183). DMR articles were analyzed for: word count (total article count vs. DMR citation word count), the location/region being reported, DMR image, and article frame. Results are summarized below.
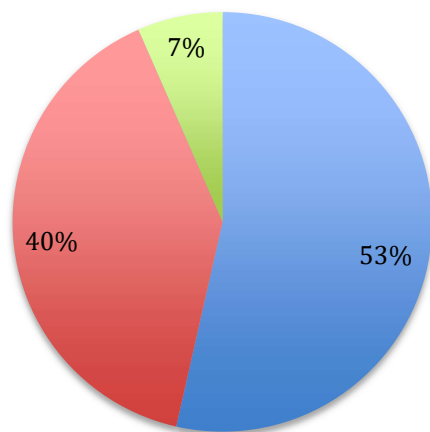
Word Count

Average article word count: 669
Average DMR citation word count per article: 78
Ratio of average article word count vs. DMR citations: 12%

Region Discussed
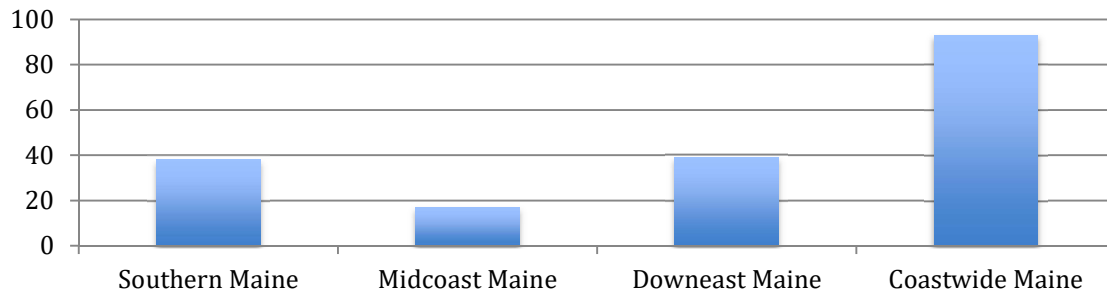
DMR Image

Regulator = DMR as a regulatory agency / decision-maker

Expert = DMR as a source of knowledge / expertise surrounding shellfish

Helper = DMR as an advocate for Maine citizens

Article Framing

There were five frames that emerged within the analyzed DMR articles: economic, environmental, public health, political, and cultural. Each frame is defined below.

1. Economic – monetary values
2. Environmental – ecosystem health and sustainability, pollution
3. Public Health and Safety – risk of illness / infection
4. Political – regulatory issues, partisan disagreements
5. Cultural – *ways of life* and cultural development