2011 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"Our family relies on MPBN for its thoughtful mix of information, arts and cultural programming."

- Rodney, Mary and Walter Lake

Every day, the Maine Public Broadcasting Network connects the people of Maine to each other and to the world through the open exchange of information, ideas and cultural content. As Maine's premier, independent media resource, we create exceptional opportunities for the communities we serve to engage with critical issues, compelling stories and quality. entertainment.

LOCAL VALUE

Maine Public Broadcasting Network has made a distinct difference in our community by focusing on issues most important to our fellow Mainers and bordering neighbors.

We are known for our consistent quality of public affairs, cultural and entertainment programming.

We have an open exchange with our community including through on-line services.

We are the sole provider of state wide broadcast coverage in a vast, rural state.

2011 KEY SERVICES

In 2011, Maine Public Broadcasting Network served our community on the air, on-line and much more by providing these key local services:

Top- notch public affairs and election coverage

Social media dialog and on-line information that create opportunities for ideas to be exchanged and communities to be connected.

Environmental and Science programming.

Health and Community building programming

LOCAL IMPACT

The impact of Maine Public Broadcasting Network's local services are deeply felt though out the entire state of Maine, portions of New Hampshire and Massachusetts and most recently parts of the Canadian Maritimes.

"When I moved to Maine, MPBN was one of the only stations I could get to come in up here and I loved it!" Jerry Sass, North Anson, Maine

"It's friends that make your life! MPBN adds color, texture and depth to mine." Elsie Pike Viles, Augusta, Maine

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IN THE COMMUNITY

The Maine Public Broadcasting Network – What we value

MPBN is here to inform, inspire and delight our community.

Civic Engagement – We view our responsibility to promote awareness and participation in the democratic processes supremely important. We actively seek to make workings of government and the public conversation as accessible as possible.

Creativity – We recognize the critical role that creativity plays in our organization's life, as well as the broader world. We support and nurture the kind of risk-taking and innovation that are hallmarks of a creative environment.

Ethical Standards – We maintain an unwavering commitment to fairness, transparency, tolerance, diversity, and accountability in everything we do.

Life Long Learning – We believe in the power of knowledge to transform lives and promote greater understanding. We endeavor to maximize the opportunities available to the public to participate in a culture of learning throughout their lives.

Public Service – We take our role as stewards of the public trust very seriously. We strive to build value in the communities we serve through initiatives and programming that have the public interest at heart.

Our initiatives—

"At the blink of an eye, we can communicate with every individual in the state of Maine."
Gil Maxwell, MPBN Senior V.P., CTO

News and Public Affairs

At MPBN we feel that a well informed citizenry makes for a strong state.

Maine Watch with Jennifer Rooks is our flagship television public affairs show that has served the state for over 20 years. Maine's only televised state wide public affairs program airs weekly on MPBN television, radio and on-line. Past shows are also archived and accessible 24 hours a day, year round through our on-line services.

Your Vote 2011 Complete coverage of major statewide races and issues, our election coverage provides Maine people with access to in-depth information that will allow them to make an informed choice of election day.

Capitol Connection: Insights from the State House

An on-line service directed by MPBN's State House Bureau Chief, AJ Higgins a veteran of Maine news reporting and happenings in the State House. This service is coordinated with our social media efforts so that dialog is a two-way flow.

Conversations with Maine

Dynamic individuals and community leaders share their insights and concerns in a series of in-depth interviews.

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IN THE COMMUNITY

The Voice of our Community--
At MPBN we feel it's important to put the 'public' in Public Media.

MPBN Community Films-
Every week, this series presents a diverse offering of independently produced films that showcase stories and information that showcase regional people, places and topics. By embracing the local independent film community MPBN Is able to offer much more to our audiences by providing other voices and coverage of important topics, that may have never have been seen otherwise by our audience.

Community Calendar-
Is a statewide on-line service that allows organizations of all sizes and areas to list their public events – from lectures to workshops to concerts to classes. There are hundreds of listings consistently on this site and promoted extensively, helping to ensure its success in connecting those who are searching for community events and with those offering them.

High School Basketball Tournament-
Live coverage of Girls and Boys High School Basketball Tournament is provided through a partnership with the Maine's Principals Association. The goal of high school basketball coverage is to provide a showcase for the young athletes who compete in the most popular sport in the state. To give fans, who cannot attend games, the opportunity to see their relatives and friends compete in a positive environment.

The Reach of New Media-
MPBN embraces the power of the digital age and enjoys the engagement of our audience with our web-based platforms. From social networking through platforms like Facebook and Twitter to streaming live video of cultural programming from our radio studio, we create a two-way exchange with our audience.

Statewide Emergency Alerts
MPBN makes its statewide system available to federal and state authorities in the event of an emergency that requires rapid notification of the state's population.

Science/Environmental and Health Issues-
MPBN takes on issues and shows the significance in our own backyard.

Sustainable Maine-
Collaborating with Maine EPSCoR and Maine's Sustainability Solutions Initiative or SSI, "Sustainable Maine" is an ongoing series of documentaries highlighting the work of SSI researchers and stakeholders as they come together to take on tough issues.

Making our Way: Autism
This hour long documentary was produced by MPBN that seeks to demystify autism, which is diagnosed in about one in every 110 children in America.

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IN THE COMMUNITY

On the Ground Community Engagement
MPBN is committed being a first hand presence in our community.

Town Meetings- MPBN leadership travels the state to engage our audience in open dialog about our services. In 2011, MPBN traveled every 3 months to a different community in our state to hear feedback on all our services in an effort to better serve our audiences.

The Community Advisory Board-
MPBN has a Community Advisory Board which advises MPBN with respect to whether the programming and public service aspects of MPBN are meeting the specialized educational and cultural needs of the communities served.

Audience Services-
MPBN knows how important it is to talk to real person on the other side of a phone and to receive a quick and individualized reply to any question about programming, our on-line efforts or technical needs. It also assists MPBN in better understanding how to better serve our audiences.

Great TV Auction-
For well over 20 years, MPBN has held it's annual auction, a 10 day fund-raising and community building event. Over the years, thousands of businesses in the community have donated items to MPBN's Great TV Auction, while statewide community volunteers have joined our staff in making this MPBN produced programming possible.

Experience Magazine-
A monthly magazine to keep our audience informed of program schedules, background information, initiatives in the community and MPBN events and personalities.

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Maine Watch with Jennifer Rooks



Each week, critical issues and lively discussions are the norm on Maine's only statewide public affairs program.

This important program reaches our entire audience and for some may be their only broadcast connection to these issues. The companion website which includes streaming video of the program has been requested for use in classrooms and discussion forums.

Sustainable Maine



Partnering with Maine EPSCoR and higher education institutions throughout the state, this series examines cutting edge science being developed through Maine's Sustainability Solutions Initiative or SSI. More programming is underway exploring this important, multifaceted issue of life in Maine.

Making our Way: Autism



This one hour documentary was produced by MPBN's Dan Lambert. This program focuses on the broad spectrum of experiences of people who suffer from Autism and how many with the disorder have overcome the associated difficulties.

This program and its companion website have touched many lives locally and nationally. It was the most-watched MPBN program online in 2011.

MPBN Community Films

We know our audience values hearing about local stories that are close to home. Without having the resources to put into our own original programming to satisfy the growing demand for this type of programming, we turned to the filmmakers in our state (and around the region) to partner with them and their trade organization the Maine Film and Video Association. The result is this dynamic regional series that provides stories of people, places and topics that matter to the people we serve. It has been a huge success for all that have been involved from the filmmakers who want their films to be broadcast, to MPBN, to our audience.



Reach in the Community:

This series was designed to be an eclectic mix of films on various topics. Some films find a bigger audience than others but all are tied to our region and seem to have an enthusiastic audience. We find there is often a buzz on our social media platforms about a particular film. Our viewers often call in to contact the filmmakers to see if they can purchase a copy of their program.

Filmmakers have come to know about the series from various outlets and have enjoyed the support that MPBN is giving their community. Anyone can submit a program for the series but each submission is reviewed and judged by a criteria. Many of these films would not have reached such a broad audience if it were not for this series. The Filmakers themselves also help reach out to their networks to help promote the series.

As we say at MPBN, “From our screening room to your living room” it’s like having a regional film festival brought to your home ever week.

Impact and Community Feedback:

One of many examples of the impact of this series is a film called, *There Is My Home: Somali Bantu Farmers of Lewiston, Maine*. It is the story of two Somali women who have moved to Maine and are looking to reconnect with their agricultural roots in an urban landscape.

Members of the neighboring community expressed to the MPBN Community Films Executive Producer, Laura Ozment Schenck that the film gave them an understanding about this community that they would not have had otherwise. Much of the dialog of the film is in the native Somali language and subtitled in English. That community hearing it’s own language

What our viewers had to say about MPBN Community Films.

Just watched “*Lobster By Maine.*” Loved it! Keep that kind of TV coming!

Nan Hadlock, Maine

Watched a great show about an artist tonight…Interested in getting this video to show my art classes…

Mr. Unrein, Maine

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Evaluating Outcomes, Measuring Impact



Photo: Mark Wellman

MPBN broadcasts reach an average of 185,000 viewers each week, in about 124,000 households. While the average audiences for television viewing have declined over recent years, MPBN has been able to slow and nearly stabilize our viewing.

Our most recent data shows MPBN's website reaches 53,000 unique visitors each month, utilizing 21,000 page views.

MPBN's television and dual membership numbers are strong; nearly holding steady for television alone and ahead of last year with the dual membership category.

MPBN engages our audience through television, radio, new media and in person. We consider ourselves partners with our community and are committed to bringing top notch information, cultural and educational content into their lives. We are and important and vital resource for the state of Maine.