2013 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"While MPBN is an integral part of our life as a couple, connecting us to Maine and the world, it also connects Mainers with each other and the world to Maine. As the only state-wide media, it's a key part of the consciousness of our state."

— Jim and Lynn Shaffer
Cape Elizabeth, Maine

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 news and public affairs, cultural and entertainment programming.

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

Through a new MPBN channel, we provide Mainers with direct access to their state government in action

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

2013 Scope of Work

In 2013, the Maine Public Broadcasting Network served our community on the air, on-line and digitally by providing these key local services:

Top- notch local and national news, public affairs and election coverage.

Quality lifelong learning through Science, environmental, history, drama, children's programming and the arts.

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

Robust schedule of LIVE screenings of important MPBN programming and PBS content.

LOCAL IMPACT

Serving significant audiences, the impact of Maine Public Broadcasting Network's local services are deeply felt throughout the entire state of Maine, portions of New Hampshire and Massachusetts and parts of the Canadian Maritimes.

Our local communities and arts organizations turn to MPBN for a wide range of support including raising awareness of and promoting their events and initiatives on radio, television, and the web as well as in print and through MPBN's social media assets.

2013 LOCAL CONTENT AND SERVICE REPORT

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 through our new channel, the *Maine Capitol Connection*, and by posting timely news and information on air and on our website.

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 and supports arts organizations across the state.

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 while engaging our listeners and viewers in the process.

Our initiatives:

News and Public Affairs:
At MPBN we feel that a well informed citizenry makes for a strong state.

Maine Things Considered is our flagship radio news program, airing each weeknight at 5:30, archived on-line, and generating reports for broadcast during our highly rated Morning Edition program. The program is designed to provide a local complement to NPR's *All Things Considered*, and feature a wide variety of reports from news events, to political issues to features and comprehensive weather.

The Maine Capitol Connection is a free over-the-air television channel devoted to providing public access to the political processes of the Maine State Legislature in Augusta allowing citizens across the diversity of Maine to engage and participate in the democratic process.

Your Vote 2013 Complete coverage of major statewide issues provides Maine people with access to in-depth information that fosters informed decisions.

Maine Calling. MPBN's new initiative on radio and online, *Maine Calling* introduces and discusses important, relevant and interesting events and issues now four times a week, and gives voice to the people of Maine and beyond through phone calls and social media.

Special Coverage and Breaking News. MPBN Radio frequently carries special events coverage from NPR news to satisfy the needs and desires of our listeners.

Insights from the State House. MPBN's State House Bureau Chief, AJ Higgins and Mal Leary, producer of the Maine Capitol Connection, are in Augusta covering and reporting news and information critical to Maine in conjunction with like efforts by MPBN's entire news team.

2013 LOCAL CONTENT AND SERVICE REPORT

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. Many films are shown for free across Maine at screenings coordinated by MPBN.

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.

Arts Community Support. MPBN partners with arts organizations across the state to draw attention to their performances and to engage MPBN's listeners and viewers through live in-studio performances, social media posts, and additionally on MPBN Radio, MPBN Television, and in print.

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 and Time Warner Cable. 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. MPBN utilizes multiple channels to make this happen.

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 audio and 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.

Topics Important to Each Maine Community -
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" was an ongoing series of documentaries highlighting the work of SSI researchers and stakeholders as they came together to take on tough issues.

A Matter of Duty. The hour long documentary, *A Matter of Duty*, provides background and insight into the story of the continuing war at home known as PTSD. This condition is not well understood here in Maine and it will have lasting implications for the entire state. It is a national epidemic and a story that, one way or another, affects all of us.

2013 LOCAL CONTENT AND SERVICE REPORT

IN THE COMMUNITY

On the Ground Community Engagement
MPBN is committed to being a strong presence in our community.

Community Events. Screenings of *A Matter of Duty*, *Sixteenth Maine at Gettysburg*, *Downton Abbey* and *Sherlock* and MPBN's presence at events like The Common Ground Fair and the Bangor Harvest Festival showed MPBN's commitment to the local community.

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.

Surveys. MPBN conducted surveys on the radio preferences of our audience and with the community and then the members of the Maine State Legislature on the importance and impact of the *Maine Capitol Connection* channel.

Audience Services. Through phone calls and emails, MPBN places great importance in having our audiences be able to communicate with a real person, and 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.

Experience Magazine. MPBN's monthly magazine keeps our audience informed of program schedules, background information, initiatives in the community and MPBN events and personalities with a circulation exceeding 12,000 readers.

MPBN's Maine Arts! This series offers performances and interviews that showcase Maine's diverse and active cultural life. Maine Arts! gives audiences a front row seat to outstanding musical and performance artists of varied genres at venues across the state.

2013 LOCAL CONTENT AND SERVICE REPORT

STORIES OF IMPACT

A MATTER OF DUTY
Film and screenings



The **Maine Public Broadcasting Network** tells the stories of Maine soldiers who were deployed to the wars in Iraq and Afghanistan, the Gulf War and the Vietnam War and returned home to face a new, relentless enemy: post-traumatic stress disorder. PTSD is a condition that is not well understood here in Maine and it will have lasting implications for the entire state. It is a national epidemic.

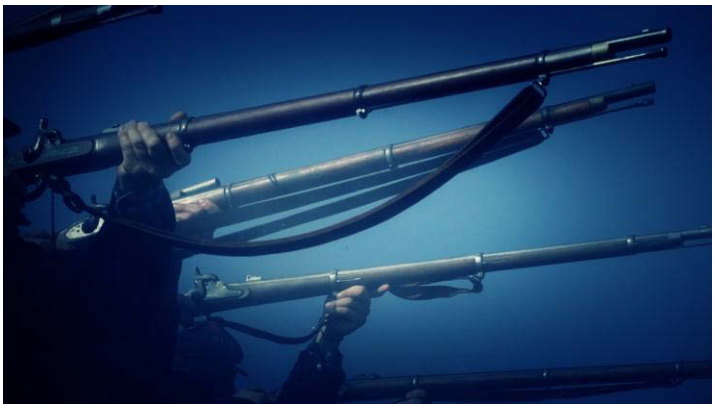
A Matter of Duty details Kennebec Sheriff Randy Liberty's personal battle with PTSD and several veterans in his charge at the Kennebec County Jail. Liberty's honesty about his own condition and his efforts to help other veterans vividly depicts the continuing impact of war on the men and women who have served our country. The documentary was broadcast multiple times on MPBN Television and screenings with post-screenings panels were held across the state.

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.

Sixteenth Maine at Gettysburg
Film and screenings



In honor of the 150th anniversary of The Battle of Gettysburg, the Maine Public Broadcasting Network presented **Sixteenth Maine at Gettysburg**, a new documentary revealing the story of Maine's 16th Volunteer Infantry Regiment, one of the fifteen Maine units engaged in the battle. Their exploits and sacrifice were told using their own words, pictures of the soldiers themselves, and views - then and now - of the Gettysburg battlefield.

Produced by MPBN's Emmy Award-nominated Daniel Lambert in partnership with the Maine State Archives, **Sixteenth Maine at Gettysburg** examined this epic battle and its overall place in the American Civil War – the cause, its cost, and its aftermath. The documentary was broadcast multiple times on MPBN Television and screenings with post-screenings panels were held across the state.

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 region, with great success. The result is this dynamic regional series that provides stories of the people, places, land and culture of our state and region, which appeals to the people we serve. It has been a successful endeavor for all: filmmakers, MPBN, and of course our audience. New to 2013 was holding free screenings of select films and allow for discussion with the filmmaker after each show.



2013 Local Content and Services Report

2013 Summary









In 2013, MPBN saw increases across the board in our viewership, listenership, and community engagement with MPBN through our website, our social media efforts, and community events. MPBN Television broadcasts reached an average of 170,000 viewers each week, in over 124,000 households. MPBN Television Bangor Market ratings show that our service was rated in the top 10 nationally among public television stations in terms of community usage. Programs like *Downton Abbey*, *Sherlock*, and *NOVA* have helped MPBN gain new fans based on the strength of this programming.

Radio reached an average of 175,000 listeners each week, and is frequently the most listened to station among many demographics in the Portland and surrounding area market. In addition, MPBN Radio ranks in the top ten nationally among public radio stations in terms of percentage of a community that tunes in each week.

MPBN's website witnessed 1,071,195 unique visitors in 2013 of which 189,759 came from mobile devices. 366,504 unique visitors streamed content from MPBN. MPBN's Facebook continued to grow with 11,844 followers by the end of the year.

In 2013, MPBN launched a new strategic plan focusing on delivering Maine more local news and information, creating a second radio channel dedicated to classical music, and enhancing our digital capabilities to engage Mainers more fully. All of these initiatives will allow MPBN to serve our community in new and deeper ways than ever before.