



2015 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

“Absolutely love all that you do... television broadcasting, radio, and sponsorship/promotion of local cultural/artistic events. Thank you!!!”

Carol Chase
FACEBOOK Post

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.



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 shows.

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

We continue to focus our news efforts on covering more of Maine and dig deeper into issues that matter to and affect the state’s residents.

We are the sole provider of state wide broadcast coverage in a large, rural state and last year added a second over the air channel across Maine called CREATE giving Mainers more choice for free over-the air television.

In 2015, the Maine Public Broadcasting Network served our community on the air, on-line and much more 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 created opportunities for ideas to be exchanged and communities to be connected.

Connected with education organizations across the state to provide students, parents, and educators with educational enrichment activities to complement our PBS LearningMedia resource on our website.

We held over 30 LIVE free events and screenings of programming across the entire state.

Serving significant audiences, 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 parts of the Canadian Maritimes.

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

Extensive news coverage of our state capital keeps our citizens informed.



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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 by posting timely news and information on air and on our website and covering election coverage and developments in Augusta fully.

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 and by engaging our listeners and viewers in.

A snapshot of 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. We continue to air news stories from Maine Things Considered earlier in the afternoon in an effort to provide more Maine news to our afternoon listeners.

THIS DAY IN MAINE podcast was launched in 2015 and is designed to provide Mainers with a summary of all the day’s news each weekday evening when and where they want to hear it.

Weekend Edition MPBN continues to build its weekend news presence on MPBN Radio with a dedicated host in Jennifer Mitchell. Important news stories are featured as well as lighter topics appropriate for weekend listening.

Maine Calling. MPBN’s daily news call-in show, Maine Calling introduces and discusses important, relevant and interesting events and issues four times a week, and gives voice to the people of Maine and beyond through phone calls and social media dialogue.

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 journalist Mal Leary are in Augusta covering and reporting news and information critical to Maine in conjunction with like efforts by MPBN’s entire news team.

WWW.News.MPBN.Net. MPBN launched an entirely new website to complement our legacy website in 2014 and that continues to be a focus of the organization. Providing local, national, and international news, the site is “mobile friendly,” allowing Mainers access to news stories on any of their mobile devices at any time.

Geographic Commitment. MPBN news has news centers in Portland, Lewiston, Bangor, and Augusta providing MPBN swift access to key areas of the state with seasoned coverage.



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The Voice of our Community--

At MPBN we feel it's important to ensure that there are multiple avenues for citizens across Maine to participate and engage with MPBN and our content offerings.

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 calendar postings, social media posts, and additionally on MPBN Radio, MPBN Television, and in print. Our Morning Classical program devotes each Thursday morning show to PRELUDE, a special initiative highlighting upcoming performances across Maine.

High School Basketball Tournament. Live coverage of Girls and Boys High School Basketball Tournament and High School Cheerleading Championships is provided on air and online. 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.

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. Our launch of the This Day in Maine podcast is another way we can reach our audience and they can stay informed through MPBN

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.

Maine Calling. MPBN's noon call in show covers a wide range of topics about and affecting Maine and receives significant participation each show from callers across Maine.

Local Programming. In addition to our news programming, MPBN also produces other original programming, including its own regular classical, folk and jazz music programs, programs like Speaking in Maine that broadcast talks by thought-leaders from Maine and around the world, broadcasts of orchestra and chamber concerts and regular live jazz performances from its Bangor studio.



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On the Ground Community Engagement

MPBN is committed being a first hand presence in our community.

Overall Commitment. MPBN recognizes the need to engage the Maine community in both our content and mission and to ensure that we are meeting the needs and preferences of all Mainers. MPBN connects with our viewers and listeners through a variety of mechanisms including Community Advisory Board (CAB) meetings that are open to the public, Board of Trustees meetings that include opportunities for public comment, community events that include state-wide free public screenings of MPBN programs, a presence at fairs and festivals, and access to MPBN-produced events including debates and cultural performances, and an active social media presence with continuously updated websites (MPBN.NET and NEWS.MPBN.NET) and a number of active Facebook properties including MPBN's main Facebook page with over 23,000 members. MPBN partners with non-profits across the state to help promote their events and help drive the success of their efforts.

Community Events. Free screenings of programming including Downton Abbey, Sherlock, Frontline, and Doc Martin and MPBN's presence at events like The Common Ground Fair and the Bangor Harvest Festival illustrate MPBN's commitment to the local community.

MPBN's Board of Trustees. MPBN is governed by a volunteer Board of Trustees which include the President of MPBN, a gubernatorial appointee, a University System appointee and up to 24 Community Members from across the State. The Board meets a minimum of four times a year and all meetings are open to the public.

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.

The J Board. MPBN launched the Junior Broadcaster Board in 2015, a group of 21 high school sophomores and juniors from across the state. The J Board participated in meetings and online assignments providing their input on MPBN programs while also learning about broadcasting by guest MPBN speakers from the news, operations, and development departments.

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 16,500 readers.

TheBooth. MPBN took a special recording studio – a refurbished phone booth – to select events across the state asking attendees a series of questions and then posted mashed up comments on air and online giving MPBN's followers unique insights into what other Mainers were thinking about important topics.



2015 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

J BOARD LAUNCH

MPBN launched its J Board -- MPBN Junior Broadcaster Board -- this year with twenty-one students from across Maine participating. Opened to students who were high school sophomores and juniors, MPBN received a high number of applicants who had to be Maine residents and show an interest in media and public broadcasting.

The mission of the MPBN's Junior Broadcaster Board was to create a community of High School students from across Maine who are interested in public broadcasting and learning more about the industry. **Participants received an introduction to all facets of public broadcasting through the experiences of practicing professionals at MPBN that included VP of Content Charles Beck and Morning Edition host Irwin Gratz, and left the board experience with a deeper appreciation for the role public broadcasting plays in Maine.**

Participants worked as a group in LIVE meeting in Portland and Lewiston and virtually examining their own media consumption habits and those of their peer groups while exploring issues facing MPBN and identifying solutions and opportunities to strengthen public broadcasting in Maine

PRELUDE on Morning Classical

MPBN has given a voice to arts organizations across Maine through MPBN's Community Calendar and through mentions and announcements of upcoming performances noted by Robin Rilette on her Morning Classical program every Thursday. **Robin ensures that all groups – no matter their size, genre, or geographic location, are equally mentioned and rotates through over 220 performance groups across Maine.** For many of these groups, mentions on Prelude allow them exposure that they otherwise could not afford.



STORIES OF IMPACT

MPBN Community Films

MPBN Community Films is a **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.

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. Filmmakers also often contribute to getting the word out to their networks about their films.

The MPBN Community Films Series has expanded to form significant partnerships with film festivals across Maine, partnerships that have helped raise the profile and success of these festivals and added to Maine's cultural offerings. MPBN promotes and has a presence at three of the major films festivals in Maine: the **Maine Jewish Film Festival**, the **Camden International Film Festival** and the **Maine International Film Festival**.



MUSIC THAT MOVES ME INSTRUMENT DONATIONS

For the past three years MPBN Radio has posted stories from across Maine of people sharing pieces of music that have inspired them and influenced their lives. This series is very moving and has inspired listeners to share their own stories online through a specially designed webpage on MPBN.NET. A very interesting aspect of the initiative is MPBN's call for musical instrument donations of instruments that still can be played. In partnership with The Gifts of Music, **MPBN collects donations in our Portland, Bangor, and Lewiston locations and works to get the instruments to needy student performers across the state.** In 2015, over 250 instruments were collected ranging from tubas to violins to harps to flutes.





MPBN has a significant reach across Maine over the air and online. 2015 witnessed MPBN's audience grow in every category as the quality of our programming, the purposeful focus on bringing more Maine news to Maine, and our increased community presence together forged even tighter connections with Maine's citizens. **MPBN enjoys a membership base of over 46,000 Members and that number is growing including individuals becoming MPBN Evergreen Members.**

MPBN Television broadcasts reach an average of 185,000 viewers each week in about 145,000 households. The MPBN Television Bangor Market ratings show that our service is often rated in the top 10 nationally among public television stations in terms of community usage.

MPBN Radio reaches an average of 200,000 listeners each week and is frequently the most listened to station among many demographics in our major market Portland. In fact, our signal is the top listened to station in all of Southern Maine. 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.

2015 **on-line data** shows MPBN's two primary websites together reached over 910,000 unique visitors, with over 3.9 million unique page views.

MPBN's social media presence grows exponentially with over 23,000 followers on MPBN's primary Facebook page. Other show-specific Facebook pages have also shown a solid growth in followers/numbers.