

# Partnerships in Action







*A Message from  
President & CEO Mark Vogelzang and  
Board Chair Hank Schmelzer*

It has been a remarkable year for us as MPBN's new CEO and new Chair of the Board of Trustees – we're so very pleased to report that 2012 has been a decidedly fruitful one for the Maine Public Broadcasting Network. Looking back over the past year's challenges and accomplishments, the theme of *partnership* has emerged again and again and has served as the engine for all the good work that has been done.

Our partnership with you as listeners/viewers/advocates of our programming has been extraordinary. We're pleased to report that membership revenue and financial support

have been very strong despite economic challenges and uncertainties facing Maine, New England, and the nation. In fact, we increased our member support by \$290,000 in FY12! We can't say enough of how the support detailed in the pages of this report have kept MPBN strong and growing, as well as preparing MPBN for success in the future.

This past year the level of engagement through viewer and listener input, social media, and community outreach itself grew stronger than ever and has created an ongoing dialogue that we highly appreciate and value. We worked harder to be responsive and meet your expectations, as well as truly listen to what you're interested in. We put in place an extensive member and listener survey to better understand listening habits and preferences. And over 3,000 of you took the time to respond! Not only is that significant, but it speaks to how vested each of you are in MPBN.

And like a good partner, we listened! Our audience voiced a strong desire for more news and information focusing on Maine, and we were able to put the resources and talent to delivering on that request. The result? The launch of our newest radio show, *Maine Calling* weekdays at noon, and an infusion of energy into *Maine Watch* and *Maine Things Considered*. And we continue to listen. We regularly examine our programming on radio, television and online to deliver the variety and high quality programming that our audiences have come to expect.

A large part of our commitment is to deliver on the expected programming that we offer – NPR News, children's PBS programming, high school basketball coverage, *Maine Arts!* programming, *Wait Wait...Don't Tell Me!*, and more – and to wow our viewers and listeners with the unexpected like *Downton Abbey*, *Doc Martin* and the Britcoms. We believe the past year has witnessed some of the finest programming we have ever offered to date.

The impact made by MPBN programs and services is strengthened thanks to the partnerships forged with area nonprofits, media organizations, the MPBN Community Advisory Board, educational institutions and community-minded businesses. Our work with organizations like the Maine Community Foundation, the Good Shepherd Food Bank, the Portland Symphony Orchestra, the Lewiston-Auburn Film Festival, and the Portland Museum of Art (among many others) allowed us to more fully connect with communities across Maine. We recognize that our involvement in local communities across Maine is critical and strongly believe that foundations built in the past year will serve as outstanding opportunities for future collaborations.

We have worked closely with the Maine Legislature and Governor LePage and have found common ground and mutual understanding as financial constraints on Maine are weighed against the impact and utility that MPBN and our statewide infrastructure have on the state. These discussions are ongoing and are done in the spirit of cooperation and respect.

And looking ahead to 2013, we're thrilled that a new Strategic Plan will be announced in 2013, the result of a collaboration between MPBN's Board of Trustees and the MPBN staff. Each group has worked hand in hand to identify the challenges MPBN is facing and to develop a plan to deliver significant growth for MPBN. Continuing our emphasis on delivering more and better journalism, and capitalizing on the rise of digital communication strategies are where MPBN is headed. We are poised for exciting times ahead!

Finally, all the great partnerships that we are involved in each day are predicated on the daily efforts of our talented and innovative staff and volunteers. We are both amazed at the level of dedication and professionalism that each of our employees brings to MPBN each day. Thank you!

In partnership,



Mark Vogelzang, *President & CEO*



Henry L. P. Schmelzer, *Chair, Board of Trustees*

**Cover: *Wait Wait... Don't Tell Me!***

*MPBN special event at Merrill Auditorium on August 9, 2012 with the audience sporting special Carl Kasell fans to surprise the NPR show's host.*



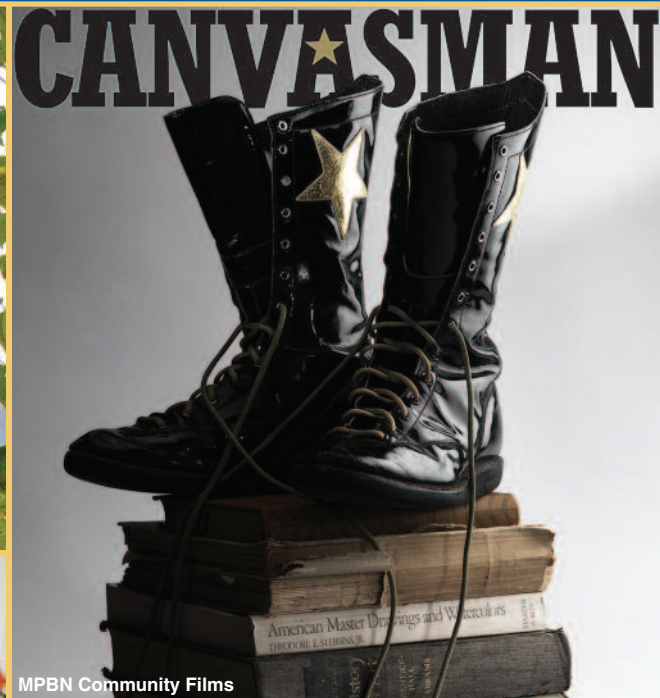


Common Ground Country Fair



Friday Night Jazz with Rich Tozier Intrepid Jazz Combo

Maine Arts! Presents Poetry Out Loud



MPBN Community Films



Karl Turner, MPBN Trustee, testifies at Appropriations hearing in Augusta, March 2012

Sustainable Maine







State of the State Coverage



Classical Music with Suzanne Nance



Life is Better Contest with Lee Auto Malls



Maine High School Basketball Tournament



Maine Calling with Keith Shortall



Maine Arts! Presents Sharon Isbin



# Statement of Financial Position

As of June 30, 2012

	FY2012	Comparison FY2011
<b>Current Assets</b>		
Cash and cash equivalents	\$ 1,441,371	\$ 1,198,872
Cash and short term investments for CIF	350,727	349,563
Accounts receivable	293,288	414,836
Pledges receivable within one year	1,537,986	1,417,820
Prepaid expenses	139,713	119,418
<b>Total Current Assets</b>	<b>3,763,085</b>	<b>3,500,509</b>
<b>Property and Equipment</b>		
Land improvements	259,978	259,978
Building and improvements	4,417,344	4,500,783
Broadcast equipment (exclude DTV)	11,366,320	10,185,274
Broadcast equipment (for DTV)	10,700,915	10,700,915
HD Radio equipment	791,476	791,476
Office equipment and furniture	2,736,482	3,040,045
Automotive equipment	550,346	609,551
	30,822,861	30,088,022
Less: Accumulated depreciation (exclude DTV)	(14,581,149)	(14,084,262)
Less: Accumulated depreciation (for DTV)	(7,603,743)	(7,163,021)
<b>Total Property and Equipment</b>	<b>8,637,969</b>	<b>8,840,739</b>
<b>Other Assets</b>		
Unemployment compensation deposit	19,801	19,791
Investments	3,934,573	4,076,908
Pledges receivables after one year	495,000	540,000
<b>Total Other Assets</b>	<b>4,449,374</b>	<b>4,636,699</b>
<b>Total Assets</b>	<b>\$ 16,850,428</b>	<b>\$ 16,977,947</b>
<b>Current Liabilities</b>		
Accounts payable	\$ 263,877	\$ 71,508
Accrued expenses	613,328	556,989
<b>Total Current Liabilities</b>	<b>877,205</b>	<b>628,497</b>
<b>Long-Term Liabilities</b>		
Accrued post-retirement benefits	109,264	116,864
<b>Total Liabilities</b>	<b>\$ 986,469</b>	<b>\$ 745,361</b>
<b>Total Net Assets, Beginning of Year</b>	<b>16,232,586</b>	<b>15,473,227</b>
<b>Adjusted Change in Assets</b>	<b>(368,627)</b>	<b>759,359</b>
<b>Total Net Assets, End of Year</b>	<b>15,863,959</b>	<b>16,232,586</b>
<b>Total Liabilities and Net Assets</b>	<b>\$ 16,850,428</b>	<b>\$ 16,977,947</b>

### *Schedule of Revenues and Expenses*

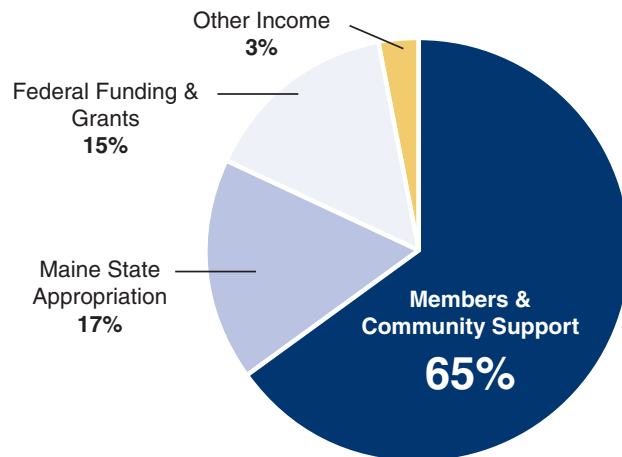
**As of June 30, 2012**

	FY2012	Comparison FY2011
<b>Operating Revenues and Support</b>		
Membership	\$ 4,329,862	\$ 4,041,688
State of Maine	1,954,235	1,902,198
Corporation for Public Broadcasting	1,569,155	1,504,736
Contributions	1,376,889	1,154,010
Auction	78,387	378,543
Underwriting	1,677,110	1,589,498
Government grants	475,482	657,412
Interest on short-term investments	2,751	4,362
Amount allocated under spending formula	235,500	140,000
Other	192,722	145,912
In-kind	50,975	34,855
<b>Total Operating Revenues and Support</b>	<u>11,943,068</u>	<u>11,553,214</u>
<b>Operating Expenses</b>		
Program service		
Technical	2,150,385	2,098,875
Programming and production	4,511,940	4,444,543
Public information	267,847	210,107
	<u>6,930,172</u>	<u>6,753,525</u>
Development	2,384,837	2,245,010
Administration	1,697,464	1,355,865
Depreciation (excluding DTV conversion)	680,531	602,888
<b>Total Operating Expenses</b>	<u>11,693,004</u>	<u>10,957,288</u>
<b>Changes in Net Assets from Operations</b>	<u>250,064</u>	<u>595,926</u>
<b>Non-Operating Activities</b>		
Contributions	86,849	46,639
Investment income (loss)	(17,138)	758,521
Amount allocated under spending formula	(235,500)	(140,000)
Loss on bad debts	(12,180)	(16,253)
Depreciation on DTV conversion	(440,722)	(485,474)
<b>Change in Net Assets - Non-Operating</b>	<u>(618,691)</u>	<u>163,433</u>
<b>Change in Net Assets</b>	<u>(368,627)</u>	<u>759,359</u>
<b>Net Assets, Beginning of Year</b>	<u>16,232,586</u>	<u>15,473,227</u>
<b>Net Assets, End of Year</b>	<u>\$ 15,863,959</u>	<u>\$ 16,232,586</u>

MPBN's Digital Conversion was a one-time project that ended in FY2005. The project was funded by individual donations, federal grants and the State of Maine bond offerings. Expenses for DTV listed above are solely for Depreciation.

The above schedule is a summary of MPBN's Revenues and Expenses for FY2012, with a comparison to FY2011. For a full presentation of MPBN's Audited Financial Statements, in accordance with GAAP, please refer to our Website (<http://www.mpbn.net>) or contact Chief Financial Officer Clare E. Hannan ([channan@mpbn.net](mailto:channan@mpbn.net)).

The Maine Public Broadcasting Network is a non-profit, 501(c)3 charitable organization, registered in the State of Maine.



Sources of Operating Revenue for Fiscal Year 2012:  
July 1, 2011-June 30, 2012

## Thank You For Your Support

Through our radio, television, and web services, MPBN provides compelling programming, ideas, and information to a diverse public. Hundreds of thousands of people find value in MPBN's services and programs every day and many of these listeners and viewers have contributed and make up the largest source of revenue for the organization.

Our membership was 44,921 strong at the end of Fiscal Year 2012 and, as you see in the Operating Revenue chart, membership support is the most important source of income for MPBN. Ninety-nine percent of MPBN members support their

favorite programs – on radio, television and online – through gifts of \$1 to \$1,000. Every donor and every dollar is crucial to MPBN's success and we are humbled by the response from our listeners and viewers – we couldn't do what we do without you!

The Maine Public Broadcasting Network is very thankful and appreciative of your support!

Jennifer Foley, Vice President of Development  
and the Development Team at MPBN

*We would like to thank the following generous donors whose gifts to MPBN totaled \$1,000 or more between July 1, 2011-June 30, 2012.*

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 to Maine EPSCoR at the University  
 of Maine



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\$25,000+

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Goodwill Industries of Northern  
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Bread Shack, The  
Claremont Hotel  
Darling's Audi  
Deluge Entertainment,  
dba Saltwater Celtic Music  
Friends of Acadia  
Friends of the Kotschmar Organ  
Furniturea  
Gleason Fine Art  
Halcyon Yarn  
Hurricane Island Foundation  
Huston and Company  
Kents Hill School  
Maine Association of Nonprofits  
Maine Coast Heritage Trust  
Maine Dental Association  
Maine Forest Service -  
Forest Protection Division  
Maine Hospital Association  
Maine Media Workshops and College  
Maine Organic Farmers &  
Gardeners Association  
Maine School of Science and  
Mathematics  
Maine State Museum  
Marshall Communications  
McCabe, Duval and Associates  
Midcoast Symphony Orchestra  
Natural Resources Council of Maine  
Nebo Lodge  
Nextgen College Investing Plan  
Nomads  
Norton Lamb and Company  
Now You're Cooking  
Opera House Arts  
Pine Tree Society  
Portland Museum of Art  
PortOpera  
Robert Hark, Esq.  
Royal River Natural Foods  
Saltwater Grille  
Seacoast Management  
Shaw Contemporary Jewelry  
Shelter Institute

Simply Scandinavian  
Solo Bistro  
Sonny's  
Southern Midcoast Maine Chamber  
of Commerce  
Spurwink Services  
The State Theatre  
University NH Whittemore  
School Business  
University of Maine Division of  
Lifelong Learning  
University of Maine Presque Isle  
Van Sinderen Woodworking & Furniture  
Verrill Dana  
WBRC Architects and Engineers

\$1,000-\$2,499

Abbe Museum  
Adventure Bound Rafting & Camping  
AFS USA  
Antioch New England Graduate School  
Avalon Village  
Bates Dance Festival  
Beaver Productions  
Big Room Studios  
Cartridge World  
Central Street Farmhouse  
College of the Atlantic  
Deal Chicken  
Falmouth Hearing Aids  
Friends of Casco Bay  
Frost Gully Violins  
Gelato Fiasco  
Green Store, The  
Guinness and Porcelli's  
Havana Restaurant  
Highland Green  
Hilton Garden Inn of Bangor  
Island Institute  
Jackson Laboratory  
Left Bank Books  
Maine Crafts Guild  
Mainebiz  
Mariner's Compass Quilt Shop  
ME Senior Guide  
Merriconeag Waldorf School  
Mid-Maine Restoration Inc.  
Mount Auburn Dental  
Olin Arts Center at Bates College  
One Longfellow Square  
Oratorio Chorale  
Packard Judd Kaye LLC  
Strategic Marketing  
Piper Shores  
Plant Home, The  
Portland Ballet Company  
Portland Downtown District  
Public Theatre  
Pyramid Studios  
Revelation Massage

Richard Parks Furniture  
Ride Aroostook  
Saddleback Mountain  
Salt Bay Chamberfest  
Sharon Drake Real Estate  
Leonard Sharon, Attorney at Law  
Silly's  
Sleeping Bear Press  
Springboard Pilates  
Strand Theatre  
Theater at Monmouth  
University Credit Union  
Victoria Mansion  
Waterville Opera House

\$100-\$999

317 Main Street Community  
Music Center  
Art in the Park  
Art-Full Gifts  
Atlantic Tent Company  
Bates College Theater and Dance  
Biodiversity Research Institute  
Bookstacks, Inc.  
Center for Maine Craft  
Chinese American Friendship  
Association of Maine  
Choral Art Society  
Community Schools  
Deborah F. Coward, Realtor  
Ellsworth Antiques Show  
Everyman Repertory Theatre  
Falmouth Memorial Library  
Fern House Studio  
Fort Williams Foundation  
Friends of Hog Island  
Fryeburg Chiropractic and  
Wellness Center  
gBritt PR and Marketing  
Gilbert and Sullivan Society of Maine  
Green Clean Maine  
Green Energy Maine  
Heptunes Presents  
Islandport Press  
Italian Heritage Center Concert Band  
L/A Arts  
Lark Society for Chamber Music  
Local 188  
Long Branch School  
Longfellow Chorus  
Maine Antiquarian Booksellers  
Maine Association of Certified  
Professional Midwives  
Maine Authors Publishing,  
dba Custom Museum Publishing  
Maine Businesses for Sustainability  
Maine Designs  
Maine Highland Games  
Maine League of Conservation Voters  
Maine Reads

Maine United Church of Christ  
Midcoast Magnet  
Mugadi Foundation, The  
Ogunquit Museum of American Art  
Oli's Trolley  
Our Town Belfast  
Portland North Land Trust Collaborative  
Portmanteau  
Sanctuary Holistic Health Center  
Sebago-Long Lake Music Festival  
Sierra Club, Maine Chapter  
South Port Marine  
T.P. Perkins & Company  
Timberlane Performing Arts Center  
Vein Healthcare Center  
Waterville Main Street

*If you believe we have made an error in your financial record for Fiscal Year 2012 (July 1, 2011-June 30, 2012), please feel free to contact me, Jennifer Foley, Vice President of Development, [jfoley@mpbn.net](mailto:jfoley@mpbn.net) or 207-330-4510. Your support makes all the difference and we want to ensure you are happy with this acknowledgement.*



## Awards

This past year witnessed the Maine Public Broadcasting Network being put squarely in the spotlight through some exceptional work by MPBN staff.

The 2012 Autism Society National Awards Committee selected MPBN producer **Daniel Lambert** (pictured) to receive the 2012 Autism Society Media Excellence in

Video, Print or News Award for the film *Making Our Way: Autism*. Rather than focus on the limitations that autism places on those who suffer from it, the program examines the broad spectrum of their experiences and looks at how many diagnosed with it are finding ways to lead successful lives.

The Maine Association of Broadcasters announced the recipients of the 2012 MAB News and Creative Awards at the MAB convention in Bangor honoring the best of Maine broadcasting. The Maine Public Broadcasting Network received five awards across a broad range of specialties in the competition's Radio Category.

In the Public Affairs Category, MPBN was recognized twice. **Susan Sharon** was awarded First Place for her documentary on the proposed Maine Woods National Park, and **Jay Field** received Second Place for his four-part series on the prescription drug monitoring program.

In the Sports Feature/Sports Program Category, **Chris Sweet** received First Place for his feature on winter biking in Maine. **Irwin Gratz** was awarded Second Place in the Best Newscast Category for his work as host of MPBN's **Morning Edition**, and under the Continuing Coverage Category, **A. Jay Higgins** won Third Place for his reporting on developments within Maine State Housing.



## Our Volunteers

Volunteers play a critical role at MPBN, and the dedication and time put in by individuals is felt across nearly every department and at every MPBN facility. In this past fiscal year, volunteers provided over 2,000 hours of time valued at the industry standard of over \$36,000 in support. These volunteers assisted with a number of critical tasks including on-air radio programming,

television production, radio and television pledge drives, and administration and clerical duties. To each and every volunteer, please accept a heartfelt *Thank You!* from everyone at MPBN.



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





## *The Maine Public Broadcasting Network, 2013*

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# Partnerships in Action

## Where You Can Find Us

### *On Your Radio*

89.7 FM WMED Calais · 90.1 FM WMEA Portland · 90.5 FM WMEP Camden · 90.9 FM WMEH Bangor  
91.3 FM WMEW Waterville · 106.1 FM WMEM Presque Isle · 106.5 FM WMEF Fort Kent

### *On Your Television*

WCBB-TV Augusta · WMEM-TV Presque Isle · WMEB-TV Orono · WMED-TV Calais · WMEA-TV Biddeford

[mpbn.net](http://mpbn.net) · 1-800-884-1717

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