



Maine Public Broadcasting Network

We Take You There





Friends,

T HAS BEEN AN EXCITING YEAR at MPBN, and I am pleased to tell you that we have weathered all of our challenges, embraced our successes and believe that MPBN, in keeping with our mission, stands tall as Maine's primary source for quality news, information, and entertainment.

MPBN's award-winning news department continues to be relied on across Maine for the depth of our coverage, and that strength was reinforced with the launch of the *Maine Capitol Connection* which offered statewide TV coverage of the Legislature for the first time in Maine history. We saw additional popularity in the expansion of our noontime *Maine Calling*. Our election coverage, both on radio and television

and additionally online, was lauded by our viewers, listeners, and members as being comprehensive and essential in charting the voting season in Maine and across the country. The news team has been busy!

Our radio listenership itself continued to rise as program changes resulting from listener feedback and our Community Advisory Board hit their mark. Local programming like *In Tune with Sara Willis* and *Jazz Tonight with Rich Tozier* grew audience share and legions of new followers. Our strategy for radio pledge, the one-day "Super Thursday" format, tapped into listeners' enthusiasm to keep the programs interruption-free as much as possible and has proven to be a true success.

The television side, too, experienced an exciting year, led of course by the juggernaut known as *Downton Abbey*. The quality and breadth of programs coming to us from PBS – from NOVA to new Masterpiece offerings – continue to really impress us and excite our audience. MPBN released its own documentary, *Sixteenth Maine at Gettysburg*, to great fanfare as the film was debuted on MPBN Television on the 150th Anniversary of Gettysburg itself. Talk about timing!

This was a year of significant financial challenges, leading to staff reductions and a reassessment of our strategic plan. We carefully navigated these waters and believe that the changes we made remain in keeping with our stated focus on journalism, integrating the possibilities of new technologies across all our platforms, and driving sustainability across our footprint. We are positioning ourselves to serve our current and future audiences well.

I am saddened to report that two great friends of MPBN, former CEO and President Jim Dowe, whose deft leadership during periods of financial uncertainty served MPBN incredibly well, and former board member and longtime supporter Albert Glickman, passed away this past year. Their enthusiasm for public broadcasting and love for MPBN were contagious and remain a palpable force within our organization today. They will be greatly missed.

One major achievement occurred with the Maine State Legislature, as the MPBN governance structure that has been in place for the past twenty-two years was modified to allow for more flexibility in our statewide board. The founding institutions and their leaders, the presidents of Bowdoin, Bates and Colby Colleges, as well as the Chancellor of UMS, will move out of their state-mandated roles as trustees, and instead will become trusted friends and supporters. And their attention and care will continue as our relationship evolves. This is an appropriate time to thank these individuals and their institutions for their dedication to the cause of public broadcasting. Our roots are deep in the soil of higher education in Maine, and we see this continuing and expanding as MPBN continues to evolve and grow.

We want to thank you – the tens of thousands of contributors to public radio and television here in Maine – for your steadfast support and the relationship that we have formed with each of you. The personal importance of our programming is something you have told us about day in and day out, and we have worked diligently this past year to be your partner.

The ensuing pages detail just a few of the exciting developments that have taken place at MPBN over the past year and what we have accomplished. Your support has made all of this possible. Thank you!

Best regards,

Mark Vogelzang, President & CEO



Our Mission

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.

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Our Supporters 10

Maine Public Broadcasting 15

Board of Trustees Community Advisory Board



The Year in Review



MPBN once again relied upon a slew of volunteers to assist both with radio and television pledge drives. Our MPBN Super Thursday format for radio pledge is a completely unique fundraising model for public radio across the nation.



Launched to bring greater transparency to the State House, *Maine Capitol Connection* provides live coverage of the legislative, judicial and executive branches in Augusta. A number of firsts have taken place with the arrival of *Maine Capitol Connection*, including the first live broadcast of the entire legislative session (House and Senate) and the first broadcast of oral arguments before the Maine Supreme Court!



Masterpiece's Downton Abbey took Maine (and the nation!) by storm as a record number of viewers watched the trials and tribulations of Lord Grantham, Lady Mary and the entire cast.

MPBN joined in the fun with two screenings – at the Portland Museum of Art in Portland and The Frontier in Brunswick – and welcomed attendees dressed in period attire to enjoy their evenings in style!





News Director Keith Shortall went on camera (and YouTube!) to help MPBN launch a buzz event at a driving range in the Lewiston/Auburn area to raise awareness of MPBN's Car Talk Vehicle Donation Program. Vehicle donations have continued to grow year after year, and this year the membership team hit a new high mark. FORE! never sounded so good!



MPBN received a \$750,000 USDA Rural Development grant allowing for the replacement of old analog microwave equipment across our system. A total of 26 analog microwave transmitters and 28 microwave receivers that had been in significant need of repairs across the state were targeted, allowing MPBN to serve rural Maine more reliably and provide greater data to the entire state.



A wonderful accomplishment this past year was the release of MPBN's newest documentary, *Sixteenth Maine at Gettysburg*. The film gained significant exposure across Maine and the country, and MPBN held public screenings across the state. Pictured above, capturing footage of Civil War reenactors at Pineland Farms in New Gloucester, Maine, for this production.

The Year in Review

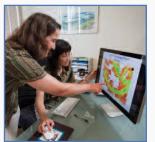


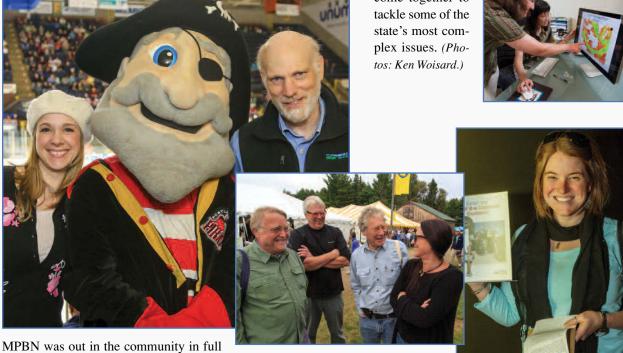
MPBN Community Films brought several compelling local films to our airwaves including Réveil... Waking Up French!, The Rivals and One Tuesday Morning (pictured here). (Photo: ©ParnassusFilms.)



MPBN's Emmy nominated Sustainable Maine series, developed through MPBN's partnership with cutting-edge scientists and researchers in Maine EPSCoR's Sustainability Solutions Initiative, showcased how SSI researchers,

stakeholders, and communities have come together to



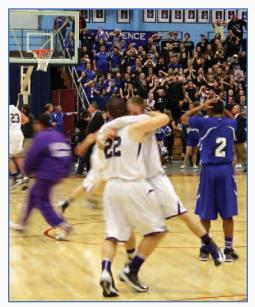


force, from Irwin Gratz and Suzanne Nance introducing the Portland Pirates in a

home game in Portland to Sara Willis at the Common Ground Country Fair to selling out cinemas for the simulcast of Wait Wait... Don't Tell Me!







MPBN's coverage of the Maine Principal's Association High School Basketball Tournament had an unexpected outcome for MPBN. MPBN staff were on the spot capturing the last-second heroics in the Class A East title game between Lawrence and Hampden. The resulting video clip became an Internet sensation, and the highlight was shown as part of ESPN's SportsCenter's "Top 10 Plays."



Balanced, in-depth coverage of elections, debates, and politics is at the heart of public broadcasting, and keeping the electorate informed about and engaged in the issues important to Maine is central to our mission. MPBN's Your Vote 2012 provided Maine with comprehensive coverage of all the political races, debates and issues across all of MPBN's communication channels. (AP photos.)



MPBN celebrated music of every kind in a big way with the Music that Moves ME initiative with audio diary clips airing on radio, listeners submitting their own musical reminiscences, and celebrating free music on a single day across Maine. We also collected a treasure trove of musical instruments for needy performers.

Statement of Financial Position

As of June 30, 2013

	FY2013	Comparison FY2012
Current Assets		
Cash and cash equivalents	\$ 1,155,982	\$ 1,441,371
Cash and short term investments for CIF	351,476	350,727
Accounts receivable	577,440	293,288
Pledges receivable within one year	1,710,426	1,537,986
Prepaid expenses	82,131	139,713
Total Current Assets	3,877,455	3,763,085
Property and Equipment		
Land improvements	259,978	259,978
Building and improvements	4,779,389	4,779,389
Broadcast equipment (exclude DTV)	10,624,094	10,491,111
Broadcast equipment (for DTV)	10,013,293	10,700,915
HD Radio equipment	791,476	791,476
Office equipment and furniture	3,135,381	3,130,383
Automotive equipment	669,609	669,609
	30,273,220	30,822,861
Less: Accumulated depreciation (exclude DTV)	(14,343,826)	(14,581,149)
Less: Accumulated depreciation (for DTV)	(7,347,971)	(7,603,743)
Total Property and Equipment	8,581,423	8,637,969
Other Assets		
Unemployment compensation deposit	19,811	19,801
Investments	4,279,213	3,934,573
Pledges receivables after one year	534,000	495,000
Total Other Assets	4,833,024	4,449,374
Total Assets	\$ 17,291,902	<u>\$ 16,850,428</u>
Current Liabilities		
Accounts payable	\$ 586,371	\$ 263,877
Accrued expenses	714,209	613,328
Unearned revenue	99,912	,-
Total Current Liabilities	1,400,492	877,205
Long-Term Liabilities		
Accrued post-retirement benefits	101,664	109,264
Total Liabilities	\$ 1,502,156	\$ 986,469
Total Net Assets, Beginning of Year	15,863,959	16,232,586
Adjusted Change in Assets	(74,213)	(368,627)
Total Net Assets, End of Year	15,789,746	15,863,959
Total Liabilities and Net Assets	<u>\$ 17,291,902</u>	\$ 16,850,428

Schedule of Revenues and Expenses

As of June 30, 2013

	FY2013	Comparison FY2012
Operating Revenues and Support		
Membership	\$ 4,618,885	\$ 4,329,862
State of Maine	1,673,997	1,954,235
Corporation for Public Broadcasting	1,473,775	1,569,155
Contributions	1,397,728	1,376,889
Auction		78,387
Underwriting	1,802,036	1,677,110
Government grants	1,193,892	475,482
Interest on short-term investments	1,979	2,751
Amount allocated under spending formula	140,000	235,500
Other	33,260	192,722
In-kind	94,773	50,795
Total Operating Revenues and Support	12,430,325	11,943,068
Operating Expenses		
Program service		
Technical	2,194,796	2,150,385
Programming and production	5,060,467	4,511,940
Public information	342,292	267,847
	7,597,555	6,930,172
Development	2,468,572	2,384,837
Administration	1,551,774	1,697,464
Depreciation (excluding DTV conversion)	764,603	680,531
Total Operating Expenses	12,382,504	11,693,004
Changes in Net Assets from Operations	47,821	250,064
Non-Operating Activities		
Contributions	62,322	86,849
Investment income (loss)	387,318	(17,138)
Amount allocated under spending formula	(140,000)	(235,500)
Loss on bad debts		(12,180)
Depreciation on DTV conversion	(431,674)	(440,722)
Change in Net Assets - Non-Operating	(122,034)	(618,691)
Change in Net Assets	(74,213)	(368,627)
Net Assets, Beginning of Year	15,863,959	16,232,586
Net Assets, End of Year	\$ 15,789,746	\$ 15,863,959

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 FY2013, with a comparison to FY2012. 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).

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

Thank You For Your Support!

PBN IS ABLE TO PROVIDE QUALITY PROGRAMMING and the sharing of news and information because PBN IS ABLE TO PROVIDE QUALITY THOSE REVIEW and foundations and businesses throughout the year.

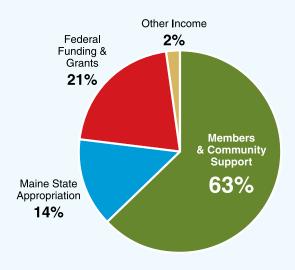
we are financially supported by individual members, grants and foundations and businesses throughout the year. Donors believe in our mission and want to ensure that MPBN continues to stay strong and grow as the world of public broadcasting changes and shifts in an evolving media age. Hundreds of thousands of people, from all corners of Maine and around New England, find value in MPBN every day and contribute, and are the largest source of our revenue.

At the end of Fiscal Year 2013 our membership was a strong 45,720 and 331 organizations supported us with underwriting. As you can see in the pie chart, Members and Community Support is the most important source of income for MPBN. Our donors support their favorite programs – on radio and television – through one-time gifts or monthly Evergreen gifts. Every donor and every dollar is crucial to MPBN's success. We are humbled by the financial support from our listeners and viewers.





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



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The Visionary Circle celebrates the generosity of those who have provided for MPBN in their estate plans.

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U.S. Department of Commerce, National Institute of Standards and Technology (NIST) Public Broadcasting Service (PBS), Warning, Alert and Response Network (WARN)

Support for MPBN's production of Sustainable Maine is provided by a National Science Foundation award to Maine EPSCoR at the University of Maine.

Support for MPBN's production of Sixteenth Maine at Gettysburg is provided by the State of Maine Cultural Affairs Council's New Century Community Program, through the Maine State Archives.

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DaPonte String Quartet
David's Opus Ten
Dohmen, Ellen

Downeast Spiritual Life Conference Fiore Olive Oils and Vinegars

Friends Camp
Friends of Casco Bay
Friends of The Kotzschmar Organ

Frost Gully Violins Galyn's Restaurant

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Gorham Savings Bank Greater Portland Landmarks

Green Store, The GrowSmart Maine Highland Green

Hilton Garden Inn of Bangor Hospice of Southern Maine

Jones Rich and Hutchins Funeral Home

L/A Arts

Lark Society for Chamber Music

Left Bank Books

Maine Antiquarian Booksellers Maine Magazine/Maine Home

and Design

Maine Restaurant Week
Mariner's Compass Quilt Shop
Mid-Maine Restoration Inc.
Morningstar Midwifery
Mount Auburn Dental
Museum of African Culture
Muskie Fund for Legal Services

Olin Arts Center at Bates College

Opera House Arts Oratorio Chorale Portland Buy Local Portland Downtown District

Portland Ovations PORTopera Pull Start Pictures Pyramid Studios Remax by the Bay Ride Aroostook

Rocklands Entertainment

Saco and Biddeford Savings Institution

Silly's

South Port Marine South Street Linen

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Strand Theatre

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Techport

Theater at Monmouth Treehouse Farm Greenhouses Vein Healthcare Center

Village Crossings at Cape Elizabeth

White Mountain School

\$100 to \$999

Acadia Family Center Agren Appliance Allagash Brewing Art-Full Gifts

Ashwood Waldorf School Bates College Theater and Dance

Baylight Homeopathy

Biodiversity Research Institute

Bookstacks, Inc. Bread Shack, The

Chaplaincy Institute of Maine Echo Lake Lodge and Cottages Ellsworth Antiques Show

Engine

Fern House Studio Frannie Peabody Center

The Grand
Halcyon Yarn
Heptunes Presents
Islamic Center of Maine
June Lacombe Sculpture
Kennebec Montessori School
Lindquist Funeral Home
Longfellow Chorus
Main Street Bath

Maine Alliance for Arts and Education

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Maine Development Foundation
Maine Women's Policy Center

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Oli's Trolley

Owls Head Transportation Museum Penobscot Theatre Company Portland Children's Film Festival

Portland Flea-For-All Portland Harbor Hotel Remaine Healthy

Salt Bay Trading Company Sanctuary Holistic Health Center Sebago-Long Lake Music Festival Union River Book and Toy Company

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