# 2012 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 news and 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 large, rural state.**

## 2012

**In 2012, 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 life long 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.**

## LOCAL IMPACT

**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.**

*"Thank you for providing us with excellent programming. Jean Cobb, Agatha, ME*

*Thank you for making the content of programs available online. What a fabulous resource! You're great! Margaret Vaughan, Chebeague Island, ME*

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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 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.

**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 three times weekly on MPBN television, as well as on radio and on-line. Past shows are also archived and accessible 24 hours a day, year round through our on-line services.

**Your Vote 2012** Complete coverage of major statewide races and issues, our FY12 primary election coverage provides Maine people with access to in-depth information that allowed them to make an informed choice on Primary Day.

**Maine Calling.** A new initiative on radio and online, Maine Calling introduces and discusses important, relevant and interesting events and issues three 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. An example of special coverage included the Governors 2012 State of the State address, broadcast on all MPBN platforms

**Capitol Connection: Insights from the State House**
An on-line service of news and political insight directed by MPBN's State House Bureau Chief, AJ Higgins. This service is coordinated with our social media efforts so that dialog is a two-way flow.

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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.

**Maine Arts-**
MPBN Television produced a total of 13 special programs originating from diverse locations around the state, to offer our viewers the awareness, enjoyment and appreciation of our state's diverse and accomplished cultural world. Programs ranged from high school jazz competitions, to the state's Poetry Out Loud competition to classical and singer songwriter performances.

**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. 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 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-**
Originally broadcast in November 2011, this hour long MPBN documentary seeks to demystify autism, which is diagnosed in about one in every 110 children in America. It was repeated in 2012.

# IN THE COMMUNITY

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

**Town Meetings**-
MPBN leadership traveled the state to engage our audience in open dialog about our services. Up to the start of 2012, 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.

**Radio Listener Survey-**
MPBN Radio conducted a comprehensive on-line Survey Monkey first for radio members and then followed that up for radio listeners, asking respondents specific programming questions and ratings for approximately 100 past, present and potential new programs. Over 3000 responses were received which helped guide future programming decisions.

**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**-
A monthly magazine to keep our audience informed of program schedules, background information, initiatives in the community and MPBN events and personalities. Circulation was reduced to help offset budget and offer a greener solution, but still numbers about 10,000.

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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. It is broadcast on both radio and television, and archived on-line.

## 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 November 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 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.

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

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:

The MPBN Community Film series brings our community together and can make a difference. For example, the film "Maine Frame", was a compilation of short stories of people and places from our Maine community. The film was made by a local film school and one segment featured a story about a Vietnam veteran whose own adjustment and healing was uniquely tied to a zoo he created in Maine for disabled and misfit animals. The film portrayed the veteran's traumatized past, and his work with the zoo that he now shares with school programs and the general public. One of our viewers contacted the station wanting to financially help support the veteran and the educational work he is doing through the zoo. Through this series and MPBN, the different entities within our community were able to be united for a common cause. *Strengthening awareness, strengthening our community.*

**What our viewers had to say about MPBN Community Films.**

I'm looking for the program that you played last week on logging in Northern Maine (In the Old Days) ….. would love to view it with several friends up here that are involved in the logging industry
Dale Emery, Winterville Plantation, ME

Viewed Island Winter this evening and loved it!
Joan Friborg, Kennebunk, ME

# Evaluating Outcomes, Measuring Impact

Photo: Mark Wellman

MPBN Television broadcasts reach an average of 190,000 viewers each week, in about 124,000 households. The average audiences for public television, both nationally and here in Maine, have seen declines over recent years, however MPBN Television has started seeing a slow but steady recovery from this trend. MPBN Television Bangor Market ratings show that our service is rated in the top 10 nationally among public television stations in terms of community usage.

Radio reaches an average of 175,000 listeners each week, and is frequently the most listened to station among many demographics in our major market Portland. 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.

On-line recent data shows MPBN's website reaches 65,000 unique visitors each month, utilizing over 285,000 page views.

MPBN's television, radio and dual membership numbers were strong in FY12!