

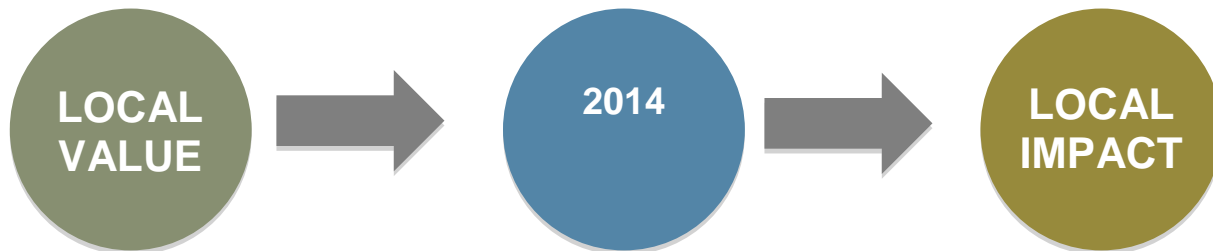


## 2014 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

“Thanks to MPBN for providing a platform for expression of appreciation for the sacrifice our Veterans have made! Special thanks to Jennifer Rooks... for your role in making possible the movie, Matter of Duty featuring Kennebec County Sheriff Randy Liberty, his struggle with PTSD and how he gave back to better the lives of Maine Veterans!”

Nathaniel Grace  
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 programming.

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 in 2014 added a second over the air channel across Maine called CREATE.

**In 2014, 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.

Added PBS LearningMedia to our web offerings providing students, parents, and educators with educational enrichment activities.

We held over 40 LIVE free events and screenings of important MPBN 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 and promoting their events and initiatives on radio, television, and the web as well as in print and through MPBN’s social media assets.



## 2014 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 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.

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. In 2014 we began to expand Maine Things Considered to earlier in the afternoon providing more Maine news to our afternoon programming.

**The Maine Capitol Connection** was 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 2014** Complete coverage of major statewide issues provided Maine people with access to in-depth information that fosters informed decisions. MPBN hosted and aired key debates in many of the major 2014 races.

**Maine Calling.** MPBN’s new initiative on radio and online, 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.

**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 focusing entirely on local, national, and international news. The site was designed to be “mobile friendly” to allow Mainers access to news stories on any of their mobile devices at any time.



## 2014 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 calendar postings, social media posts, and additionally on MPBN Radio, MPBN Television, and in print. Our Morning Classical program now 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 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.

**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.**

**The Roosevelt's.** Collaborating with Roosevelt Campobello International Park, we brought *The Roosevelts: An Intimate History* to Maine venues in a series of screenings and chats detailing the time the Roosevelts spent in Maine.

**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.

**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, broadcasts of orchestra and chamber concerts and regular live jazz performances from its Bangor studio.



## 2014 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

### 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 nearly 18,000 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 *A Matter of Duty*, *The Roosevelts: An Intimate History*, *Downton Abbey*, *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.

**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 14,500 readers.

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

**MPBN Brown Bag Concerts.** MPBN held an inaugural free outdoor concert with one of our partners, the Maine State Music Theater, in Downtown Portland. This series will begin again in 2015 as the event was well received and well attended.



## 2014 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.

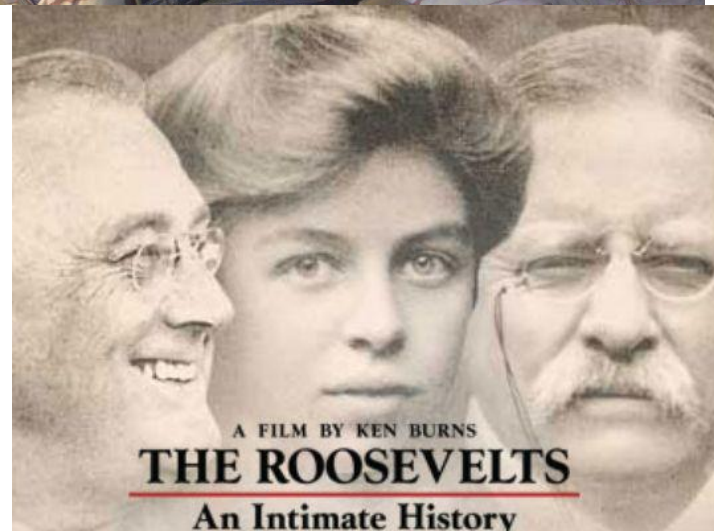
**A Matter of Duty** details Kennebec Sheriff Randy Liberty's personal battle with PTSD and several veterans in his charge at the Kennebec County Jail. Liberty's honesty about his own condition and his efforts to help other veterans vividly depicts the continuing impact of war on the men and women who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



### THE ROOSEVELTS: AN INTIMATE HISTORY

#### Events and screenings

THE ROOSEVELTS is a Ken Burns documentary that chronicles the lives of Theodore, Franklin and Eleanor Roosevelt, three members of the most prominent and influential family in American politics. It is the first time in a major documentary television series that their individual stories have been interwoven into a single narrative. MPBN brought the state an episode of the series that focused on the Roosevelt's experiences in Maine through a series of special events and free screenings before the series was broadcasted on MPBN Television. A number of "**Traveling Tea With Eleanor**" experiences and **free screenings with post-viewing speakers** were well attended across the State and provided attendees with a unique opportunity to experience this piece of Maine history.



### TheBooth

#### Recording Studio events

TheBooth, in partnership with ReVision Energy, traveled the state and posed questions of the day to event attendees. The responses were ultimately meshed together and aired on MPBN Radio. Event organizers across Maine have requested TheBooth at their events.



# 2014 LOCAL CONTENT AND SERVICE REPORT

## STORIES OF IMPACT

### 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.

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**.





# Evaluating Outcomes, Measuring Impact



**MPBN has a significant reach across Maine over the air and online.** 2014 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.**

**MPBN Television** broadcasts reach an average of 185,000 viewers each week in about 125,000 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 175,000 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.

2014 on-line data shows **MPBN's two primary websites** together reach 101,184 unique visitors each month, utilizing over 270,000 unique page views.

**MPBN's social media presence** has exploded to nearly 18,000 followers on MPBN's primary Facebook page. Other show-specific Facebook pages have also shown a solid growth in followers/numbers.