



Maine Public Broadcasting Network

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MPBN Announces Radio Schedule Adjustments for December

(Bangor/Lewiston/Portland) – The Maine Public Broadcasting Network announces Radio programming changes effective December 1st, 2012.

After careful consideration of existing audience preferences culled from a significant listener survey, repeated audience requests, and MPBN's Community Advisory Board input, MPBN is initiating programming changes to ensure that MPBN is remaining a relevant service in the fast changing media landscape in Maine. As a result, select program changes will be rolled out December 1st covering both weekday and weekend lineups as MPBN responds to requests to add more news, information and public affairs programming to MPBN's Radio schedule.

"We took a great deal of time listening to what our listeners were requesting and their feedback on our current lineup, examining changing media habits, evaluating all of the programs on our schedule, and exploring national shows that align with our audience's listening preferences," notes Charles Beck, MPBN's Director of Television and Radio. "These changes track with our goal of providing the most valued, relevant public radio service possible."

Changes to weekday listening include: *On Point* with Tom Ashbrook moving up to 11 pm, and available consistently Monday through Friday followed by a new program, *The Takeaway* with John Hockenberry. *The Diane Rehm Show* will be extended to air on Friday afternoons followed by PRI's *The World* with Lisa Mullins at 3 pm. *Down Memory Lane* will leave the schedule.

Changes to the 6:00 am to 8:00 am weekend programming include: On Saturday mornings, *Bob Edwards Weekend* will launch at 6 am followed by *Only a Game* at 7 am. *Weeknight Echoes* will move from weeknights to Saturday evenings along with *Music from the Hearts of Space*. *On Being* with Krista Tippett will be heard on Sunday mornings at 6 am followed by the complete hour-long version of *Living on Earth*.

Sunday evenings will now offer a year round presence for *Moth Radio Hour* starting at 7 pm followed immediately by *Snap Judgment* at 8 pm. *Selected Shorts* will move to 9 pm and *American Routes* will follow at 10 pm. *Canada LIVE* leaves the schedule.

"We feel quite strongly about our new line-up, adding new voices to our offerings and moving programming to times that meet people's needs and preferences," states MPBN's President and CEO, Mark Vogelzang. "We are always evaluating our programming to ensure that it aligns with what our audience is seeking and expecting to hear from MPBN."

The Maine Public Broadcasting Network operates five television transmitters (WCBB-TV - Augusta - 10, WMEA-TV - Biddeford - 26, WMED-TV - Calais - 13, WMEB-TV - Orono - 12, WMEM-TV - Presque Isle - 10), and seven radio transmitters (WMEH-FM - Bangor - 90.9, WMED-FM - Calais - 89.7, WMEP-FM - Camden - 90.5, WMEF-FM - Fort Kent - 106.5, WMEA-FM - Portland - 90.1, WMEM-FM - Presque Isle - 106.1, WMEW-FM - Waterville - 91.3) reaching households in Maine, New Hampshire, Massachusetts, and Atlantic Canada. MPBN also delivers content to a worldwide audience via its website, www.mpbn.net.

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