



Maine Public Broadcasting Network

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The Maine Public Broadcasting Network's Basketball Coverage Goes Viral

(Bangor/Lewiston/Portland) — The Maine Public Broadcasting Network's coverage of the last second heroics in the Class A East Title game between Lawrence and Hampden on Friday, February 22 became an internet sensation and the highlight was shown as part of ESPN's SportsCenter's "Top 10 Plays" that aired throughout the day on Saturday, February 23.

Down by 2 with with 4.2 seconds remaining, Hampden's Zach Gilpin rebounded a missed free throw and passed the ball to his brother Nick who launched a shot just inside of the half-court line for the win.

MPBN in partnership with the New England School of Communications (NESCOM) and Time Warner Cable are broadcasting 44 games of this year's tournament. MPBN staff were able to capture the shot and the on-court reactions from two different camera angles. The team edited the two shots together and posted the video on MPBN's Facebook page-- <https://www.facebook.com/photo.php?v=575680372443729> -- and submitted the action to ESPN who rolled it into their programming the following day as the #4 Top Play. The team also released a second video showing the action from the opposite side of the court.

Viewership of the videos exceeded millions of viewers from ESPN's repeated playing of the Top 10 Play montage on their network to the videos being heavily viewed off of MPBN's Facebook Page. Over 250,000 unique viewers watched the MPBN post and shared the post with over 240,000 individuals. The post resulted in over 600,000 impressions.

"This is really exciting to have MPBN's basketball coverage be so widely viewed across the State AND to make it on the national stage with ESPN's SportsCenter" said MPBN President and CEO Mark Vogelzang. "The camera work, editing and fast turnaround are the result of great initiative and teamwork of the MPBN crew working that game. It was a hard fought game between Hampden and Lawrence and it ended in a spectacular way!"

About the Maine Public Broadcasting Network

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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