



Maine Public Broadcasting Network

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## **MPBN Announces Friday Afternoon Schedule Change**

(Bangor/Portland, Maine) – The Maine Public Broadcasting Network announces the conclusion of *Down Memory Lane* hosted by Toby Leboutillier as part of a number of MPBN Radio programming changes effective in December in response to audience input. The last *Down Memory Lane* will be aired Friday, November 30<sup>th</sup>.

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 1<sup>st</sup> 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.

MPBN's weekday afternoon schedule will provide more listening consistency with the change by extending The Diane Rehm Show an additional day through Friday followed by PRI's The World with Lisa Mullins between 2:00 and 4:00 PM.

Leboutillier created *Down Memory Lane* in June, 1979, as a fill program for late Friday afternoons. The scope was limited to 1940-1955 pop hits. Other eras were covered by 1980 with his productions: *Wind Up the Victrola, Toby* (pre-1925) and *Those Oldies But Goodies* (1956-1972 pop hits). The three programs had merged into one – *Down Memory Lane* -- on Fridays. In 2003, Leboutillier retired from MPBN after 35 years, and was producing *Down Memory Lane* on a volunteer basis.

"Toby is one of Maine's radio pioneers and has contributed mightily to the success of MPBN, first as an employee and later as a volunteer," notes Charles Beck, MPBN's Director of Television and Radio. "MPBN Radio's programming schedule has been adjusted continually over the years; even your favorite programs were new at one time. It is essential that the schedule adjust to meet the preferences and expectations of our audience and members... Toby will always be considered a member of the MPBN family!"

Leboutillier started his career in broadcasting after a two-year stint as an Ordnance Officer in the U.S. Army in Germany. He was promotion director for WLBZ-TV in Bangor from 1965 to 1967, then announcer for WTVL radio in Waterville from 1967 to 1968. He joined the Maine ETC Network, as MPBN was named then, in September, 1968, as Promotion Director. When MPBN put the first radio station on the air in September, 1970, Leboutillier became involved in on-air work, and subsequently hosted the *Afternoon Concert* until 1987.

"Maine public radio has the likes of Toby Leboutillier to thank for building up interest and providing such great content over the years to listeners across the state," states MPBN's President and CEO, Mark Vogelzang. "Toby's dedication to public radio set the standard that we aspire to today."

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](http://www.mpbn.net).

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