



Maine Public Broadcasting Network

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MPBN RECOGNIZED FOR INCREASING AUDIENCE SIZE OVER PAST YEAR

Kelly Luoma honored for excellence in programming.

(Portland/Bangor/Lewiston)— The Public Television Programmers Association has named MPBN television programmer Kelly Luoma as the recipient of the 2013 Charles Impaglia Programmer of the Year Award. The award, announced on May 12th in Miami, recognizes the programmer and station that displays the most significant and consistent increases in audience growth, both Prime Time and Whole Day.

Luoma is MPBN's main programmer, as well as a programmer of Vermont Public Television and an employee of TRAC Media Services. Under Luoma's stewardship, MPBN's whole week viewership stands 9% above where it was pre-digital and the cumulative audience is up 3%. Prime time viewership has risen 63% since 2008 with a cumulative audience increase of 31%.

"We are really pleased in the response across the state to content that we are airing on MPBN Television—everything from PBS shows like Downtown Abbey and Doc Martin to locally produced programs to MPBN's Community Films." said MPBN's President and CEO, Mark Vogelzang. "Kelly's knowledge and expertise have been very important to the station's success over the past year, and we're very thankful for all of her hard work."

The Public Television Programmers' Association is a national organization dedicated to assisting public media content professionals to increase the public value their content provides in local communities and strengthen local public television stations. Each year PTPA coordinates the nomination and selection of the Charles Impaglia Programmer of the Year Award to a programmer who demonstrates excellent programming skills in their local market, proven creative and effective programming within the PTV mission, and a willingness to share their experience and knowledge with others in the PBS system.

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.mpbnet.net.

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