



HEARST television inc

January 29, 2015

Congressman Bruce Poliquin
Rayburn Office Building
Washington, DC 20515

Dear Congressman Poliquin:

As you know, on Tuesday Southern Maine was hit by a major blizzard. Nearly twenty-four inches of snow was recorded at the Portland JetPort which ranks as the number two all-time snow total for one storm. In addition to the snow, we experienced hurricane force winds which created poor visibility and bitterly cold temperatures made worse by the wind chill. Schools were closed, government offices were shut, and there were many businesses that did not open their doors. This was, as forecasted a very dangerous storm and affected thousands of people.

Early on, WMTW made the commitment to our community and viewers and dedicated ourselves to keeping them informed and safe throughout the day over the air, online and on mobile. Starting Monday night, we began notifying viewers of cancellations and updating weather forecasts on air. On Tuesday we began our broadcast at 4 A.M. and continued with live coverage until 7 P.M. when the storm had begun to wind down. We had several crews out in the elements, reporting live from around Maine. Throughout primetime on Tuesday we continued with news cutins to keep viewers apprised about the storm and we concluded the night with a special one hour Late News. Our coverage of the storm continued through Wednesday morning and included a special Noon News report. Throughout the event, our online and mobile products were kept up to date with the latest in weather and news and we utilized Social Media to keep in touch personally with many Mainers. By 4 A.M. on Tuesday there were one hundred and sixty-five people watching our live stream on their mobile device and over one hundred watching online. Throughout the day citizens of Southern Maine came to our site to find out facts about the storm. When the day was over, we had nearly two hundred thousand visitors to our digital platforms and over nineteen thousand watched our livestream. Unfortunately, since we are not a metered market by the Nielsen Company, we do not know how many watched on television. However, I can tell you with confidence there were many.

As a local broadcaster in Maine, our focus and commitment is on our community and keeping them informed and safe in all situations. It is our duty to provide our viewers with the most up to date and timely information so that they can prepare and plan accordingly. I do not know when the next time is that there will be the need for "wall to wall" coverage, but I can tell you that WMTW-TV takes very seriously our commitment to community and we will be sure to provide appropriate coverage and help keep Southern Mainers informed and safe.

If you require more information or would like to speak with me regarding this storm or other items, please let me know.

Sincerely Yours,

A handwritten signature in black ink, appearing to read 'David W. Abel'.

David W. Abel
President and General Manager
WMTW-TV, WMTW.com, WMTW Mobile, Heroes and Icons

4 Ledgeview Drive | Westbrook, Maine 04092
Phone 207.782.1800 Fax 207.761-0212 Email wmtw@wmtw.com