



HEARST television inc

February 23, 2015

Senator Susan Collins  
413 Dirksen Senate Building  
Washington, DC 20510

Dear Senator Collins:

I am writing today to keep you apprised of our efforts in keeping Mainers safe, informed and entertained during this harsh Maine winter.

As you know winter is shaping up to be record breaking for Maine. Aside from the over 80 inches of snow to date, we have also had to deal with bitterly cold temperatures made worse by high winds. Each weather event we experience brings to the forefront the importance local broadcast television plays in helping citizens stay safe and prepared. Here at WMTW, we take this responsibility seriously and continue to do all that we can to ensure Maine citizens are informed, prepared and safe. As each storm develops we are making decisions on how best to do this across our platforms. In most cases, we are providing on air cutins and special newscasts. However, in the case of the blizzard on Valentine's Day, we made the decision to broadcast from Six o clock PM to eleven- thirty PM as the storm was at its peak across most of our viewing area. On air and on our digital product, including apps, we made every effort to bring the latest information to viewers in Southern Maine. Our Reporters, dispersed throughout the viewing area, braved the elements in order to keep their fellow citizens safe and out of harm's way without hesitation.

In addition to storm coverage, we have done stories dealing with the economy, safety, and health as Mainers dig out. These stories have ranged from how our local municipalities are dealing with the cleanup and cost, to the effect this winter is having on wildlife. Two stories I know have made a difference are the ones we delivered on the importance of clearing your roof and keeping your household pipes warm and flowing. We have heard from many viewers that these reports have made a difference to them.

Besides our coverage dealing with the weather, we have also brought our viewers two other important events. On February 3<sup>rd</sup> we broadcast live from seven to eight PM Governor Paul LePage's "State of the State" address. As our Governor enters his second term and our state continues to transition and rebound, we felt it was not only important, but the right thing to do. People across Maine were anxious to hear his plans for our future and did not want to get it second hand. This event was also streamed on our website and mobile platforms. The second event occurred the next day as WMTW brought to Maine live coverage of the New England Patriots Victory Parade from Boston. The Patriots victory was very important to many Mainers and we were happy to provide viewers with a few hours of entertainment and fun.

I feel that it is important to keep you abreast of all that we do for our community every day. Whether it is information to help people, or being able to share in celebration, a local broadcaster's responsibility is to serve our viewers and the community we live, in various ways. Here at WMTW, we take this responsibility seriously and will continue to do so.

Sincerely,

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

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