

ANNUAL REPORT  
2018

# DEAR ALUMNI, COLLEAGUES, AND FRIENDS,

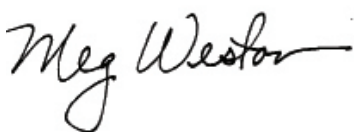
2018 was a year of forward momentum in so many ways – we achieved Candidacy status in our pursuit of NECHE accreditation for the school, we opened the new Thorne Dining pavilion at the heart of the campus where meals are served, and we launched The Writers Harbor® bringing more ways for our participants to hone their craft of storytelling.

2019 continues on a positive trajectory – with growing enrollments in our cinematography and directing intensives, the book arts and writing programs, and talented new instructors for photography workshops (alongside the ones we already know and love). In February 2019 we were approved by the Department of Education to process federal financial aid in the Title IV program – giving more students the ability to access our certificate and degree programs.

As I approach my retirement in January 2020, I'm pleased to be able to pass the baton to the person the board selects as most capable of taking the school even further into an exciting future. With the oldest running workshops program (this is our 46th year!) and an MFA degree program that is rated among the top 70 fine arts graduate programs in the country – the school has a history and a trajectory of providing innovative, immersive opportunities for people to develop their creativity throughout their lifetimes.

My focus prior to January is to continue to raise money for our Keystone Fund, an operating reserve fund to secure the future of the school. My sincere thanks go out to all of you that have helped to get us more than halfway to our \$1,000,000 goal – and to those of you who might consider contributing to this effort, we have a wonderful challenge match to meet this year – ask me about it!

Thank you all for the opportunity to work with all of you for the improvement and continuation of this amazing, inspiring, catalyst for creativity.



Meg Weston  
President







Learn about two of our Young Artists who received scholarship funds to support their Maine Media Experience on P.11.



# OUR PROGRAMS

Photography has always been at the heart of our mission, and we are proud to continue the tradition of teaching all forms of photography - from the historic processes of the mid-to-late 1800's to the latest digital technologies. Our world-class filmmaking program is growing beyond cinematography and documentary to newly introduced intensive sequences of workshops in directing, cinematography, and post production. The Book Arts studio is filled with creatives who are discovering ways to incorporate text and images in new ways, and most recently, we launched The Writers Harbor program bringing renowned authors to teach workshops in poetry, fiction, and nonfiction. Photographers might take several workshops before they want to explore their voice in writing, or make a hand crafted book. People return to Maine Media over and over in their lifetimes to learn new skills, find inspiration and community, and express their stories. We have one alumnus from Puerto Rico who has come once a year for more than 40 years!

## BOOK ARTS

The Book Arts program is one of the most unique offerings that our campus has to offer. This summer we were glad to welcome Richard Reitz Smith to our campus as the Book Arts Faculty Chair and Studio Manager, thanks to the generous support of our Book Arts program from Liv Rockefeller and Charles Altschul.



Richard has already proven to be an invaluable member of our team, and has been collaborating with our community members almost from his first day on our campus. Richard's presence has also allowed us to expand our Book Arts studio membership, a service we are happy to offer to the community. With a Book Arts Studio Membership, members have access to our letterpress, printing, and other book making resources. These resources are available throughout the year, whenever workshops are not taking place in the studio. It's a great way to spend concentrated time working on your own book project!



Maurice Carlos Ruffin teaches  
“Writing Fiction Editors Love.”

## THE WRITERS HARBOR

2018 saw the launch of Maine Media’s newest program, The Writers Harbor. Made possible by a grant from James S. Rockefeller, Jr. and Marilyn Moss Rockefeller, the program brings new storytellers to our campus to explore the craft of writing in an environment that has been fostering photographers, filmmakers, and other visual artists for decades.

In 2019, The Writer’s Harbor sailed into new seas, offering significantly more workshops with new instructors, and creating opportunities for writing to be explored here in Rockport Maine. We’ve gone from a total of thirteen workshops in our first year, to twenty-seven workshops offered this year, and welcomed more than double the amount of writing students to our campus for in-depth writing experiences.

This year we had our first ever Poetry Week, where 15 students came to our campus to learn from three masters of the craft: Inaugural Poet and friend of Maine Media Workshops Richard Blanco, Brooklyn Poet Laureate Tina Chang, and acclaimed memoirist and poet Nick Flynn. These three poets shared not only with their students, but with the community at large in back-to-back-to-back poetry readings at Pascal Hall. Later this summer, we welcomed world-class instructors weekly for a growing community of writers. Maurice Carlos Ruffin, Richard Goodman, Natalie Goldberg, and Steve Almond are among the faculty who led students into new creative territory. Storytelling in all of its forms is flourishing today on our campus, and the writing program is a natural fit among all of our visual storytelling workshops and classes.



# UPGRADING OUR CAMPUS



Maine Media's Rockport campus has been a home away from home for artists and visual storytellers for generations. Those looking to explore their creativity are able to find an oasis here in midcoast Maine. We give people from all over the globe access to world class instructors and immersive experiences that are unique to Maine Media.

We are committed to making upgrades to our facilities to provide the right environment for learning media arts. Last year, we opened the Thorne Dining Pavilion at the heart of the campus where we all join together for meals. This summer we are landscaping the surrounding area with an expected completion in the fall.



## NEW CONSTRUCTION

We are also pleased to announce board approval of a new classroom building on campus. This building will feature flexible classroom spaces on one floor, and office and storage space below. The consolidation of IT functions in this building will help eliminate service interruptions and increase connectivity speed. The building is being designed with the needs of the visual storytellers in a variety of classes.



Like all of our classroom spaces, it is designed to be reconfigured according to the weekly workshop needs. It will also accommodate the critique sessions for our growing MFA program. Construction will begin in the fall, with completion anticipated in late spring 2020.

The new campus building also offers an exciting new potential for friends of the school to consider naming a classroom. Classrooms are the true home-away-from-home for our students, spaces where they are encouraged to explore, grow, collaborate, and create. If you're looking for a way to make a lasting impact on campus, consider contributing to this new on campus resource for our students.



# PLANNED GIVING

Maine Media Workshops and College relies on the generosity of donors to continue to achieve our mission of inspiring visual artists and storytellers. We strive to encourage bold exploration and experimentation with known mediums of photography, film, writing, and so much more.

If you're seeking new ways to give to the school, consider becoming one of our Legacy Donors. Maine Media is happy to accept legacy donations of all types, be it bequests, charitable gift annuities, stocks, or other assets. We are pleased to work with members of our community who are interested in establishing a planned gift. Those who become a Legacy Donor share our investment in the long term growth and success of MMW+C, and their contributions are deeply felt.

# TRIPOD SOCIETY

The Tripod Society is a growing group of community members who recognize the impact that donating to our school can have. The group is made up of faculty, alumni, photographers, filmmakers, art lovers, and others whose lives have been touched in some way by the mission of our school.

Tripod members make unrestricted donations of \$5,000 or more each year. These funds go towards ensuring our programs are equipped with state-of-the-art gear and taught by world class instructors. Funds are used to support our many scholarship programs, making Maine Media's transformative experiences accessible to more people, including students in our Young Artists Program. And every summer, our Tripod Society gathers for a series of special events, where they have the opportunity to learn, engage, and visit a beautiful part of Maine.



IMAGE © MEG WESTON



# ACCREDITATION + FEDERAL FINANCIAL AID



In 2018, Maine Media College achieved Candidacy status in the accreditation process with the New England Commission of Higher Education (NECHE). As a result, we applied to the Department of Education to be able to process and award Federal Financial Aid through the Title IV program. We were approved in February 2019, and have already begun offering students in the MFA and PCVS programs access to federal assistance. This opens the door for more students of diverse backgrounds to have access to our life changing programs.

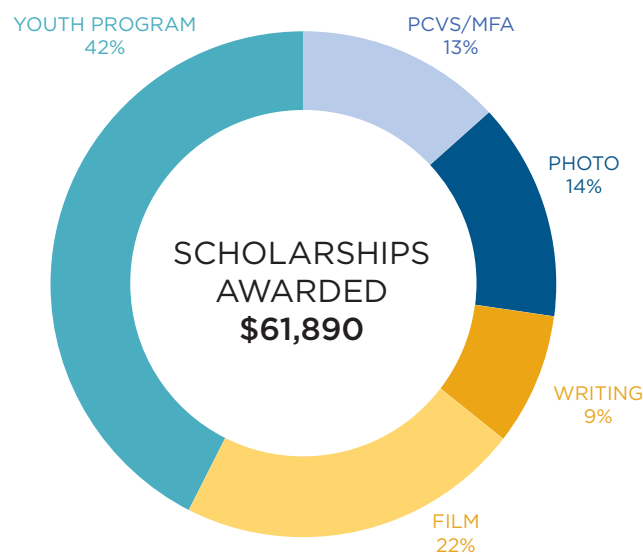
The next step is for Maine Media to submit a self-study in the spring of 2020, with a peer evaluation NECHE site visit scheduled for May 2020. This self-study will be a progress report on the nine standards of accreditation that must be met. The Accreditation Steering Committee is chaired by Elizabeth Greenberg, and consists of members of the board and staff working to achieve this strategic goal for the school.

Accreditation allows us to provide access to a greater range of students who might not otherwise be able to afford to attend the high quality programs we offer. It will give us new avenues for partnerships and articulation agreements with other colleges, and expand our ability to serve our mission of educating and inspiring visual artists and storytellers to achieve their creative potential.



# SCHOLARSHIPS

Scholarships are another important institution that creates opportunities for people from all walks of life to attend our workshops and other programs. In 2018 over 30 students took advantage of these resources, including over triple the amount of adult learners that used scholarship funds in 2017.



## THE BILL LINDSMAN SCHOLARSHIP

Chris Lehmann, a beloved teacher here at Maine Media passed away in 2017, and a scholarship was established bringing in contributions from many friends of Chris to honor his memory. Each year an aspiring filmmaker will be awarded a scholarship from this fund.

## THE SAM ABELL ENDOWED SCHOLARSHIP

Sam Abell has been a member of the Maine Media Community for years and the Sam Abell Endowed Scholarship was established through a private fundraising effort to honor Sam and his craft in perpetuity. Each year, this merit-based scholarship allows promising photographers to attend a workshop of their choice and hone their craft. The past recipients of this award have been:



2016: Reena Deemer in The Decisive Moment with Peter Turnley

2017: Leigh Doran in Moving Forward in Photography with Sam Abell

2018: Lilit Danielyan in Daring to See the World in a New Way with Maggie Steber



## SCHOLARSHIP STUDENTS

In 2018, Katie and Sydney Hammeister came to Maine Media to take the Young Artists Extreme Sports Cinematography course, and they reminded all of us why the Young Artists program is such a special part of the Maine Media experience. The girls had tried every form of creative expression, even making time for ceramics classes, but video is the one that has captured their attention the most. The North Carolina natives were made aware of Maine Media Workshops by their grandmother, and added the two-week workshop to their yearly Maine visit. They thanked their “Mimi,” for finding the program for them.

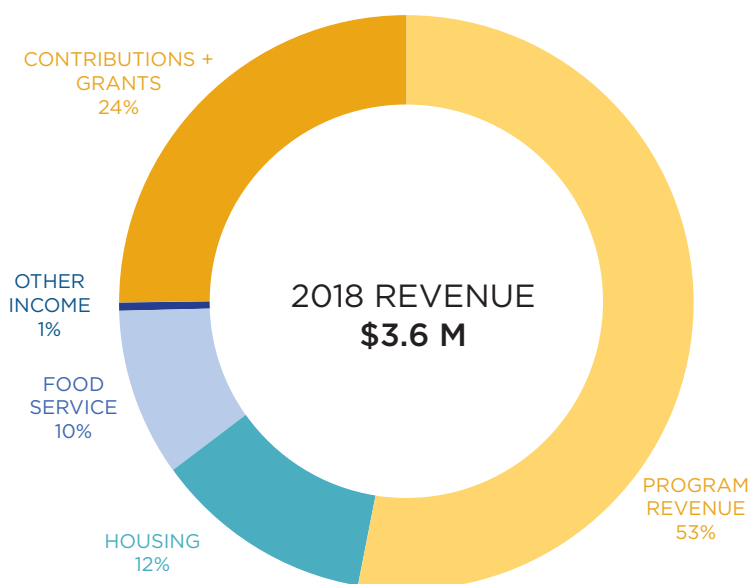
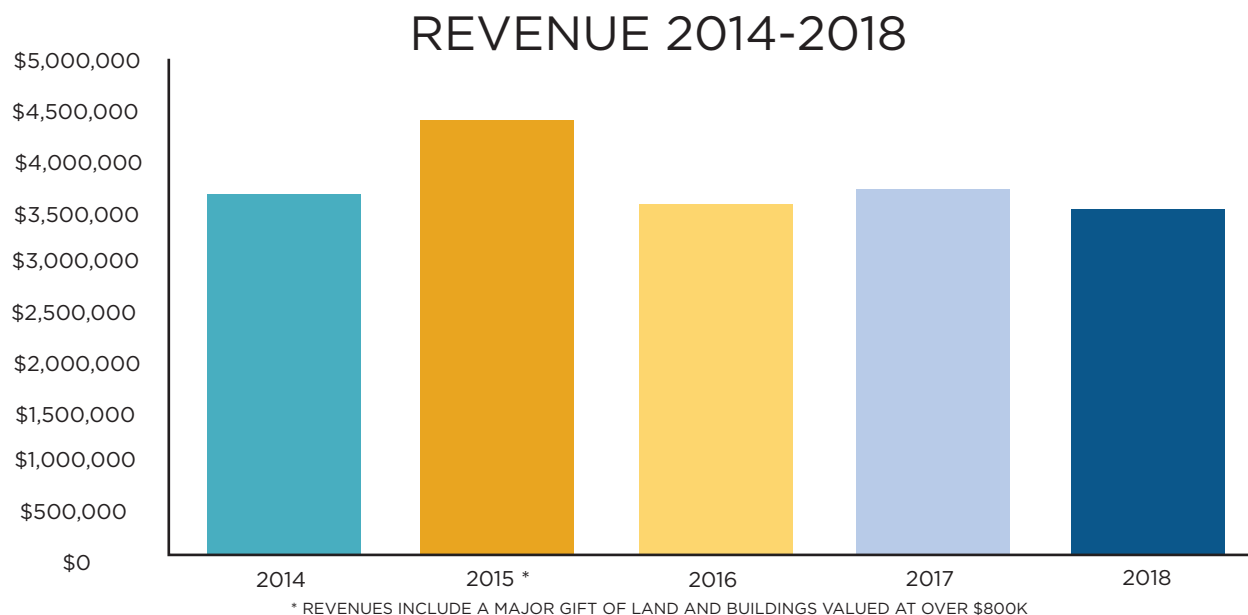


Since the girls already make a lot of video work on their own, the biggest lesson they learned was how to manage a higher production value. They took a step up, working with equipment that could do more for them as long as they were confident in their skills. These young artists plan to pursue professional video work when they head to college- together, of course.



# RESULTS

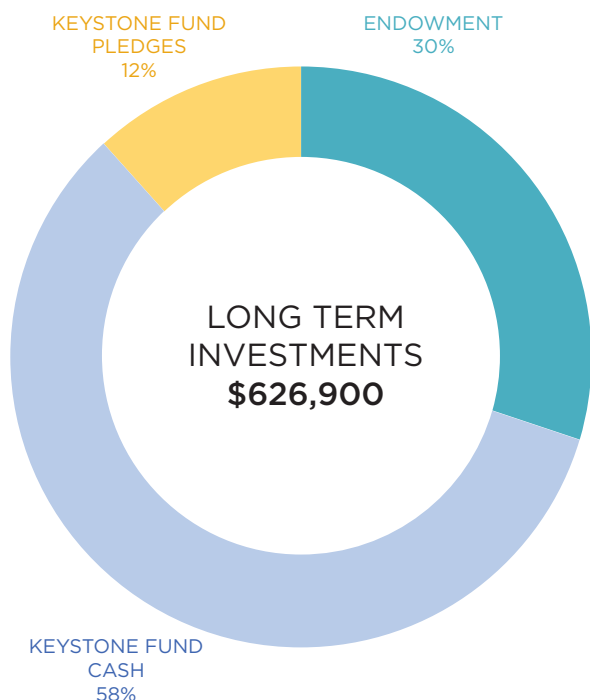
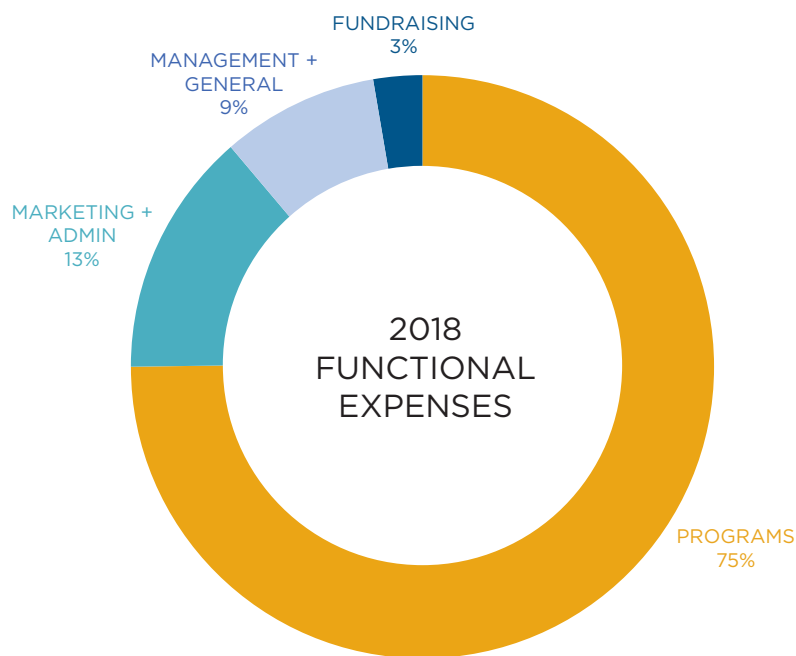
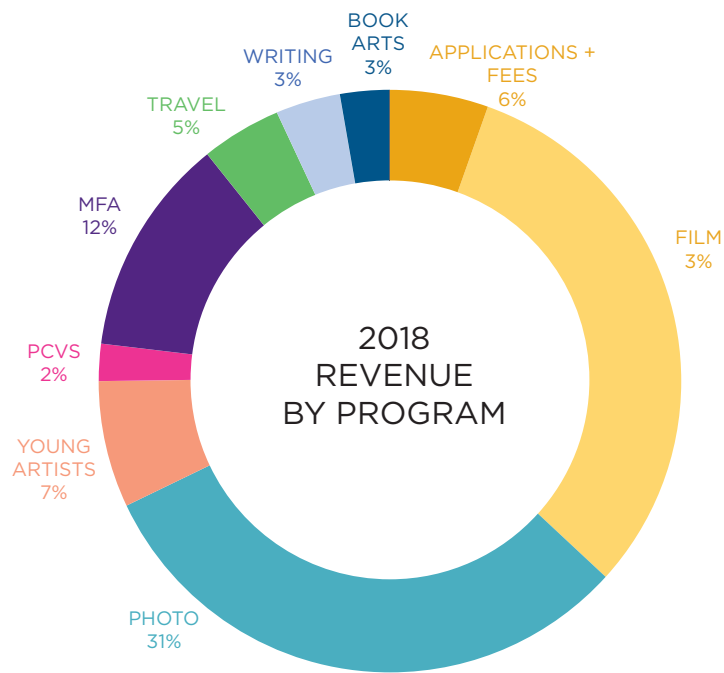
Our “earned” revenues come from tuitions, fees, housing, and meals alongside “contributed” revenues from grants and gifts – both unrestricted and those designated for specific purposes. The fluctuations in revenues from year to year relates to specific philanthropically funded projects that take place in any given year.



Although Contributions & Grants represented about 24% of 2018’s \$3.6M in revenues, it was slightly less than 2017 overall because the prior year included building the Thorne Dining Pavilion, alongside major fundraising for the Keystone Fund.

Our long-term Investments are related to securing the future of the school through endowments and an operating reserve fund – The Keystone Fund.

Our program revenues come mostly from our photo and filmmaking programs – both about equal in size, with smaller amounts from other newer areas such as Book Arts and Writing. Our college programs include the Professional Certificate in Visual Storytelling (PCVS), and the MFA program with 25 students. In 2019, we are running the Certificate in Collaborative Filmmaking (CCF) for the first time, bringing aspiring filmmakers to campus from March to November for a ten-week term of foundational classes, ten weeks in the summer of great hands-on experience in cinematography, directing, editing and/or post production, and a fall 10-week project of producing their own films. Our college programs represent about 15% of our revenues today – with projections to grow to 20% or more over the next few years.



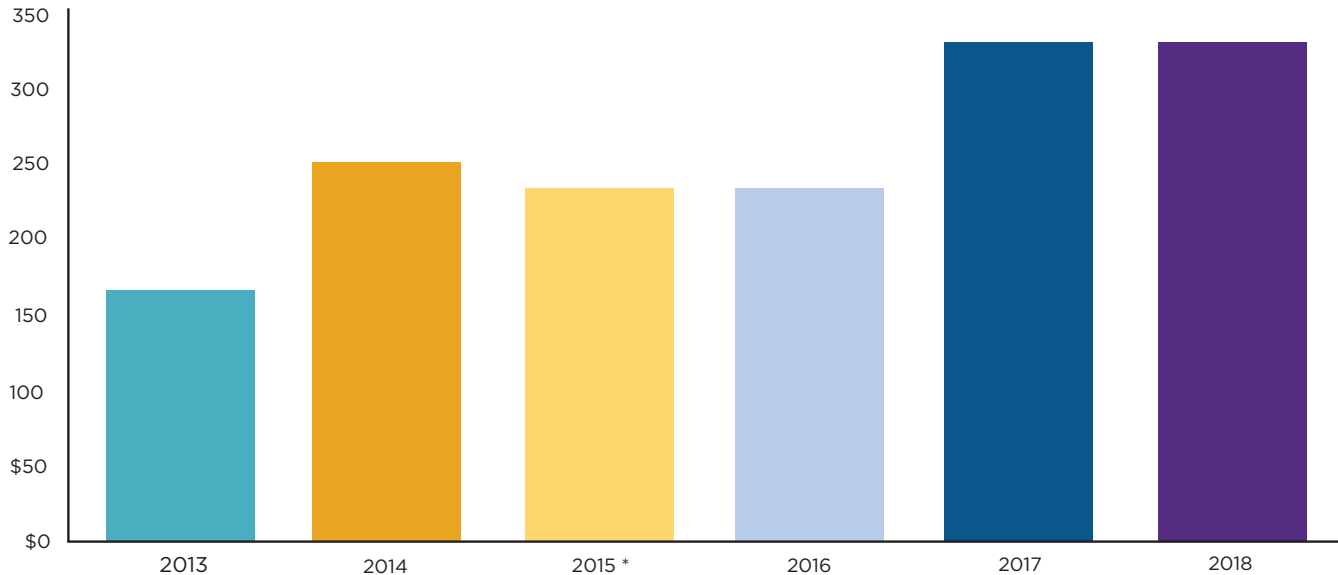
Today the school is on solid financial footing. We're building towards more diversity in our student body, in our modes of storytelling, and methods of delivering top-notch educational experiences that foster and inspire creativity. We couldn't do any of it without your help!



# DONORS

Your contributions make creativity possible. Thank you!

## MAINE MEDIA DONORS



WITH A MAJOR CAPITAL GIFT TO BUILD THE THORNE DINING PAVILLION, ALONG WITH THE INITIAL ESTABLISHMENT OF THE KEYSTONE FUND FOR THE SECURE FUTURE OF THE SCHOOL, 2017 GIFTS WERE SLIGHTLY MORE THAN FUNDRAISING IN THE 2018 YEAR. IN 2017 CHRIS LEHMANN, A BELOVED TEACHER AT MAINE MEDIA, PASSED AWAY AND A SCHOLARSHIP WAS ESTABLISHED, BRINGING IN CONTRIBUTIONS FROM MANY FRIENDS OF CHRIS TO HONOR HIS MEMORY.

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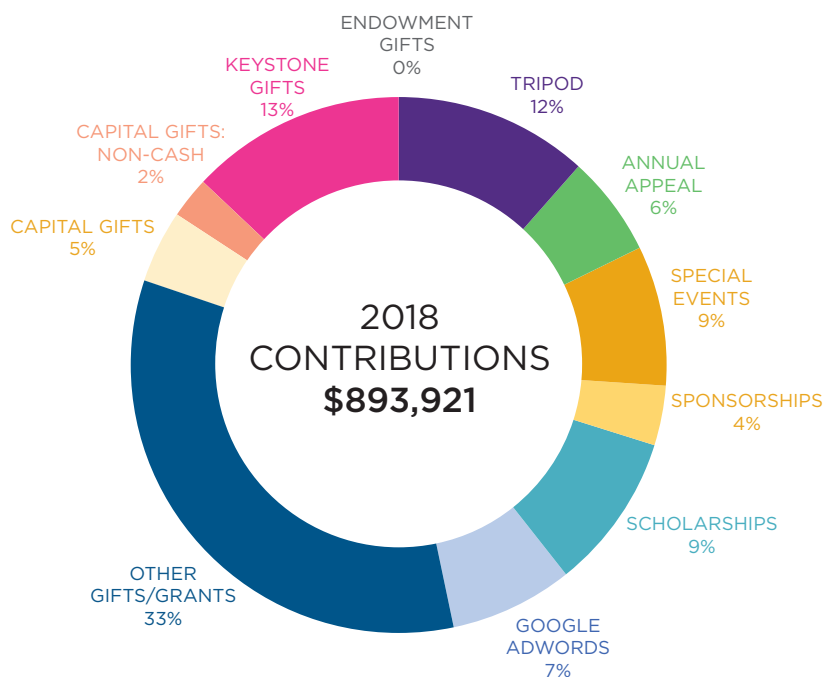
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## MISSION STATEMENT

Maine Media Workshops + College educates and inspires visual artists and storytellers to achieve their creative potential. We provide lifelong learning opportunities for those pursuing the fine arts and media-related professions. We are committed to fostering a diverse community that values creativity, respects culture, and seeks to deepen human understanding and expand communication in the world.

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# MAINE MEDIA WORKSHOPS+COLLEGE

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