

The background is a collage of three images. The top left shows a film set by a lake with a camera operator and two people standing in the water. The top right shows a band performing with a woman in the foreground. The bottom shows a panel discussion with three people seated on a stage in front of an audience. A large, stylized title 'Our Maryland Agenda' is overlaid across the center. A diagonal yellow and red stripe runs from the top right to the bottom left. The bottom left corner features a black and yellow checkered pattern.

Our Maryland Agenda

2025
Maryland Public Television
Annual Report & Honor Roll

Our Maryland Agenda

If an agenda is a list of things to be done, then the Maryland Public Television agenda for 2025 and beyond is well underway. This report captures our work on behalf of the citizens of the Free State and points to why this work is important in meeting their expectations and desires.

Whether our constituents seek quality entertainment or aspire to educational pursuits or active engagement around subjects of interest to them and their families, we're here to serve. Thank you for taking time to read this story about our service to Marylanders and why it matters.

Mission statement

Maryland Public Television enriches lives and strengthens all communities through the power of media.

On the cover

(From left) MPT videographer Nick Caloyianis records WBAL-TV News Anchor Deborah Weiner and MPT News Anchor Jeff Salkin in March during production of the documentary *Key Bridge Disaster: Reflect, Recover, Rebuild*. Tim Pugh (with camera), videographer supervisor, zooms in on performers from *Young Artists of America*, who MPT has partnered with for musical theater productions in recent years. (Seated from left) Program moderator Frank Sesno talks with FCC Commissioner Anna M. Gomez and Sheppard Pratt President and CEO Harsh K. Trivedi during the November 2024 launch of the Maryland Center for Media Literacy & Education.

Message from the chief executive and chief operating officers

The latest technology and most up-to-date production skills of our team members don't count for much unless MPT is doing work that positively impacts lives and enhances the quality of life of residents across Maryland.

We subscribe to that anonymous saying that holds, "When you're focused on everything, you're focused on nothing." Our network's focus is clear: Do what is meaningful and consequential to improve communities, add to civic discourse, educate our young, and delight viewers of all ages. Our talented staff excels at providing engaging ways for our stakeholders to participate in enriching activities and for families to enjoy time together with MPT content and resources. In short, we focus on bringing out the best in ourselves and those who count on us.

We express our thanks to those who support us, from the men and women who serve on our governing body, the Maryland Public Broadcasting Commission, and on the board of our 501(c)(3) affiliate, the MPT Foundation, Inc., to the more than 71,000 members who voluntarily contribute financially to keep us in business. We appreciate the hundreds of funders, sponsors, and underwriters of our productions and the too-numerous-to-count agencies and organizations who partner with us year 'round.



And to our single largest annual donor – the State of Maryland and its citizens – a word of sincere gratitude for fueling our state-licensed public broadcasting network.

Our agenda is – as always – to work to the best of our ability to bring out the best in the state we call home.

Steven J. Schupak
President &
Chief Executive Officer

Chuck Roberts
Executive Vice President &
Chief Operating Officer

Content for and about Maryland

Once again in FY25, MPT's talented staff delivered a variety of entertaining, educational, and inspiring content to viewers in Maryland and beyond. All told, MPT produced 219 separate local and national programs in addition to bringing to screens a roster of acquired programs and specials.

What follows is a look back at the productions viewed on televisions and mobile devices during the year July 1, 2024 through June 30, 2025.

Local productions

MPT produced and aired 167 original local productions during the past fiscal year, totaling 82 hours of content. This is a complete listing of those programs.

Arts/culture

Artworks, Season 10

Artworks: 2024 Baker Artist Awards

Artworks Special: The Art of Strings

Artworks Special: Imani-Grace

Chesapeake Collectibles, Seasons 11 & 12

News/public affairs

Direct Connection

Direct Connection Special: Welcome from UMES

Inside the CIAA: Impact

Key Bridge Disaster: Reflect, Recover, Rebuild

Maryland U.S. Senate Debate 2024

MPT Sports Desk

Salute to Veterans special

State Circle

State Circle Special: Where Do We Go From Here?

State of the State 2025



Appraiser Lisa Jones (right) evaluates pottery brought in by a guest during the *Chesapeake Collectibles* season 12 taping weekend in October 2024.



MPT crew members capture Dr. Lorie Staver (right), University of Maryland professor and wetland ecologist, collecting soil samples on Poplar Island during production of *Resurrecting Poplar Island*.



During an episode of *Direct Connection*, APTS President and CEO Kate Riley speaks with News Anchor Jeff Salkin about her advocacy organization's ongoing efforts to maintain federal funding for public media.

Natural history

Maryland by Air

Maryland Farm & Harvest, Season 12

Maryland Farm & Harvest: Cow Week Special

Outdoors Maryland, Season 36

Resurrecting Poplar Island

Educational/historic

Maryland Teacher of the Year 2024-2025

National productions

During the past fiscal year, one MPT production team produced its well-respected national series for U.S. and international distribution.

MotorWeek, Season 43

MotorWeek, Season 44

... plus digital programs accounting for 27 hours of content. These were:

MotorWeek podcast series (26 programs)

HBCU Week NOW: *6 Days of Determination: Story of 1990 Morgan State Student Protest*

HBCU Week NOW: *Accelerating Dreams: The Road to Motorsports Excellence*

HBCU Week NOW: *Beyond the Water - Howard University Swimming & Diving Team*

HBCU Week NOW: *Morehouse: We Expect Nothing Less - The Benjamin E. Mays Story*

HBCU Week NOW: *SmartHOME - Claflin University*

HBCU Week NOW: *Southern University Law Center: An HBCU Lawyer's Dream Come True*

FY 25 Content Recap

Local productions

167 programs
82 hours of content

Local acquisitions

23 programs
24.5 hours of content

National productions

52 programs
26 hours of content

National digital programs

32 programs
27 hours of content

National presentations

23 programs
13 hours of content

Local acquisitions

During the year, these 23 films and specials from independent producers and distributors were secured by MPT's Programming & Acquisitions Department for the benefit of our viewers.

Barnstorming

Chesapeake Rhythms

DelMar

Every Acre Counts - Chesapeake Farmers at the Forefront

Food, Fiber and the Female Farmer



Pilot Mark Blace of Cumberland Soaring Group and videographer Danielle Crone with a glider plane at Greater Cumberland Regional Airport for the *Outdoors Maryland* season 36 segment *Up in the Air*.



Rider Emily Hamel competes during the show jumping phase of the four-day MARS Maryland 5 Star at Fair Hill in Cecil County, which aired live on MPT in October 2024. (photo by Shannon Brinkman)



MotorWeek creator and host John Davis poses next to a 2024 Chevrolet Corvette E-Ray during production of the long-running national series' 44th season.

Forager

Grandma's Hands with Craig Sewell

Happy Campers

Headwaters Down: Tidal River

History of a National Treasure: Morgan State University

Journeys of Black Mathematicians: Forging Resilience

Kory Caudill & Wordsmith: Concert for the Human Family

Local, USA: HBCU Week: Tradition and Competition

Lou's Legacy: A Reporter's Life at the Washington Blade

Maryland 5 Star at Fair Hill

On Water's Edge

PTSD101

The Almshouse

The Golden Year: Howard Women's Basketball

The Historic HBCU Photograph

The Hoy Boys

Undivide Us

United States Army Field Band: Sound the Bells

National presentations

MPT was again honored to serve this past year as the "presenting station" for these programs and series, each distributed nationwide to public TV stations by either American Public Television (APT) or the National Educational Telecommunications Association (NETA).

Anacostia Delta: The Legacy of DC's TeleMasters

Deconstructing the Beatles

The Last Independent Automaker

Local 1196: A Steelworker's Strike

The Five Demands

To Dine For with Kate Sullivan, Season 6

To Dine For with Kate Sullivan, Season 7

Upstream, Downriver: Uniting for Water Justice

Community connections. generous donors drive network impact

The Development Division experienced strong growth over the past year, both in its fundraising achievements and level of engagement with viewers and members across the region. The staff of its six departments focuses on creating and strengthening relationships with individuals who value MPT's public TV content and community resources. Generous donors support MPT, reflecting their trust in the statewide public TV network and their endorsement of its public service mission to inform, educate, and inspire viewers of all ages.

Fundraising success

MPT raised more than \$11.5 million in FY25 as the result of the division's comprehensive fundraising initiatives across its audience engagement, corporate support, digital fundraising, major & planned giving, on-air fundraising, and membership teams.

The division's On-Air Fundraising & Development Productions unit achieved its annual financial objectives while lowering the number of pledge days to 81 – a far cry from the 116 days of on-air pledge activity a decade earlier.

This team also produced a remarkable fundraising documentary, *Maryland by Air*, which premiered in May. The one-hour film, narrated by

Members of the MPT Travel Club ventured in June 2025 on a seven-day trip to explore the Canadian Rockies and Glacier National Park. Along the way, travelers enjoyed memorable excursions including a 1930s Red Jammer Tour and an Ice Explorer Glacier Tour, among others.



legendary Marylander Cal Ripken Jr. and shot entirely from the air, enables viewers to experience the wonders of the Free State from its western hills to its metro areas to its shoreline and farmlands. In addition to MPT broadcasts and streaming, the film can be enjoyed at the Maryland Science Center's IMAX theater.

On top of these successes, the division's Major & Planned Giving unit raised nearly \$1.8 million from viewers' and supporters' restricted and unrestricted gifts, bequests, and grants.

The Corporate Support team secured 77 sponsor agreements last year, with a renewal rate of 82%. This included 14 new sponsors and partners. These partners see the benefit of aligning their organizations with MPT's quality programs and community connections. Their support helps the network deliver trusted, educational, and inspiring content to viewers statewide.

Membership roster hits new high

MPT's roster of paid members grew to a record level, hitting 71,061 by the end of June, bolstered by the organization's new canvassing initiative (see sidebar article on page 5). The network saw continued growth in sustaining members, those donors who give monthly. At the fiscal year's conclusion, the number of sustainers reached 26,293. Sustainers and members who gave at a \$60 or greater level received the extra member benefit of MPT Passport, an on-demand digital library of thousands of PBS and MPT programs.

Leadership Society ranks grow

The MPT Leadership Society, part of the MPT Foundation, comprises individuals who provide MPT with annual gifts of \$1,200 or more. In FY25, 106 individuals swelled the ranks of the Leadership Society. Membership in this prestigious group of MPT supporters stood at 467 on June 30 and continues to show strong growth since then.



In this scene from *Maryland by Air*, pilot Hunter Harris soars over the shores of Ocean City aboard his 1942 Boeing PT17 biplane *Silver Queen*.

Audience engagement enhances bonds with viewers

The division's Special Events & Community Engagement team conducted 84 in-person and online events during the year, such as MPT program screenings, workshops, station tours, outreach activities, and production tapings. These activities attracted 11,472 individuals in person, while another 4,480 people participated online or watched later on demand.

The Member & Viewer Services team, another important touch point for MPT viewers and supporters, fulfilled the information and resource needs of more than 10,000 members and viewers and answered more than 8,000 phone calls throughout the year.

Marylanders and others from the region were welcomed again to MPT's Owings Mills campus for the annual Flea Market & Bazaar. The November 2024 event brought together 1,600 community members to enjoy a host of vendors, crafters, and others to mix, mingle and shop.

Travelers delight in MPT trips

For eight years, the MPT Travel Club, in partnership with Boscov's Travel, has explored a wide range of destinations in the United States and abroad. These trips are designed to offer travelers an easy and fun way to experience the world and make new memories.

During the past year, some 66 viewers and friends joined MPT for two adventures north of the border – first to Montreal and Quebec City to celebrate the sights and sounds of Christmas (Dec. '24) and then a week-long excursion to the Canadian Rockies and Glacier National Park (June '25).

In addition to these international tours were day-long trips departing from the MPT campus. These included:

- Ride the Rails with Robert Van Camp excursions (Sept. '24 and May '25) with 194 attendees
- Birding the Harriet Tubman Underground Railroad Byways trip (Nov. '24) with another 45 guests

Development staffers during a May 2025 excursion that saw about 100 MPT Travel Club members gather in Cumberland to ride the rails of Western Maryland with Robert Van Camp, creator and producer of *Great Scenic Railway Journeys*, on board the Frostburg Flyer. (Photo by Dick Bodorff)



Community members gathered in The Irene and Edward H. Kaplan Production Studio for a March 2025 screening of the Stanley Nelson- and Nicole London-produced documentary *WE WANT THE FUNK!*, which was followed by a live dance party featuring music by Joe Keyes & The Late Bloomer Band.

MPT launches canvassing initiative

MPT recently launched a door-to-door membership program (also known as canvassing). The program's staff of membership ambassadors began knocking on the doors of residents in neighborhoods across the Baltimore area last spring.

This grassroots fundraising approach engages residents in conversations about the value of MPT programming and educational resources and provides an opportunity to generate financial support for Maryland's public TV network.

The initial response is quite encouraging. In just three months, the program generated more than 700 new MPT members, nearly 300 of them ongoing monthly supporters (sustainers). The membership ambassadors also receive insightful feedback from their one-on-one conversations with residents they visit, feedback which is then shared with MPT leadership.

The door-to-door membership program brings in new donors who don't typically respond to other fundraising methods and attracts younger donors, especially young families and sustaining members.

Looking ahead, the canvassing team will expand its membership outreach efforts into other Maryland counties to raise MPT's visibility elsewhere, communicate the network's value, and generate new friends and long-term members.



Door-to-door membership campaign director Ricky Sebastian delivers information about MPT's valuable services as part of his team's drive to increase membership donations across the state.

"MPT canvassed in my neighborhood asking for donations. I made one after verifying the door-to-door folks were legit. Then my six-year-old demanded the canvassers watch her do the splits she's been working on in gymnastics. Donate to public broadcasting if you can."

~ recent MPT donor Stephanie B.

MPT's expanded commitment to media literacy & education

“It’s one of the paramount challenges of the 21st century, the need for everyone, young and old, to be media literate.”

With those words, Vice President Betsy Peisach and her Maryland Center for Media Literacy & Education team launched the eponymous division to tackle the media literacy challenge and expand the scope of Maryland Public Television’s six-decade educational enterprise.

The Center formally began operations in November 2024, developing a comprehensive and multifaceted approach to media literacy education. Initially targeting early learners, it also extended its reach to teenagers, adults, educators, and seniors at locations where they live, learn, and labor.

In 2025, the Center’s team has already established a coalition of partnerships – comprising representatives from government, education, and the healthcare industry – to further its mission. Organizations that are collaborating to share media literacy resources include the Maryland State Library Association, the University of Maryland, the Maryland Department of Health, and the Maryland Civic Education Coalition, among others.

Center staff began constructing an online resource hub featuring media literacy tutorials, articles, and timely information. Its new website, marylandmedialiteracy.org, houses materials to help citizens of all ages learn about healthy media habits and establish routines to encourage critical thinking when engaging with media.

The team also expanded its collection of media literacy resources available on *Thinkport*, its online portal

Krista Respass (right) shares information about learning resources created and curated by MPT and partners to support the new PBS KIDS series *Carl the Collector* during a panel presentation at the NETA Conference in September 2024.



serving educators throughout Maryland and beyond. There, visitors find resources tailored to help children and teens strengthen media literacy skills.

Additionally, Center staffers are developing educational outreach programs for early childhood learners and creating K-12 resources for students, educators, and parents. Working with libraries, Judy Centers, community colleges, universities, and senior centers, MPT delivered some 20 workshops, reaching more than 400 educators, students, families, and seniors across the state. Another 350-plus professionals witnessed Center presentations at various health and wellness and civics programs.

To document impact and discover areas of need for the Center, MPT enlisted the services of external evaluator Tally Creative Consulting, LLC. Tally consultants are working with MPT to identify opportunities to enhance the Center’s media literacy



Families gather to participate in hands-on activities and receive educational resources during an MPT-produced Family & Community Learning event.

efforts among early learners, refine its Media STEPS action plan, and update its onboarding and professional development resources for educators and ambassadors.

In 2025, the Maryland Center for Media Literacy & Education is launched, lauded, and at work on a 21st-century challenge with an educational tradition honed on its Owings Mills campus.



Childhood professionals attending the Early Learning Media Ambassador Media Literacy Essentials workshop.





Maryland First Lady Dawn Moore informs the audience about essential media literacy skills and the necessity for awareness of children's digital media use at the launch for the Maryland Center for Media Literacy & Education.



(From left) MPT's Betsy Peisach, vice president, Maryland Center for Media Literacy & Education; President and CEO Steven J. Schupak; and Erin Chrest, senior managing director, Major & Planned Giving, on stage during the launch. (photo by Danilda Martinez)



(From left) Journalist Frank Seno, FCC Commissioner Anna Gomez, Maryland First Lady Dawn Moore, media literacy influencer Kelsey Russell, and Sheppard Pratt President & CEO Dr. Harsh K. Trivedi in the green room of The Irene and Edward H. Kaplan Production Studio. (photo by the Executive Office of the Governor)



Production activity in the George Beneman Control Room during the launch event. (photo by Bill Beustring)



Students from Benjamin Tasker Middle School gather in Studio B following the launch of MPT's Maryland Center for Media Literacy & Education.

Kaplan Studio event launches media literacy initiative

Several years in its making, MPT launched the Maryland Center for Media Literacy & Education in FY25. The initiative and its mission were introduced during a livestreamed event on November 19, 2024, at the network's Irene and Edward H. Kaplan Production Studio in Owings Mills.

Serving as hosts for the Center's launch event were Frank Seno, former CNN anchor,

correspondent, and Washington bureau chief, and current director of strategic initiatives and professor at the School of Media and Public Affairs at George Washington University, and Kelsey Russell, a Gen Z national media literacy advocate and influencer with 100,000 TikTok followers.

The program featured Maryland First Lady Dawn Moore, who spoke to the audience about the

importance of essential media literacy skills and the need for awareness of children's digital media use. FCC Commissioner Anna M. Gomez and Sheppard Pratt President and CEO Dr. Harsh K. Trivedi participated in a conversation with Seno about the intersection of media literacy, technology, and mental health, as well as their impacts on individuals, families, and communities.

The one-hour program integrated videos about social media use and media literacy topics of importance to students at several grade levels. These videos were produced by students from Benjamin Tasker Middle School in Bowie, the DC International School in Washington, D.C., and Stevenson University in Owings Mills.

MSAA expands its reach and impact

During its eighth year as an advertising, marketing, communications, and media buying service for Maryland state agencies and related organizations, the Maryland State Ad Agency (MSAA) served 16 clients, producing a total of 28 campaigns.

Since its creation in 2016, MSAA has provided its services to more than two dozen Maryland state agencies, crafting and delivering impactful public service messages to residents across the state. The agency's campaigns have directed Marylanders to valuable resources and information to help individuals identify employment opportunities, seek addiction treatment and medical care, source energy options, learn about work zone safety, and more.

The agency's staff of five full-time professionals – with support from other expertise and resources at MPT – welcomed these first-time clients during FY25:

- Maryland Department of Natural Resources (Recruitment)
- Maryland Lottery (Responsible Gambling)
- Maryland Department of the Environment (5 Million Trees)

In addition to expanding its client base, MSAA continued its valued partnerships with these returning clients, for whom it planned, created, and implemented various communication campaigns:

- Maryland Department of Planning (MD250)
- Maryland State Police (Recruitment)
- Maryland State Department of Education (Recruitment)
- Maryland Public Service Commission (Energy Choice)



- Maryland Energy Administration (General awareness, solar access)
- Maryland Department of Aging (Brain health, SHIP Medicare enrollment)
- Maryland Department of Public Safety & Correctional Services (Hiring events, recruitment, federal workers)



MSAA was tapped by the Department of Planning to produce a multi-media campaign featuring Governor Wes Moore to promote America's semiquincentennial. The campaign highlights the state's contributions to American history through the experiences of Marylanders.

Featuring a 30-second message airing on local cable and broadcast networks, MSAA's agricultural awareness campaign highlighted the Maryland Department of Agriculture's tree incentive programs and explained how farmers who plant trees can boost farm income, improve soil and herd health, and protect local streams and natural resources.

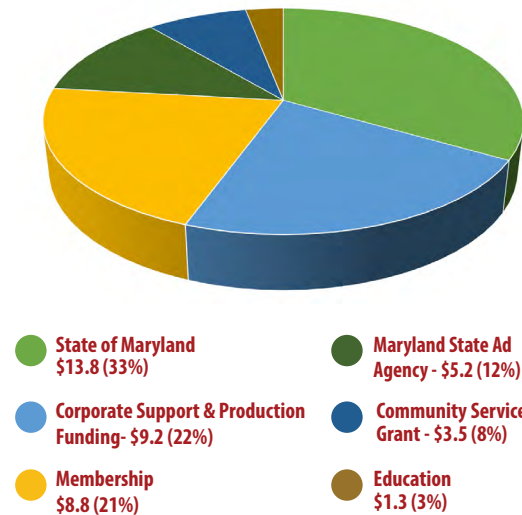


- Maryland Department of Agriculture (Chesapeake Bay Week, Stream protection)
- State Highway Administration (Work zone safety, Walk Smart OC)
- Maryland Higher Education Commission (FAFSA)
- Maryland Department of Housing & Community Development (Energy efficiency campaign - summer/winter/spring)
- Maryland Department of Service and Civic Innovation (Service year option)
- Maryland Department of Health (Flu/COVID/RSV, State Opioid Response IV)

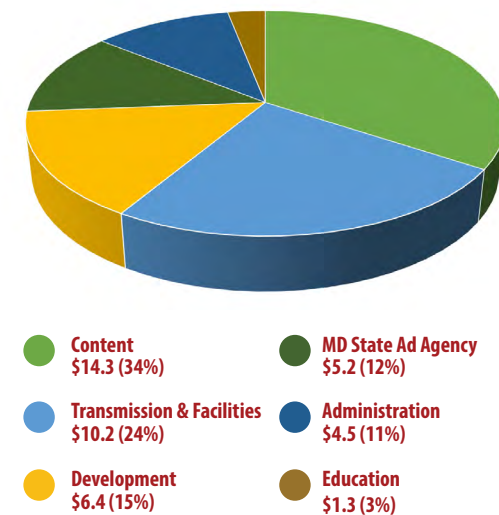
MPT's financial picture

The Maryland Department of Budget and Management approved MPT's FY25 budget covering the period of July 1, 2024 through June 30, 2025. Revenues and expenses are shown below. Dollar amounts are in millions.

Revenue \$41.9



Expenses \$41.9



*As approved by DBM and in effect 7/1/24 for the fiscal year ending 6/30/25

Government investment in MPT

\$1.60 a year

The federal investment in public television during this budget year represents an investment of \$1.60 per American each year. Government funding, accomplished through the Corporation for Public Broadcasting in the form of Community Service Grants to the nation's public TV stations, has been essential to the survival and success of noncommercial, educational public service media.

Independent studies continue to validate that, in considering the use of their tax dollars, Americans judge PBS to provide an excellent value that's second only to that of military defense.

\$1.79 a year

The State of Maryland investment in MPT represents spending of \$1.79 per Marylander each year.

The loss of MPT's federal funding

In July 2025, the United States Congress eliminated federal funding for public media. The loss of some \$4 million in annual funding will have a direct impact on the work MPT and PBS do for the people of the state. Distributed annually through the Corporation for Public Broadcasting, this funding has been a crucial part of MPT's budget and directly supports key programs and services.

Impact on Essential Services

MPT's federal funding is specifically earmarked for valuable public services. The absence of this funding jeopardizes MPT's ability in the future to provide:

- **Local content and journalism:** MPT produces Maryland-centric content about the state's people, history, and culture. Federal funding supports the network's creation of locally focused programs that commercial media overlook. This annual funding loss may lead to a reduction in the production of TV series, documentaries, and public affairs programs and may affect MPT's ability to provide independent and in-depth stories of importance to the people of our state.
- **Educational programming and resources:** For nearly 60 years, MPT has been a cornerstone of education in Maryland, providing free and universally accessible programs and resources for children, families, teachers, and lifelong learners. Federal grants support the development of educational content, including local productions and partnerships with schools and educators. Without this funding, MPT's ability to offer these resources, which are especially important for underserved communities, will likely be diminished.
- **Emergency alerts and public safety:** MPT plays a vital role in Maryland's emergency alert system, disseminating life-saving information during severe weather, natural disasters, and other crises. Federal funding has helped maintain the infrastructure needed to disseminate critical alerts, especially in rural areas that other media outlets may not reach. The loss of this funding puts this essential public safety function at risk.

FY2025 awards and honors

AWARDS EARNED BY MPT PRODUCTIONS AND PERSONNEL



Maryland Farm & Harvest Assistant Producer Luke Fisher is greeted by a young cow during production of the award-winning series' 12th season.

National Capital Chesapeake Bay Chapter National Academy of Television Arts & Sciences 67th Emmy® Awards winners

• SPORTS - ONE-TIME SPECIAL

- o *Inside the CIAA: Impact*
 - Travis Mitchell, executive producer
 - T.L. Benton, producer
 - Trae Mitchell, associate producer

• INFORMATIONAL/INSTRUCTIONAL - SHORT FORM CONTENT

- o *Maryland Farm & Harvest: The Longhorns of Downey Family Farm*
 - Luke Fisher, segment producer

• CHESAPEAKE HERITAGE - LONG FORM CONTENT

- o *Racing Rivals: Log Canoes of Chesapeake Bay*
 - Sarah Sampson, producer/director
 - Patrick Keegan, executive producer

• ARTS/ENTERTAINMENT - SHORT FORM CONTENT

- o *Artworks Shorts: Art of Photography*
 - T.L. Benton, producer
 - Mike Adeyeye, co-director
 - Trae Mitchell, director

• ARTS/ENTERTAINMENT - LONG FORM CONTENT

- o *Outdoors Maryland: Weaving Nature*
 - Jeff Bieber, producer

• BUSINESS/CONSUMER - LONG FORM CONTENT

- o *Made in Maryland*
 - Patrick Keegan, executive producer
 - Barbie Jenkins, series producer

• DIVERSITY/EQUITY/INCLUSION - LONG FORM CONTENT

- o *Artworks: The Art of Strings*
 - T.L. Benton, producer/director
 - Travis Mitchell, executive producer
 - Mike Adeyeye, cinematographer

• EDUCATION/SCHOOLS - SHORT FORM CONTENT

- o *Maryland Farm & Harvest: Bishop Walsh School Grows*
 - Jay McDonald, producer
- o *Outdoors Maryland: Nature's Classroom*
 - Jonathan Gruber, producer
 - Stefanie Robey, producer

• ENVIRONMENT/SCIENCE - SHORT FORM CONTENT

- o *Outdoors Maryland: Saltmarsh Sunrises*
 - Will Parson, producer

• ENVIRONMENT/SCIENCE - LONG FORM CONTENT

- o *Outdoors Maryland: Chesapeake Bay Episode*
 - Stefanie Robey, series producer
 - Kathryn Pasternak, segment producer
 - Henley Moore, segment producer
 - Frank Batavick, executive producer

• TECHNOLOGY

- o *Maryland Farm & Harvest: Indoor Salmon Fishery - IMET*
 - Richard Royle, producer

• EDITOR - PROGRAM

- o *Racing Rivals: Log Canoes of Chesapeake Bay*
 - Brandon Holthaus, online editor

• TALENT: PROGRAM HOST/MODERATOR/ CORRESPONDENT

- o Frank Sesno, *Chesapeake Bay Summit 2024: Course Correction*
 - Frank Sesno, moderator
- o Joanne Clendining, *Maryland Farm & Harvest*
 - Joanne Clendining, host

• WRITER - LONG FORM CONTENT

- o *Racing Rivals: Log Canoes of Chesapeake Bay*
 - Sarah Sampson, writer
- o *Outdoors Maryland: Upstream Odyssey*
 - Sarah Sampson, writer

• PHOTOGRAPHER: PROGRAM

- o *Outdoors Maryland: Upstream Odyssey*
 - Nick Caloyianis, videographer

National Educational Telecommunications Association 56th Public Media Awards

- Category: Content – Cultural Feature
 - o *Artworks*

2025 Telly Awards

- *Beyond the Barbershop*
 - o Gold Telly, Specialty – Best Student category
 - o Bronze Telly, General – Student category
 - o Bronze Telly, General – Student (Online) category
- *CIAA 2025 Preview: What to Expect at the CIAA*
 - o Gold Telly, General – Promotional Video category
- *6 Days of Determination: The Story of the 1990 Morgan State Student Protest*

- o Silver Telly, General – Social Impact category
- o Bronze Telly, General – Documentary category
- *Artworks Digital Shorts*
 - o Silver Telly, Series – Arts & Culture category
- *Be Inspired: Collaboration Laboratory*
 - o Silver Telly, General – Under \$25,000 category
 - o Bronze Telly, General – Documentary category
- *Direct Connection Special: Welcome from UMES*
 - o Silver Telly, General – Educational Institution category
- *HBCU Week NOW Original Films*
 - o Silver Telly, Series – Documentary category
 - o Bronze Telly, Series – Limited Series category
 - o Bronze Telly, Series: DEI – Diversity, Equity, & Inclusion category
- *State Circle Special: Where Do We Go From Here?*
 - o Silver Telly, General – Information category
 - o Bronze Telly, General – Public Interest & Awareness category
- *Water's Edge: Black Watermen of the Chesapeake*
 - o Silver Telly, General – Documentary category
 - o Bronze Telly, General – History category

Academy of Interactive & Visual Arts (AIVA)

2025 Communicator Awards

- **AWARD OF EXCELLENCE**
 - o Category: General – Non-profit
 - *MPT Passport*

University of Maryland Extension Bay-Wise Certification

- Maryland Public Television

Association of Fundraising Professionals – Maryland Chapter

Emerging Fundraising Professional Award

- Laura Ligo

The Daily Record

2024 Influential Marylanders

- Steven J. Schupak

National Capital Chesapeake Bay Chapter

National Academy of Television Arts & Sciences

Gold Circle, Class of 2024

- Donald Thoms

Silver Circle, Class of 2024

- David A. Wainwright



Patrick Keegan, executive producer, accepts an Emmy® Award for the burgeoning series *Made in Maryland*.

America's Public Television Stations

2025 Pillar of Public Service Award

- Larry D. Unger

Maryland International Film Festival-Hagerstown

Nora Roberts Foundation Award

- Larry D. Unger

AWARDS EARNED BY MPT- PRESENTED PRODUCTIONS AND PARTNERS

National Capital Chesapeake Bay Chapter

National Academy of Television Arts & Sciences

67th Emmy® Awards winners

- **DOCUMENTARY – CULTURAL/TOPICAL**
 - o *Forager* (Spring and Fall Productions, LLC)
 - Renee Fischer, producer/director/editor
- **DOCUMENTARY – HISTORICAL**
 - o *History of a National Treasure* (Morgan State University)
 - DeWayne Wickham, producer/director/writer
 - David Wilson, producer
 - Randall Pinkston, narrator
 - Ivery Johnson, editor

The Taste Awards 2024-2025 Hall of Fame

To Dine For with Kate Sullivan

2025 Telly Awards

- *MSG: Mysterious Savory Grains* (Under the Bread Productions)
- o Silver Telly, General – Low Budget category

AWARDS EARNED BY MARYLAND STATE AD AGENCY

International Awards Associate

2025 MUSE Creative and Design Awards

- **PLATINUM**
 - o Category: Branded Content – Cause/Awareness
 - o *Maryland Public Service Commission – Energy Choice*
- **GOLD**
 - o Category: Branded Content – Public Service & Activism
 - o *Maryland Department of Health – Anti-Stigma*
- **GOLD**
 - o Category: Branded Content – Healthcare & Pharma
 - o *Maryland Department of Aging – Maryland's Senior Call Check*

2025 Telly Awards

- **GOLD**
 - o Category: General – Public Service & PSA
 - o *Maryland Department of Aging – Senior Call Check*
- **SILVER**
 - o Category: General – Health & Safety
 - o *Maryland Department of Health – Anti-Stigma*

Academy of Interactive & Visual Arts (AIVA)

2025 Communicator Awards

- **AWARD OF EXCELLENCE**
 - o Category: General – Healthcare & Pharma
 - o *Maryland Department of Health – Anti-Stigma*
- **AWARD OF DISTINCTION**
 - o General – Fitness, Health & Wellness
 - o *Maryland Department of Aging – Senior Call Check*
- **AWARD OF DISTINCTION**
 - o General – Environmental & Sustainability
 - o *Maryland Public Service Commission – Energy Choice*



The Honor Roll

Members of Maryland Public Television

More than 71,000 persons across the Mid-Atlantic region support MPT as voluntary contributing members. Although space prevents us from listing each member by name, we thankfully acknowledge their appreciation and endorsement of our work.

We send special thanks to some 26,200 of these individuals who've chosen to be sustaining members. Their ongoing monthly contributions provide a steady, reliable stream of income that enables MPT to purchase or produce first-rate dramas, world-class musical performances, in-depth public affairs reporting, and local programs that capture the stories of Maryland's history, arts and culture, nature resources, and attractions. Thank you!

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(From left) MPT President and CEO Steven J. Schupak with Betsy Sherman of the Sherman Family Foundation, "MPT First Lady" Rhea Feikin, and journalist Frank Sesno at the November 2024 launch of the Maryland Center for Media Literacy & Education in The Irene and Edward H. Kaplan Production Studio.

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(From left) News & Public Affairs anchor Jeff Salkin and videographers Nick Caloyianis and Paul Loeshke stop for a photo with David Rubenstein, owner of the Baltimore Orioles, following an interview that aired on *Direct Connection* near the start of the Orioles' 2025 season.



Kate Pearson, senior managing director, Programming & Acquisitions (center), is joined by Sharon Preston-Folta (left) and her cousin during a July 2024 *Little Satchmo* screening event at the Reginald F. Lewis Museum in Baltimore. Preston-Folta is the only child of musician Louis Armstrong. The one-hour documentary follows Preston-Folta's life in the shadows as she and her mother were kept a secret due to Armstrong being married.



(From right) Senior Producer Sarah Sampson speaks during a panel discussion alongside University of Maryland Center for Environmental Science professors Lorie Staver and Jeff Cornwell during the Chesapeake Bay Maritime Museum's second annual Chesapeake Bay Film Festival in April 2025.

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 Roger Miller
 Judy & John Mitchell



*(From left) MPT's Jeff Salkin and WBAL-TV's Deborah Weiner interview Maryland Governor Wes Moore in Annapolis during production of *Key Bridge Disaster: Reflect, Recover, Rebuild*, which premiered in March 2025 around the one-year anniversary of the bridge's collapse.*

Betty Morganstern
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 Barbara Myers
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 Alice Nicholson
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 Ellen C. Williams
 Nancy Williamson
 Robert Williamson &
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Some 40 journalists gathered in MPT's Visitors Center to cover the MPT-produced debate between U.S. Senate candidates Angela Alsobrooks and Larry Hogan in October 2024.

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Baltimore Area Chick-fil-A Restaurants
Baltimore Museum of Industry
Baltimore Speaker Series
Baltimore Symphony Orchestra
Belfor Restoration
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Community College of Baltimore County
Chesapeake Bay Foundation
Chesapeake Bay Maritime Museum

Chesapeake Bay Trust
Chesapeake Employers' Insurance Company
City of Gaithersburg
CVH Entertainment
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Dorchester County Office of Tourism
Edlavitch DC Jewish Community Center - JXJ
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FreedomCar
George Washington's Historic Mount Vernon
International Edgar Allan Poe Festival
Jewish Community Center of Greater Baltimore
Keegan Theatre
Kent County Office of Tourism Development
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Maryland Department of Agriculture
Maryland Department of Health
Maryland Higher Education Commission
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Solar Energy World
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University of Maryland School of Nursing
Visit Frederick City & County, MD
Visit Hagerstown-Washington County Convention & Visitors Bureau
Visit Howard County, MD
Visit Montgomery, MD
Washington County Museum of Fine Arts
Waterfowl Festival
Weinberg Center for the Performing Arts
Wild Birds Unlimited



During a February 2025 ceremony at the Maryland State House, Senator Nancy J. King (right) presented a Senate resolution to former MPT CEO Larry D. Unger in appreciation for his 28 years of service at the statewide public TV network.

NATIONAL PRODUCTION SPONSORS

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 The Brooke Family Foundation
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 The Tire Rack, Inc.
 Tom Milani



Videographer Brian Windle captures a cow adorned with a shark fin to promote Maryland Farm & Harvest's Cow Week initiative in the summer of 2024.

Mary Beth Phillips
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 MotorCities Heritage Area
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 American Visionary Art Museum
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 Baltimore Jewels
 Baltimore Museum of Industry
 Baltimore Rent-a-Tour
 Baltimore Symphony Orchestra
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 Be Kind Sign
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 Big Moon Little Stars
 Black Walnut Point Inn
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 Briar Patch Bed & Breakfast Inn
 Brick Bodies
 Bruce Lippy
 Calvert Marine Museum
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IN-KIND DONORS - SPEAKERS

In-kind donors include individuals and representatives of organizations who generously donated their time to serve as speakers for numerous MPT-sponsored events. In FY25, these donors were:

Celebration and Preservation of the HBCU Legacy Virtual Screening Event

Brianna Carr, The Benjamin E. Mays Story
 Devin Allen, Morehouse College student
 Joe Clair, Morgan State University alumnus
 McKenzy Cash, Morehouse College student
 Nicole Love-Kelly, Morgan State alumna
 William L. Powell. Jr., Morgan State alumnus

Empowering a Nation of Student Civic Leaders Virtual Screening Event

Eve Case, Anne Arundel County Public Schools, Maryland Civic Education Coalition
 U.S. Congressman Jamie Raskin
 Dr. Marcie Taylor-Thoma, Maryland Council for Civic and History Education
 Jessica Murphy, Reservoir High School

Jillian Zimmerman, Christopher Newport University, VA House of Delegates Intern, *We the People* participant
 Roxy Adeleke-Wales, Bowie High School, MD General Assembly Page Program, *We the People* participant

American Coup 1898 Screening & Discussion at Coppin State University

Dr. Anthony Jenkins, Coppin State University
 Dr. John Hudgins, Coppin State University
 Dr. Johnny Rice, Coppin State University
 Dr. Kaye Wise-Whithead, WEAA
 Dr. Melissa Buckley, Coppin State University
 Travis Mitchell, Maryland Public Television

Matter of Mind; My Alzheimer's Screening & Resource Fair Event

Ilene Rosenthal, Alzheimer's Association
 Dr. Inga Antonsdottir, Johns Hopkins Alzheimer's Disease Research Center
 Jackie Tangires, The Option Group
 Mark Tesoro, Maryland Department of Aging

Charm City Run	Humble Adornments
Chesapeake Shakespeare Company	Idlewild & SoakZone
Chesapeake Windsail Cruises	Ivy Bookshop, The
Classic Catering People, The	Jennifer Shannon
Cozy Hats & More by BSK	K&C Jewelry
Craft Wealth Services	Kas Rohm
Creative Alliance	Kendra Scott
Cutco	Kindly Krafted Design
Dr. Gertie Loretta Hurley	Kirchmayr Chocolatiers
Drink Eat Relax Events	Kreative Kidz Boutique
Elk Run Vineyards	Ladew Gardens
Enoch Pratt Free Library Bookmobile	Ladybugkhaccessities
Evolutions by Coppermine	Let's Roam
Five Iron Golf	The Liberty Trust
Flowers & Fancies	Lighthouse Bistro
Folger Shakespeare Library	Linden Row Inn
foraged.	Linganore Winecellars
Gourmet Gift Baskets	Linwoods
Greg Mort	Longwood Gardens
Hagerstown Aviation Museum	Maryland Department of Aging
Historic Annapolis	

Maryland Gerontological Association	Smyth Jewelers
Maryland Science Center	Star-Spangled Banner Flag
Metta Integrative Wellness	House & Museum
Cooperative	Strawberries_Cr8tions
Miss Shirley's Cafe	Strosniders Hardware
Mouth Party Caramel	Tabletop DC
National Building Museum	Thames Street Oyster House
Nelson Coleman Jewelers	Tops by Andrea
Ocean City Saltwater Adventures	Total Wine & More
Old Pro Golf	Tree Skirts by Patricia
The Option Group	Trese's Treasures From The Heart
Parents' Place of MD	Vaccaro's Italian Pastry Shop
Pathfinder Farm Distillery	Vigilante Coffee Company
Refocus Portrait Studio	Visit Howard County
Rick Steves' Europe, Inc.	Waterfowl Festival
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Shea Butter to Love	
Six Flags America	

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 Rock and Soul Forever Foundation
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 (TPS), Eastern Region
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*(From right) MPT President and CEO Steven Schupak stands in the Shuman Lobby with former Baltimore Orioles player Cal Ripken Jr. The Hall of Fame legend is the narrator of MPT's *Maryland by Air* documentary, which debuted on TV and at the Maryland Science Center's IMAX Theater in the spring of 2025.*

Maryland Department of Agriculture
 Maryland Humanities
 Maryland Roundtable for Education
 Maryland State Child Care Association
 Maryland State Department of
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 Maryland State Department of Health
 Maryland State Family Child Care
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 Maryland State Libraries
 Montgomery County Public Schools
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 University of Maryland Baltimore
 County
 University of Maryland College Park
 University of Maryland School of
 Medicine
 WGBH
 Wicomico County Judy Center
 Wicomico County Library

VEHICLE DONATIONS GROW REVENUE

MPT expresses its appreciation to donors in Maryland, northern Virginia, and Washington, D.C. who generously donated vehicles to us in FY25. All told, 106 vehicles of different types were donated and yielded \$184,000 in revenue when they were sold by our vendor, D.C.-based Capital Auto Auction. MPT received the proceeds of these sales and used the income to support programs and services provided to the community.

MPT & YOUR COMMUNITY

The following organization was featured in a 90-second broadcast spot during FY25.

PNC - Grow Up Great Program

MPT ARTS MINUTES

The following arts organizations were featured in 60-second on-air segments within MPT programming during FY25. We are pleased to provide visibility to these Maryland-based groups:

Baltimore Center Stage
 Baltimore Symphony Orchestra
 Everyman Theatre
 Hippodrome Theatre
 Olney Theatre
 Quarry Theatre

VOLUNTEER GROUPS

Blue Star Families
 Friends of MPT

Grand Chapter Royal Arch
 Masons of Maryland
 Hiram Holy Grand Chapter Holy
 Royal Arch Masons PHA
 Maryland State Fire Chaplains
 Maryland Tourism Coalition
 Meals on Wheels
 Northwest Chamber of
 Commerce
 Salah Al-Din Temple No. 234 -
 A.E.A.O.N.M.S., Inc.
 WEAA
 Widow Care

MPT STAFF

In FY25, many MPT staff members went above and beyond normal job duties to contribute to important community causes and exhibit good citizenship. This recap not only showcases their commitment to being good citizens but also highlights MPT's positive impact on the community.

Community speaking
 engagements - 7
 CPR and AED training
 certification - 18 people
 certified
 Onsite and virtual job fairs -13
 Station tours - 16

Ave atque vale - New faces follow on 2025 retirements



(From left) Irene and Edward H. Kaplan; Craig Fuller and Richard Bodorff; George Beneman and Larry D. Unger; Steven Schupak; Chuck Roberts.

A pair of long-tenured executives and an esteemed commissioner and donor bid farewell to the MPT family in 2025, while a quartet of highly experienced executives stepped in to support Maryland Public Television.

Maryland Public Broadcasting Commission

Edward H. Kaplan, three-decade commissioner – and for 18 years the chair of the Maryland Public Broadcasting Commission – retired on June 30 and was subsequently named chair emeritus of the MPBC, the network's governing body. Together with his wife, Irene, Edward Kaplan remains the single-largest individual donor to MPT. The 8,500-square-foot Irene and Edward H. Kaplan Production Studio was named for the couple in 2019.

Mr. Kaplan was succeeded in the chair role by **Richard J. Bodorff**, first named to the commission in 2020. Mr. Bodorff is the commission's ninth chair and, until late September, had also chaired the MPT Foundation, Inc., the 501(c)(3) fundraising arm of MPT. A communications law practitioner associated with the law firm Wiley Rein, LLP, for more than 35 years, he has served as counsel to broadcasters on matters pertaining to the Federal Communications Commission.

MPT Foundation, Inc.

Assuming the post of MPT Foundation chair in September was **Craig Fuller**, who joined the foundation board in 2024. Mr. Fuller served in the White House as a member of the Reagan administration. In the private sector, he served in leadership positions at public affairs consulting firms, trade associations, and other businesses. He retired in 2013 and, as past CEO of the Aircraft Owners and Pilots Association, he remains involved in aviation-related companies while deepening his community engagement in Easton, Maryland. Together with Mr. Bodorff, Mr. Fuller is a founding member of the Chesapeake Circle group of donors who make possible annual MPT productions featuring the Chesapeake Bay.

Maryland Public Television

MPT's longest-tenured staff member, **George Beneman**, retired in May after 55 years of service. At his retirement, he was serving as senior vice president and chief technology officer. The George Beneman Control Room at MPT was named for him in 2019. MPT's 14-year president and CEO, **Larry D. Unger**, retired on June 30 after a 28-year career at the network. As its fifth chief

executive, he led the organization through some of its most tumultuous technological times and financial challenges. On his retirement, the MPBC named the campus's board meeting room in his honor.

In July 2025, the former chief operating officer and station manager, **Steven J. Schupak**, stepped into the president and chief executive officer role. Mr. Schupak joined MPT in 2003 and, over his 22 years, has been responsible for the creation of programming such as Chesapeake Bay Week and initiatives including the establishment of the Maryland State Ad Agency. Today he directs a team of roughly 150 state employees and a budget of approximately \$44 million.

Succeeding Mr. Schupak is **Chuck Roberts**, MPT's new executive vice president and chief operating officer. Mr. Roberts oversees the organization's Content, Production & Facility Services, Maryland Center for Media Literacy & Education, and Maryland State Ad Agency divisions. The broadcasting veteran brings to his new role more than a decade of executive leadership in public TV and radio operations in Indiana and West Virginia.

Network Leadership

Maryland Public Broadcasting Commission

(as of 10/1/25)

Richard J. Bodorff, *Chair*, Senior Counsel,
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Rebecca J. Hanson, Esq., *Vice Chair*, Director-General,
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Debra A. Bright, Ed.D., Associate Vice Provost for
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Irwin R. Kramer, Managing Partner, Kramer & Connolly
Lakeisha D. Lashley, Ed.D., Principal, Fairland
Elementary School
Beth E. Suarez, Director, Development, Navy-Marine
Corps Relief Society
Bruce A. Wahl, Senior Solutions Architect, National
Public Radio (retired)
Ellie K. Wang, Contracting physical therapist;
freelance actor
Carey M. Wright, Ed.D., Maryland Superintendent
of Schools
Edward H. Kaplan, Chair Emeritus

MPT Foundation, Inc. Board of Directors

(as of 10/1/25)

Craig L. Fuller, *Chair*, The Fuller Company
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2025 Annual Report & Honor Roll

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