



Maryland Public Television Fact sheet

MPT at a glance ...

- ◆ State agency established in 1966 by an act of the Maryland legislature; debuted on air on October 5, 1969.
- ◆ Maryland's only statewide broadcaster; six transmission towers cover Maryland, D.C., and portions of contiguous states.
- ◆ Non-commercial, state-licensed public TV network; content reaches viewers free of charge.
- ◆ Located in Owings Mills on a 31-acre campus; employs about 150 full-time staff.

Operates four channels:
MPT-HD, MPT2/Create®, PBS KIDS, and NHK WORLD-JAPAN.

- ◆ In 2025 and for the 22nd year in a row, Americans rank PBS and its member stations as the most trusted institution in the nation. (Source: 2025 Proof Insights Survey)
- ◆ 10th largest in total revenue among the 150 PBS member stations and second largest in total revenue among state licensees. (Source: SABS, 2023)

- ◆ MPT productions have earned 229 regional and four national Emmy® Awards.

- ◆ Audience engagement activities connect viewers with a wide range of topics through outreach events, program screenings, workshops, and travel club trips.

- ◆ Civic leadership ranges from state and local government coverage and balanced public affairs programs to town halls and candidate debates to films about Maryland's people, history, and culture.

Mission: MPT enriches lives and strengthens all communities through the power of media.

- ◆ MPT's Center for Maryland History Films is the springboard for stories about people, places, and events dating back to the state's 1632 colonial charter.

- ◆ MPT launched the Maryland Center for Media Literacy & Education in 2024. An expansion of the network's former Education Division, the center addresses the impacts of today's media-saturated society and supports the well-being of Maryland citizens with resources that empower individuals of all ages to effectively navigate media in a digital world.

(over)

MPT on air ...

- ◆ MPT-HD and MPT2/Create broadcasts garner more than 7.5 million monthly gross impressions. (Source: TRAC Media Services)
- ◆ During FY25, MPT produced and aired 108 hours of original content across 219 productions.
- ◆ *MotorWeek*, MPT's original series for national audiences, celebrates its 45th anniversary in 2025. Productions for regional audiences include *Artworks*, *Chesapeake Collectibles*, *Direct Connection*, *Made in Maryland*, *Maryland Farm & Harvest*, *Outdoors Maryland*, and *State Circle*.
- ◆ Chesapeake Bay Week®, MPT's annual celebration of our nation's largest estuary, offers a slate of programs in April to highlight the Chesapeake Bay's beauty, importance, and fragility and to examine critical environmental issues faced by communities throughout the region.
- ◆ Airing each September, MPT's HBCU Week shares under-told stories of sacrifice, courage, innovation, and hope found in America's historically Black colleges and universities. HBCU Week continues its national expansion through HBCU Week NOW, a public media partnership. The @HBCUWeekNOW YouTube channel has attracted over 2 million views since its debut in August 2023.



MPT online ...

- ◆ Free PBS app, localized to MPT, offers access to a wide range of programming viewers can watch wherever and whenever they prefer.
- ◆ MPT's online video player provides free access to live and on-demand programming via the web.
- ◆ MPT Passport, an additional membership benefit, offers access to a robust library of on-demand PBS and MPT programs.
- ◆ MPT social media properties attract more than 15 million annual interactions.

MPT behind the scenes ...

- ◆ Operates on a \$41.9 million budget (FY25). State funding represents an investment of about \$1.79 per Marylander each year.
- ◆ Maryland Public Broadcasting Commission holds federal license for six stations operated by MPT; its 11 members are governor-appointed for five-year terms.
- ◆ MPT has more than 71,000 voluntary contributing members in Maryland, D.C., and other states, including more than 26,000 sustaining members (as of June 30, 2025).
- ◆ MPT's Maryland State Ad Agency division provides advertising, communications, marketing, and media buying services for state agencies.