

Maryland Public Television

2023 Fact Sheet

MPT at a glance ...

- State agency established in 1966 by an act of the Maryland legislature.
- Debuted on air October 5, 1969.
- Maryland's only statewide broadcaster; six transmission towers cover Maryland and portions of contiguous states and District of Columbia.
- Non-commercial, state-licensed public TV network; broadcasts free to viewers.
- Operates four channels: MPT-HD, MPT2/Create®, PBS KIDS, and NHK WORLD-JAPAN.
- 1.2 million viewers monthly on MPT-HD and MPT2/Create combined (source: Nielsen, 2022).
- Mission: *Maryland Public Television enriches lives and strengthens all communities through the power of media.*
- 9th largest in total revenue among the 151 PBS member stations and - among state licensees - 2nd in total revenue (source: CPB, 2021).
- Americans rank PBS and its member stations the most trusted media institutions (source: Market & Research Resources, Inc., March 2022).
- Supports teaching and learning with digital resources and professional development offerings that reflect the needs of teachers, childcare providers, families, and children.
- Civic leadership ranges from state government coverage and balanced public affairs programs to films about Maryland's people, history, and culture.
- Audience engagement activities connect viewers with a wide range of topics and resources through outreach events, program screenings, workshops, and travel club trips.
- Major 2022 projects included the first productions in The Irene and Edward H. Kaplan Production Studio and the national PBS premieres of MPT's documentaries *Becoming Frederick Douglass* and *Harriet Tubman: Visions of Freedom*.



MPT on air and streaming ...

- Series for national audiences include *MotorWeek*, *My Greek Table with Diane Kochilas*, and *To Dine For with Kate Sullivan*.
 - Productions for regional audiences include *Chesapeake Collectibles*, *Direct Connection*, *Maryland Farm & Harvest*, *Outdoors Maryland*, and *State Circle*.
 - Annual Chesapeake Bay Week® programs shine a spotlight on the people, places, and history of North America's largest estuary.
 - During FY22, MPT produced and aired 190 original productions, representing some 96 hours of original content.
 - Since 1969, MPT has earned four national Emmy® Awards.
 - MPT productions have earned more than 190 regional Emmy Awards, including 31 in the past five years alone.
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MPT online ...

- MPT websites *mpt.org*, *motorweek.org*, and *thinkport.org* collectively garner more than 6.6 million annual page views.
 - MPT Digital Studios, available at *mpt.org/digitalstudios*, offers original, short-form, web-exclusive content.
 - *MPT Passport*, an additional member benefit, provides extended online access to on-demand library of PBS/MPT programs.
 - Free PBS App, localized to MPT, offers access to a wide range of programming viewers can watch wherever and whenever they prefer.
 - MPT streaming video player, available at *mpt.org/video*, provides access to live and on-demand programming via a web browser.
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MPT behind the scenes ...

- Maryland Public Broadcasting Commission holds federal license for six stations operated by MPT; its 11 members are governor-appointed for five-year terms.
- Established in 1981, the MPT Foundation, Inc. is the station's 501(c)(3) fundraising affiliate. Its board consists of more than 20 members drawn from business, civic, and cultural communities to assist in securing private donations and grants.
- MPT has more than 67,300 voluntary contributing members in Maryland, Washington, D.C., and other states, including nearly 23,000 sustaining members (as of 12/31/2022).
- Operates on a \$30.9 million budget (FY22).
- Employs full-time staff in 145 approved positions.
- Located in Owings Mills on a 31-acre campus.