

PROFILE | **Vera Turner**

Managing Director, Membership



Vera Turner joined Maryland Public Television in early 2020 as managing director, membership within the statewide public TV network's Development Division.

Among Ms. Turner's duties in this role are growing MPT's membership base, advancing a mid-level giving program, and overseeing the public media network's sustaining membership and vehicle donation programs. She also serves as a member of MPT's internal Diversity, Equity and Inclusion Council.

In addition, Ms. Turner is a loaned executive to the Maryland Charity Campaign (MCC). She works closely with the MCC's operating agency, America's Charities, and the staff of the Maryland Secretary of State to promote and ensure the MCC's success.

In her most recent position prior to joining MPT, Ms. Turner served as project manager for seven years at The School Superintendents Association (AASA) where she spearheaded national education initiatives. Earlier, she was associate director and, later, director of individual giving at the Public Broadcasting Service (PBS) for 13 years. In this position she provided fundraising consulting services to PBS member stations, helping them to increase fundraising capacity, membership, and revenue.

Before that, Ms. Turner was director of basic membership programs for WNET in New York City and membership director at WQED in Pittsburgh. As a fundraiser, she has helped to raise millions of dollars for public media.

As an entrepreneur, producer, and host of her own cable TV show, she has garnered 11 Telly Awards for outstanding local and regional cable programming.

Ms. Turner is passionate about giving back to the community. She is a champion of girls and women and is committed to helping individuals from socially and economically disadvantaged backgrounds. She served as an inaugural member of the Virginia Tech Multicultural Alumni Advisory Board and has also served as a mentor and role model to students and young professionals. While at AASA, she spearheaded a national initiative that helped aspiring women educational leaders move up the career ladder.

Ms. Turner is an alumna of Virginia Tech, where she earned a bachelor's degree in urban studies. She also holds a master's degree in public management from the University of Maryland, College Park.

She is a resident of Alexandria, Virginia.



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