

PROFILE

Joe Campbell

Managing Director
Creative Services



An award-winning editor, Joe Campbell joined MPT in 2000 and currently oversees the statewide public TV network's Creative Services Department.

Mr. Campbell joined MPT in 2000 as senior editor in the Production Services Department. He spent the next 14 years developing story ideas, editing content, and managing post-production duties for many of the network's news and public affairs programs, original series, and specials.

As senior editor, Mr. Campbell worked on numerous projects of prominence, including many episodes of the long-running series *Outdoors Maryland* and several specials that helped launch and popularize MPT's annual Chesapeake Bay Week® programming initiative. He also contributed to biographical documentaries including *Citizen Schaefer*, which explored the life and work of the renowned Maryland politician William Donald Schaefer, and *Marvin Madel: A Complicated Life*, about the former Maryland governor who was both convicted for fraud and praised for modernizing state government.

In 2014, Mr. Campbell transitioned to the role of senior producer in the network's Creative Services Department, where his duties included coordinating and overseeing all MPT underwriting productions and managing the production of the station's printed and branding materials. Notably, he increased efficiency during this period by creating a remote method for production and delivery of underwriting messages and promotions.

After serving as the interim director of Creative Services for nearly a year, Mr. Campbell was named permanent managing director in January 2022. He is responsible for the editorial and creative direction of MPT's promotional efforts across platforms. Among other duties, Mr. Campbell supervises a team of producers and artists tasked with creating and coordinating multiplatform promotions and underwriting messages, producing MPT's monthly Program Guide for members, and maintaining the network's brand imagery.

Prior to joining MPT, Mr. Campbell worked as an editor in a number of commercial post-production houses along the East Coast. Projects include network television programs, feature length films, music videos, and national commercials. He has also worked with the Baltimore Ravens and Baltimore Orioles producing in-game graphics and promotional videos.

Mr. Campbell has earned numerous awards for his work, including six regional Emmy® Awards, three Telly Awards, and a Cine Award.

Mr. Campbell is alumnus of Rochester Institute of Technology, where he earned a bachelor's degree in film & video.

He resides in Sykesville with his wife and two children.



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