

PROFILE | **Travis Mitchell**

Senior Vice President
Chief Content Officer



Travis Mitchell joined Maryland Public Television in early 2020 to oversee all content created, acquired, and aired on the statewide public television network's TV channels and online properties.

Mr. Mitchell brings more than two decades of media experience to his role at MPT, having served most recently as chief content officer for University of North Carolina Television (UNC-TV). During his time with the public television station, he provided editorial vision and garnered support for UNC-TV's educational services and programming content on its four TV channels and in its online properties. Prior to his role as chief content officer, he was a member of the UNC-TV Board of Trustees.

Mr. Mitchell also served as executive vice president and chief operating officer for the Atlanta-based Black Family Channel, where he drove the channel's distribution growth from availability in two cities to more than 3,600 cities, 48 states, and 31 million homes while managing affiliate sales, advertising, programming, and launching sports and news divisions.

He earned an undergraduate degree in broadcast journalism from Morgan State University and a master's degree in entrepreneurship and education from the University of Pennsylvania Graduate School of Education in Philadelphia. He completed further executive education study at the Harvard Kennedy School of Government in Cambridge, Massachusetts.

Mr. Mitchell has served on the foundation board of Morgan State University and as a member of PBS Children's Media and Education Working Group and the National Cable Television Association Policy Issues Committee.

In 2021, Mr. Mitchell was appointed to the Board of Trustees at Shaw University in Raleigh, North Carolina. He also received an honorary doctor of humane letters from the university in recognition of his more than 25 years of service to the community as a media and non-profit executive.



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