



# 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 and portions of contiguous states and the District of Columbia.

- ◆ Non-commercial, state-licensed public TV network; content reaches viewers free of charge.

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

- ◆ Located in Owings Mills on a 31-acre campus and employs a full-time staff of about 150 individuals.
- ◆ More than 1.4 million monthly viewers on MPT-HD and MPT2/Create combined (sources: Neilson; Domo).
- ◆ 6th largest in total revenue among the 150 PBS member stations and – among state licensees – MPT is the largest in total revenue (source: CPB, 2022).



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- ◆ Americans rank PBS and its member stations as the most trusted institution in the nation (source: Proof Insights, January 2024).
- ◆ Supports teaching and learning with educational content, digital resources, and professional development offerings that reflect the needs of teachers, childcare providers, families, and children.

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

- ◆ Audience engagement activities connect viewers with a wide range of topics and resources through outreach events, program screenings, workshops, and travel club trips.
- ◆ Civic leadership ranges from state government coverage and balanced public affairs programs to films about Maryland's people, history, and culture.
- ◆ Major 2023 projects included launching The Center for Maryland History Films and beginning a national expansion of HBCU Week. Building on the success of *Harriet Tubman: Visions of Freedom* and *Becoming Frederick Douglass*, The Center for Maryland History Films is the springboard for stories about people, places, and events dating back to the Free State's original 1632 colonial charter.



## MPT on air and online ...

- ◆ During FY23, MPT produced and aired 199 original productions, representing some 110 hours of original content.
- ◆ Series for national audiences include *MotorWeek*, *My Greek Table with Diane Kochilas*, and *To Dine For with Kate Sullivan*.
- ◆ Productions for regional audiences include *Artworks*, *Chesapeake Collectibles*, *Destination Maryland*, *Direct Connection*, *Made in Maryland*, *Maryland Farm & Harvest*, *Outdoors Maryland*, and *State Circle*.
- ◆ Chesapeake Bay Week®, celebrating its 20th anniversary in 2024, features programs that shine a spotlight on the people, places, and history of North America's largest estuary.
- ◆ HBCU Week, which began a national expansion in 2023 after launching in 2020, shares stories of sacrifice, courage, innovation, and hope found in America's historically Black colleges and universities.
- ◆ Websites [mpt.org](http://mpt.org), [motorweek.org](http://motorweek.org), and [thinkport.org](http://thinkport.org) collectively garner more than 12 million annual page views.
- ◆ Free PBS App, localized to MPT, offers access to a wide range of programming viewers can watch wherever and whenever they prefer.
- ◆ MPT Passport, an additional member benefit, provides extended online access to on-demand library of PBS and MPT programs.
- ◆ Online video player, available at [mpt.org/video](http://mpt.org/video), provides access to live and on-demand programming via a web browser.

- ◆ All four MPT channels are available for live streaming.
- ◆ Since 1969, MPT productions have earned 196 regional Emmy® Awards and four national Emmys.

## MPT behind the scenes ...

- ◆ Operates on a \$32.9 million budget (FY23).
- ◆ 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 network's 501(c)(3) fundraising affiliate. Its board consists of more than 30 members drawn from business, civic, and cultural communities to assist in securing private donations and grants.
- ◆ MPT has more than 71,000 voluntary contributing members in Maryland, Washington, D.C., and other states, including more than 24,000 sustaining members (as of March 2024).
- ◆ Maryland State Ad Agency, MPT's newest division, provides full-service advertising and media buying solutions for state agencies.

