

MARYLAND PUBLIC TELEVISION

2018 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 TV broadcaster; six transmission towers cover Maryland and portions of contiguous states and District of Columbia.
- Non-commercial, state-licensed public television network; over-the-air broadcast services free to viewers.
- Operates four channels: MPT-HD, MPT2/Create, PBS KIDS, and NHK WORLD-JAPAN.
- 1.6 million viewers monthly (source: Nielsen).
- 7th largest of 156 Public Broadcasting Service (PBS) member stations and 10th most-watched (source: PBS).
- PBS and local member stations are ranked #1 in public trust (source: Market & Research Resources, Inc.).
- Mission: *Maryland Public Television enriches lives and strengthens communities through the power of media.*
- Station's education activities support student learning and teaching in PreK-12 classrooms, communities, and homes, and are available on *Thinkport.org*, MPT's free education portal.
- MPT civic leadership ranges from coverage of state government and production of balanced public affairs programs to documentaries on local history and culture.

MPT IS THE 10TH MOST-WATCHED PBS STATION IN THE UNITED STATES

- Community engagement activities connect viewers with resources on health, education, and public interest topics through outreach events, forums, program screenings, and phone call-in opportunities.
- Recent major projects include broadcast and web-based programs and community partnerships to help address the state's opioid addiction crisis, and a multi-year initiative - the largest in the station's history - to honor and welcome home Vietnam War veterans.

MPT ON AIR ...

- MPT-produced series for national audiences include *MotorWeek*, *Steven Raichlen's Project Fire*, and *My Greek Table with Diane Kochilas*.
 - Productions for regional audiences include *Chesapeake Collectibles*, *Direct Connection*, *Maryland Farm & Harvest*, *Outdoors Maryland*, and *State Circle*.
 - Since 1969, MPT has earned four national Emmy® Awards.
 - In 2017, MPT produced and aired 162 hours of original content and aired 1,820 hours of educational children's programs.
 - Over the past decade, MPT productions have earned nearly 70 regional Emmy Awards, seven in 2017 include prestigious "Overall Station Excellence" and "Community Service" Emmys.
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MPT ONLINE ...

- Websites, including *MPT.org*, *Motorweek.org*, and *Thinkport.org*, collectively garner 30.7 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 MPT app offers on-the-go access to wide range of programming; available via iTunes, Google Play and Amazon.
 - Content also accessible on over-the-top connected TV systems such as Amazon Fire TV, Android TV, Apple TV and Roku.
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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 two dozen members drawn from business, civic, and cultural communities to assist in securing private donations and grants.
- MPT has more than 67,000 voluntary contributors/donors in 30-plus states and District of Columbia, including nearly 13,000 sustaining members (2/28/18).
- Operates on a \$31.4 million budget (FY18).
- Employs full-time staff in 145 approved positions.
- Located in Owings Mills on a 31-acre campus.