



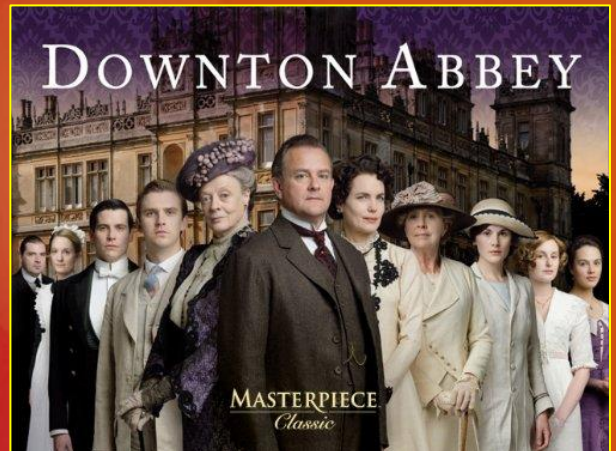
# LOCAL & NATIONAL PRESENTING STATION SERVICES



## WHAT IS MPT?

Maryland Public Television (MPT) is an agency of the State of Maryland and the primary public television broadcaster throughout Maryland. We are part of the 5th largest designated market area (DMA) in the country, and besides Maryland, our impact extends to Washington, D.C., Delaware, northern Virginia, southern Pennsylvania, and parts of West Virginia.

A frequent winner of regional Emmy® Awards, MPT also produces and distributes national television series and films, including *MotorWeek*, *My Greek Table with Diane Kochilas*, *Steven Raichlen's Project Fire*, and *TO DINE FOR with Kate Sullivan*.



## WHAT IS PUBLIC TELEVISION?

Public television refers to non-commercial broadcast stations created under federal mandate by the Public Television Act of 1967. The purpose of public media is to provide programs and services that inform, educate, enlighten, and enrich the public, helping to inform civil discourse essential to American society. There are roughly 350 public television stations in the United States. These stations must adhere to specific funding and content guidelines and may not accept money to broadcast a program. The Public Broadcasting Service (PBS), American Public Television (APT), and the National Educational Telecommunications Association (NETA) are distributors who make approved content available to public television stations nationwide.





## OUR MISSION

MPT's mission is to enrich lives and strengthen communities through the power of broadcast media. As part of our mission, MPT produces original content and acquires programming from outside producers to provide viewers with a wide array of quality programming. As a presenting station, MPT acts as an entry point for producers to distribute content both locally and nationally to public television stations across the country.

## OUR GUIDING VALUES

**Lifelong Learning:** We believe that people want to know and understand the world around them, that all of us are nurtured as humans by exposure to the arts, nature, science and innovation.

**Mutual Respect:** We believe that our society is enhanced when people have access to diverse perspectives, presented in a balanced way and free from commercial influence.

**Civic Engagement:** We believe that individuals who participate in civic life and calm discourse are more content with their lives, and civilization is advanced when people engage with their communities.

**Caring for Others:** We believe children are our future; they deserve a safe and substantive learning environment. We believe older adults offer invaluable experience and wisdom; their independence and vitality should be encouraged, their stories and dignity honored.

**Self-Renewal:** We believe a well-spent leisure refreshes and rejuvenates; a respite from the pressures of modern life helps renew physical, spiritual, mental and social well-being, leading to hope for a better tomorrow.

## OUR PROGRAMMING GOALS

- To create and enhance programming and services that recognize the values and meet the needs of the people of Maryland and beyond that strengthen MPT's position as a major producer of high-quality programming for all PBS viewers.
- To build strong relationships between MPT and local/national producers & filmmakers to give access to voices and viewpoints viewers may not otherwise see.
- To effectively use the conversion to a digital environment as the foundation upon which to create and innovate, especially in the area of multimedia delivery systems, in ways that extend MPT's reach and increase its values.

## THE PROGRAM SUBMISSION PROCESS

If you have a program that you believe helps MPT to fulfill our mission and accomplish our programming goals, we would love to review your project.

All submissions to MPT follow a four-step process:

**Step 1:** Submit your program or idea to MPT using our [online submission form](#).

**Step 2:** Our programming team will review your submission based on a wide set of criteria, including:

- Alignment with MPT's mission
- Conformity to public television editorial, technical and funding guidelines\*
- Expected role for MPT (i.e. producer, co-producer, presenting station)
- Appeal of program to local, regional, and/or national viewers
- Stage of completion (i.e. in development, in production, completed project)

**Step 3:** Based on the review, MPT will contact you with next steps. If the program does not meet our criteria, MPT may pass on the program or ask you to revise the program to bring it within guidelines.

## PRESENTING STATION OPTIONS

MPT offers four presentation options for acquired content:

- **Local** – Broadcast on MPT's airwaves and via the MPT.org video player to a potential audience of 1.7 million viewers 2+ in Maryland, Virginia, West Virginia, Delaware, Pennsylvania, and Washington, D.C.
- **Regional** – Broadcast on MPT's airwaves and via the MPT.org video player, as well as extended distribution limited to a specific area based on the local appeal of the content. For example, MPT offers many of its *Chesapeake Bay Week* programs to public television stations in the Bay watershed region and beyond.
- **National** – Distribution to the roughly 350 public television stations nationwide through partnership with one of our national satellite partners (PBS, APT, NETA) or through MPT self-distribution. Also digital presentation via the PBS.org video player.
- **Digital Only** – Distribution through the MPT.org video player without broadcast. For shorter format and broadcast incompatible content.

\* MPT's Editorial Guidelines can be viewed [here](#). Our technical guidelines are available upon request. For more information on public television funding guidelines, please review the [PBS Funding Standards and Practices](#) document.



## LOCAL & REGIONAL PRESENTING STATION SERVICES

MPT recognizes the importance of independent filmmakers and their unique ability to capture truths about the world with artistic integrity, intelligence, and balance. Our program acquisitions program supports these artists and gives viewers access to voices and viewpoints they may not otherwise see.



### WHY CHOOSE MPT?

MPT's broadcast area represents the 5th largest designated market area (DMA) in the country, alongside major markets like New York and Los Angeles. We evaluate programs to ensure that they meet our editorial and technical standards, and through local broadcast, offer filmmakers the opportunity to reach a potential audience of 1.7 million broadcast viewers in Maryland, Virginia, West Virginia, Delaware, Pennsylvania, and Washington, D.C.

### FEES AND RESPONSIBILITIES

MPT does not pay license fees for local acquisitions and does not charge a fee to broadcast programs on our channels. Throughout the license term, our team works to present and promote your content to broadcast area viewers. To ensure the delivery of quality content, MPT's team assists producers with guidance in adhering to public television editorial, funding, licensing and technical guidelines. Producers are responsible for bringing their content within these guidelines and securing all underlying rights necessary for broadcast and digital distribution of their content.

### LICENSING ON YOUR TERMS

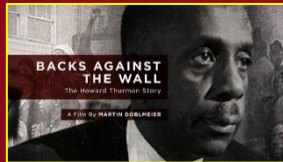
MPT's nonexclusive standard license for local or regional broadcast is 2 years with unlimited plays. We also offer filmmakers the ability to extend the reach of their films via optional digital streaming on the MPT.org video player and video-on-demand presentations through local cable providers. These terms are negotiable and are modified on a case-by-case basis to suit the best interests of the producer and MPT.





## NATIONAL PRESENTING STATION SERVICES

MPT believes that some programs are universal and have an appeal extending beyond our broadcast area. These programs can range from historical documentaries to children's programming to lifestyle series, providing viewers with a better understanding of their world, an open door to the arts, and actionable information to improve their daily lives. MPT supports the producers of these programs and provides viewers nationwide access to this content.



### WHY CHOOSE MPT?

Maryland Public Television is one of the top presenting stations of national programs to the public television system. As a presenting station, we act as an entry point for producers to distribute content nationally to the approximately 350 public television stations across the country. Our collaborative efforts with producers, production companies, and programmers have consistently resulted in quality programming popular among stations across the country. Whether it's an individual program or an on-going series, our distribution efforts continue to deliver strong program carriage with coverage in most of the top markets.

### SUCCESS IS A TEAM EFFORT

MPT's success is the result of a team approach to national presentation. The individual efforts of each team member begins several months before the program's release and continues until the end of its rights period. To ensure the delivery of quality content, we assign an Executive Producer to each national project to guide the show's producer in meeting public television editorial and technical guidelines. Our Coordinating Producer acts as a liaison to our satellite partner (i.e. PBS), overseeing submission and delivery of materials. Our Director of National Distribution & Marketing promotes your show to station program directors nationwide. And our National Sales team can assist you in fundraising efforts for your program, including sponsorship message creation and clearance.



## HOW WE MARKET CONTENT

As presenting station, MPT is the central point of an awareness campaign for our programs to the 350 stations in the public television system. Our National Distribution & Marketing team creates a custom marketing plan for each program, including options such as:

- marketing materials to support local station promotion of the program
- interaction with schedulers across the public television system to encourage carriage & obtain program feedback
- national press releases
- promotional activities at industry events/conferences
- advertising in industry publications to increase carriage and in public-facing media to increase viewership
- public events, such as screenings and panel discussions
- community/education outreach
- station outreach grants encouraging local station promotion

## LICENSING REQUIREMENTS

MPT's national presentations typically require a standard exclusive 2-year broadcast license (including live linear streaming, cable video-on-demand, and school re-record rights) as well as a 6-month exclusive/18-month non-exclusive digital streaming license.

## FEES AND RESPONSIBILITIES

MPT offers negotiable, industry-competitive rates for its presenting station services. Besides our custom marketing and distribution services, we also offer optional add-on technical services to help bring producers' content within industry standard guidelines. Producers are ultimately responsible for ensuring that their content fits within editorial and technical guidelines and in securing all underlying rights necessary for broadcast and digital distribution of their program. Producers are also responsible for creating and maintaining a program-specific website for the distribution life of the program.

## SAMPLE NATIONAL PRESENTATION PERFORMANCE

Program or Series	National Carriage	Top 10 Markets	Top 25 Markets	Top 40 Markets
<i>For Love of Liberty</i>	94.20%	10	25	40
<i>My Greek Table with Diane Kochilas (series)</i>	93.87%	10	24	39
<i>To Dine For with Kate Sullivan (series)</i>	92.74%	10	25	39
<i>Anthem</i>	91.01%	10	25	39
<i>The Gettysburg Story</i>	88.32%	9	24	37
<i>Redeeming Uncle Tom: The Josiah Henson Story</i>	86.01%	9	24	37
<i>Anuna: Celtic Origins</i>	84.71%	10	24	35
<i>Space Racers (animated series)</i>	82.18%	10	22	35



For More Information, contact  
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