

# NEWS RELEASE



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## MPT launches free content service for region's commercial and public radio stations

*Available content includes weekly programs State Circle and Direct Connection*

**OWINGS MILLS, MD** – Maryland Public Television (MPT) today announced it is making available free of charge the audio files of its public affairs programs for use by commercial and public radio stations in the region under a new program called the MPT Regional Radio Service (RRS).

At present, two commercial and two public radio stations have subscribed to the new service, and up to another 44 other stations across Maryland and contiguous states now have access to RRS programs as well. The program is designed to provide meaningful content to enable radio stations to round out their public affairs programming.

The RRS is a free service under which radio stations in any market can use the audio files of MPT weekly public affairs programs [Direct Connection](#) and [State Circle](#). MPT will also make available to RRS clients the audio from other programs it produces, such as political candidate debates, the annual *Ways to Pay for College* public affairs production, and town hall meetings that air on the statewide public television network.

The initial RRS subscribers are:

- [WHFC-FM](#), which, under then-General Manager Gary Helton, was the first to utilize MPT content to provide public affairs programming to its Bel Air and Harford County area listeners
- [WHCP-FM](#), a public radio station in Cambridge headed by General Manager Judy Diaz
- [WHGM-AM](#), a commercial station in Havre de Grace led by General Manager Steve Clendenin
- [WNAV-AM](#), also a commercial station, that serves listeners from its Annapolis base and is led by Christopher Roth

WHGM's Clendenin is making the MPT content available to his subscriber-members of the [Maryland News Network](#) (MNN), the only statewide network that provides news, sports, and public affairs programs to radio stations across the Free State. MNN currently has 44 affiliates operating in 28 distinct markets in Maryland, southern Pennsylvania, Virginia, Delaware, and West Virginia. Clendenin is president and chief executive of the MNN.

On his decision to add MPT to his network's offerings, Clendenin said, "Offering these programs to our 48 affiliate radio stations across the state is a 'no-brainer.' The solid journalism is a complement to the Maryland News Network's offerings and will bring value to our affiliates' programming line-up."

Former station executive Helton remarked, "During my 21 years at WHFC, our desire to provide relevant programming to our radio and internet stream listeners was constantly impaired by insufficient funds. As a regular MPT viewer, I saw how both *State Circle* and *Direct Connection* could work on radio, providing content we wanted and needed but could not afford to produce on our own. Both programs' long-form interview presentations make perfect sense for radio, and the prestige of having MPT productions in our lineup made the partnership a 'no-brainer' for us."

MPT will continue to seek out other radio station clients for its free service and broaden the array of public affairs programs whose audio files can be offered for radio station use.

For information, interested radio stations should contact MPT's Fran Minakowski at [fminakowski@mpt.org](mailto:fminakowski@mpt.org).

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### **About Maryland Public Television**

Maryland Public Television (MPT) is a statewide, public-supported TV network and Public Broadcasting Service member offering entertaining, educational, and inspiring content delivered by traditional broadcasting and streaming on TVs, computers, and mobile devices. A state agency, it operates under the auspices of the Maryland Public Broadcasting Commission. MPT creates local, regional, and national content and is a frequent winner of regional Emmy® awards. MPT's commitment to educators, parents, caregivers, and learners of all ages is delivered through instructional events and [Thinkport.org](#). MPT's year-round community engagement activities connect viewers with resources on a wide range of topics. For more information visit [mpt.org](#).