



2022 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



“Maryland Public Television now has a state-of-the-art-and-then-some facility in which our talented team can create amazing productions, stage engaging community events, convene concerts and other performances and make our first-class studio widely available for independent producers. In short, while we’re pleased with what took place over the past two years, we’re positively delighted with what’s in store for the Kaplan Studio in the months and years ahead.”
—Larry D. Unger, President and CEO

**Mission statement:
Maryland Public Television enriches lives
and strengthens all communities through the power of media.**



With new content initiatives, new partnerships and a brand new studio for local productions, Maryland Public Television is fully engaged with our audiences, communities, and key stakeholders. We continue to provide extraordinary value as the only statewide outlet to offer regular in-depth public affairs programming to all Marylanders alongside our cultural, educational and PBS programming. To ensure continued value for decades to come, in 2022, MPT cut the ribbon on the brand new state-of-the-art Kaplan studio that will ensure continued high-quality local productions for the next generation, and which will surely become a launching pad for new and innovative programming on air and online.

In 2022, our focus on high quality, diverse content included a statewide celebration of HBCU Week—a public television initiative being championed by MPT—with more than 22 hours of content for Maryland audiences. Groundbreaking productions *Becoming Frederick Douglass* and *Harriet Tubman: Visions of Freedom* reached audiences in Maryland and nationwide with distribution by PBS. MPT’s commitment to education continued in 2022 with a range of programs in both early childhood and adult education, and our public affairs programming is second to none, offering Marylanders regular access to news and information about their state, their state government, and critical community issues.

Our impact across Maryland continues to grow, with robust programs to accompany our TV and online content. Our education team’s work with Ready To Learn and Media Literacy for Early Childhood Professionals is second to none, and our community events, including Conversations for Change, welcomed more than 15,000 people to 29 online and in-person events in 2022, convening Marylanders of all stripes for engaging events and programs. Our 71,000 members and 2.3 million website visits are a testament to our impact across the state. Our continuing public affairs programming brought reliable news and information to voters in an election year, including live candidate debates and in-depth legislative coverage.



EDUCATION: CONTINUING THE TEACHING-LEARNING PROPOSITION

Regarded as a trusted partner in education, MPT brings high-quality instructional content, programs, and media to PreK-12 educators, schools, families, and communities in Maryland and beyond. In a broad array of services and products, MPT provides interactive resources for the classroom, quality educational videos, engaging online courses to support local educators, child care providers and rewarding professional development opportunities to inspire teaching.

Thinkport.org, MPT's free PreK-12 education website, serves as the gateway to this broad collection of digital content for teaching and learning.

EARLY CHILDHOOD EDUCATION:

>**Summer On!** featured a 10-week, theme-based activity collection that combined fun and learning while children day-camped from home. Camp Counselor Krissy introduced parents and caregivers of children ages 2-8 to dozens of screen-free summer games and hands-on activities. Favorite themes included dinosaurs, cooking and animals.

>**MPT continues as an active Ready to Learn station** building "learning neighborhood" partnerships in Maryland's Eastern Shore counties to serve families and support educators in high need communities. Highlighting 2022, MPT brought a professional training series to 20 providers, held family engagement activities and fostered school readiness through the distribution of learning-in-a-box materials to 135 children ages 3-5.

>**Early Learning Social** provided a virtual space for early childhood educators to engage in peer-to-peer support and learning. On the first Thursday of each month, this professional development and networking series featured free, credit-bearing opportunities to learn, discuss, and share experiences and resources together. *Early Learning Social* debuted in January 2021 and offered 16 free, MSDE-approved continuing education clock hours to 365 participants who joined events held throughout the calendar year. In 2022, the offer expanded to 24 clock hours across the 12 events.



ADULT LEARNING:

>**In FY22, nearly 1,000 adult learners enrolled in professional development courses through Thinkport** in sessions held throughout the year. And they found the experience worthwhile, too, as surveys revealed 98% of online learners reported finding the courses to be effective in meeting their needs and an equal percentage indicated they were "very likely" to enroll in another *Thinkport* online professional development course.

>**Media Literacy for Early Childhood Professionals**, a virtual hybrid professional development course that uses self-paced lessons and synchronous workshops to teach early educators how to plan thoughtful, developmentally appropriate ways to use media and technology to foster active learning with young children. The course was piloted in FY22 and officially launched early in the next fiscal year. During the week-long course, participants earn six MSDE-approved Core of Knowledge clock hours required for licensure as well as valuable knowledge and skills to help create state-required screen time plans.

>**Early Learning Media Ambassadors (ELMA)**, an initiative to recruit and train early childhood educators within communities across Maryland to model best practices for teaching and learning with educational media in early childhood programs and support school readiness. Significant outreach was made throughout FY22 to establish partnerships with libraries and education-focused organizations throughout the state in anticipation of *ELMA*'s initial launch in early FY23 and continued roll-out in the years to come.

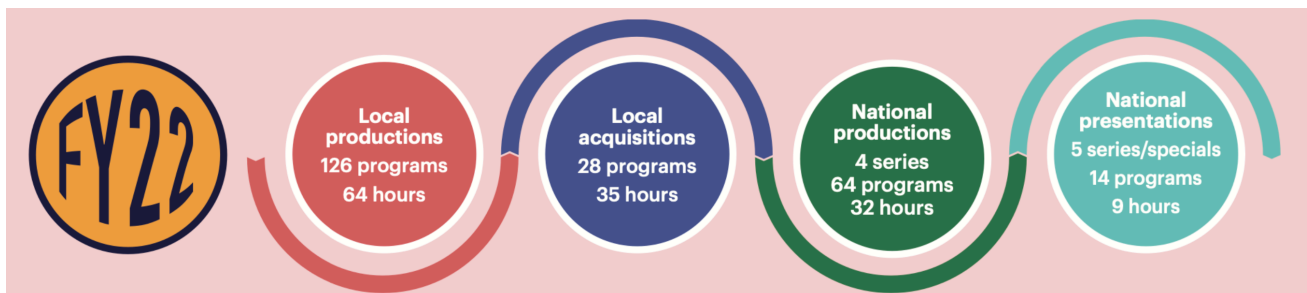


2022 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

PRODUCTION AND PRESENTATION: TELLING LOCAL AND NATIONAL STORIES

It's unthinkable that even a worldwide virus could stall the storytelling and public affairs programming for which MPT has been known since 1969. But what the virus did was induce producers, writers, videographers and talent to tackle their assignments in novel ways.

Whatever the mode of production, MPT-created and -acquired content continued to soar, with **64 hours of MPT-produced local programming, 32 hours of national programming, 41 short format digital productions** available for online viewing and over **40 hours of acquired programming** which we presented either nationally or locally on our air. Programming highlights are detailed in the coming sections, but whether we look to our local public affairs programming with *Direct Connection* and *State Circle*, our cutting edge science and nature content like *Chesapeake Bay Week*, or national productions and presentations like *Becoming Frederick Douglass*, *Harriet Tubman: Visions of Freedom* and *Steven Raichlen's Project Fire*, MPT content is leading the way.



AWARDS UNDERSCORE SERVICE

Programs made or presented by MPT garnered 15 awards, including **seven Emmy Awards** for local MPT productions including *Outdoors Maryland: An Awakening Underfoot*, *Destination Maryland*, *Creatures of the Chesapeake*, and *Maryland Farm & Harvest: Immigrant Farmers Put Down New Roots* alongside short form pieces *Artesanas* and *Sarah Sampson*. **MPT also received 2022 Telly Awards** for its public service piece *The Dangers of Fentanyl* (which also garnered a 2022 MUSE Creative Award), and documentaries *Chesapeake's Beacons*, *Creatures of the Chesapeake*, alongside other awards and honors for the organization ongoing work, including the **Maryland Green Registry Leadership Award**, **Academy of Interactive & Visual Arts (AIVA) 2022 Communicator Awards**, **2022 Champions of Maryland Manufacturing**, and more.





2022 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

BUILDING FOR THE FUTURE

The Irene and Edward H. Kaplan Production Studio was inaugurated in April 2022, after 20 months of construction. Maryland Public Television

now has a state-of-the-art-and-then-some facility in which our talented team can create amazing productions, stage engaging community events, convene

concerts and other performances, and make our first-class studio widely available for independent producers. We are positively delighted with what's in store for the Kaplan Studio in the months and years ahead.

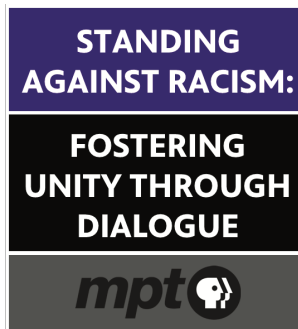


- 8,480 sq. ft., the largest of MPT's 3 production studios
- Among the largest studios/soundstages in the PBS system and tri-state area
- Originally opened 1969; this first studio expansion took 20 months starting March 2, 2020
- Occupancy 562 person maximum
- Portable theater seating for up to 148 persons
- 40 electric lighting hoists, each with 220 lb. capacity
- 16' x 19' x 20' permanent green screen cyclorama wall
- 12' x 14' loading door access
- 3,479 sq. ft. for green room, dressing rooms, mechanical, storage

DIVERSITY, EQUITY & INCLUSION IN THE MPT COMMUNITY

MPT continued in FY22 to urge all citizens to recommit themselves to racial justice and alliance with their African American brothers and sisters.

Two years into its organization-wide content initiative called "Standing Against Racism: Fostering Unity Through Dialogue," MPT is as focused as ever on its mission to share thought-provoking programs, outreach activities and other engagement to stimulate dialogue on racial issues. The network's External Diversity, Equity & Inclusion (DEI) Advisory Council, led by commissioners Debra Bright and Stan Rodbell, convened quarterly to monitor such topics as internal DEI training, relations with the local Hispanic community, services for the hearing-impaired population and internships and hiring at MPT.



Maryland Public Television External Diversity, Equity & Inclusion Advisory Council:

CO-CHAIRS: Debra Bright, Ed.D., Associate Vice President for Student Affairs, Howard University and Stanley F. Rodbell, CFP, Associate, Academy Financial, Inc.

MEMBERS: Patrick Butler, President & CEO, America's Public Television Stations; Rebecca J. Hanson, Esq., Media Technology Executive, Summit Ridge Group, LLC; Tyrone Taborn, CEO, Career Communications Group; Donald Thoms, public media executive, Joy Thomas-Moore, President & CEO, JWS Media Consulting; John Anthony Wolf, Esq., Shareholder, Baker Donelson, P.C.



SERVING THE PUBLIC THROUGH ROBUST PUBLIC AFFAIRS PROGRAMMING

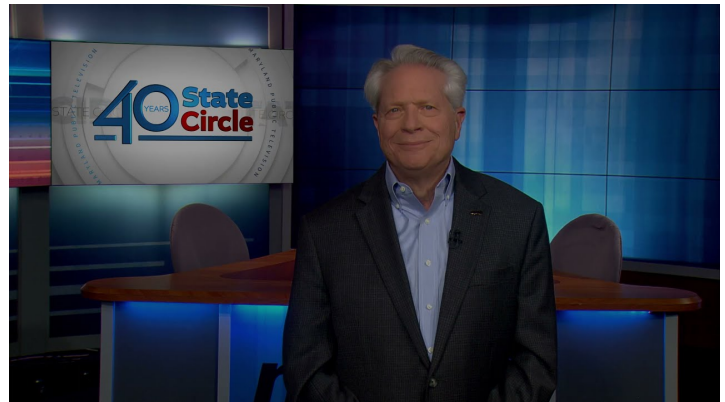
MPT's award-winning local series *Direct Connection* produced 52 30-minute episodes in 2022, offering news, insights and analysis on governance, issues, and community priorities across the state. Highlights include: **Road To Recovery** (9/26/22), on how a Maryland rehabilitation center is helping turn lives around through innovative tools and individualized treatment programs; **Out Of This World** (10/3/22) offered a visit to the Space Telescope Science Institute to check out incredible images from the James Webb Space Telescope; **Election Eve** (11/7/22) with all the information about the top issues facing Maryland voters, plus closing arguments from top candidates for statewide office and both sides on big ballot questions.

In 2022, MPT's acclaimed **State Circle** celebrated its 40th anniversary on air in Maryland. No other source brings Marylanders more legislative news during the General Assembly session and all year-round. Host Jeff Salkin and reporter Charles Robinson bring you up-to-the-minute, in-depth analysis of major issues and pending bills. Interviews with experts shed light on various viewpoints and actions. 2022 programming highlights include: **Teacher Shortage** (8/12/22), a close examination of the state-wide teacher shortage as teachers and students get ready for a new school year; **2022 Legislative Session Wrap-Up** (4/15/22) featuring top lawmakers on the just concluded 2022 legislative session, and our **2022 HBCU Special** (9/9/22).

Maryland General Assembly Coverage

While Howard County got attention for its Ellicott City celebration, other work for hire took place in Anne Arundel County as MPT was tapped to provide coverage of the 2022 session of the Maryland General Assembly from January-April 2022.

Harry Vaughn, managing director, Production Services, noted that for 90 days his team streamed proceedings of the legislative session from the Maryland Senate and House of Delegates chambers so that MPT could bring the proceedings to the citizens of the state. MPT provided the technical expertise, staffing, and execution over a span of 13 hours daily. The sessions were viewed on the Maryland General Assembly's website. As in earlier years, what made the assignment challenging for an MPT team of roughly four-to-eight men and women were the day-to-day variables of starting and ending times, the unknown duration of sessions and the difficult camera work to isolate speakers in the populated chambers.



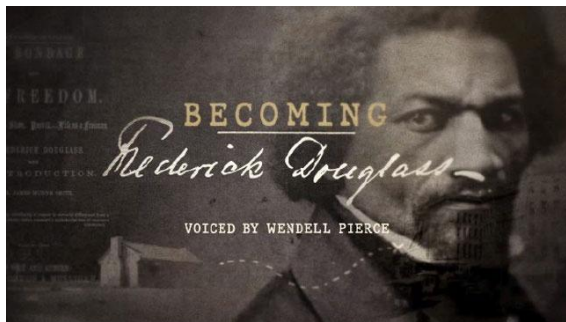
Other Special Coverage

- Maryland Public Television (MPT), in partnership with WBAL-TV produced and aired a one-hour debate featuring the two top candidates in the race for governor of Maryland. **The gubernatorial debate** was recorded live to tape at MPT on October 12.
- **State of the State Address** on February 2, 2022. Governor Larry Hogan delivered his eighth State of the State Address to the citizens of Maryland, carried live on MPT TV and streaming.
- **Democratic Primary Debate** on June 6, 2022. Leading Democratic candidates for governor debate ahead of Maryland's Primary Election.

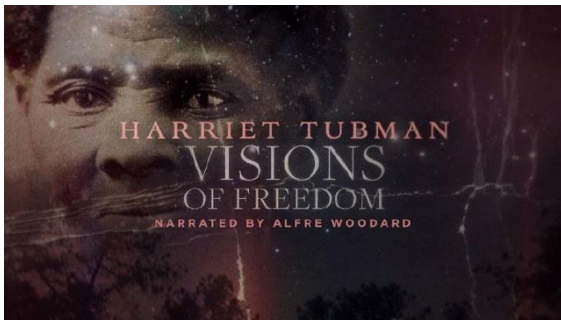


TUBMAN AND DOUGLASS FILMS REACH AUDIENCES IN MARYLAND AND NATIONWIDE

Two original documentaries shed light on the lives of a pair of towering icons in the struggle to end slavery.



Oscar-nominated filmmaker Stanley Nelson explores the role Douglass played in securing the right to freedom for African Americans. Presented nationally by MPT and now streaming on [PBS.org](https://www.pbs.org)



Born 200 years ago in Maryland, Harriet Tubman was a conductor of the Underground Railroad, a Civil War scout, nurse and spy, and one of the greatest freedom fighters in our nation's history. Presented nationally by MPT and now streaming on [PBS.org](https://www.pbs.org).

Both films were presented by MPT locally with a suite of educational and engagement materials and a series of community events like the one below:

Harriet Tubman: Visions for Freedom

Thursday, March 31 at 7pm

MPT and partners presented a special look and discussion of MPT's upcoming documentary *Harriet Tubman: Visions of Freedom*.

- Moderated by Dr. Karsonya "Kaye" Wise Whitehead, host of "Today With Dr. Kaye" on WEA and associate professor, Communication and African American Studies, Department of Communication, Loyola University Maryland
- Kate Clifford Larson, author, *Bound for the Promised Land: Harriet Tubman, Portrait of an American Hero*
- Dr. Janell Hobson, professor, Department of Women's, Gender and Sexuality Studies, University at Albany; creator, Tubman 200 project on Ms. magazine's website
- Dr. Edda L. Fields-Black, associate professor, History Department, Carnegie Mellon University; author of the upcoming 'Combee': Harriet Tubman, the Combahee River Raid, and Black Freedom during the Civil War
- Karen V. Hill, president and CEO, Harriet Tubman Home, Inc.



For the third consecutive year, MPT has brought focus and visibility to HBCU Week. HBCU Week 2022 featured more than 22 hours of content about HBCUs in our viewing area and across the country.

We also expanded the week's themes beyond history and education to include films on HBCU contributions to the arts, music, and sports.

HBCU Week is part of MPT's "Standing Against Racism: Fostering Unity Through Dialogue" initiative.

Programming Highlights Include:

>>Direct Connection Special: Welcome to HBCU Week

This one-hour special features student hosts from area HBCUs who share the purpose of HBCU Week with our viewers and give them a sneak peek inside the programming lineup for the week.

>>The Calvin Tyler Story

The remarkable story of Baltimore native and former Morgan State University student Calvin Tyler, who rose from being a UPS delivery truck driver to become one of its highest-ranking executives and largest shareholder, and whose \$20 million gift to Morgan was the largest gift ever made to an HBCU by a former student.

>>State Circle Special: Innovative Programs at Maryland's HBCUs

An in-depth look at new and unique programs offered by the area's HBCUs.



Our live online screening and discussion series featuring five programs in 2022, exploring a variety of films and prompted thoughtful discussion among participants about race, empowerment, leadership, growth, and other topics.

2022 CONVERSATIONS FOR CHANGE AND OTHER SCREENING EVENTS:

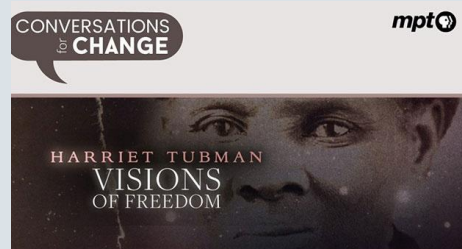
- 3/31/22 @ 7:00 PM - Conversations for Change - Women's History Month - *Harriet Tubman: Visions of Freedom* (Virtual)
- 4/30/22 @ 1:00 PM - Sotterley Plantation Common Ground: Passage to Strength and Change Symposium - segments of both films and discussion with Travis Mitchell (In-Person)
- 6/16/22 @ 6:00 PM - MPT Joint Dinner - extended trailers for both films and conversation with Charles Robinson and Nicole London (In-Person)
- 8/25/22 @ 5:00pm - 8:00pm - MPT and MCHC Joint Member Program - Sneak Peek of Maryland Public Television's *Harriet Tubman: Visions of Freedom* (In-Person)
- 9/8/22 @ 5:30pm - 7:30pm - *Becoming Frederick Douglass*: Film Screening and Panel Discussion at the Chesapeake Bay Maritime Museum (In-Person)
- 9/8/22 @ 6:30 - 9:30pm - Preeminent Screening - *Harriet Tubman: Visions of Freedom & Becoming Frederick Douglass* at the National Museum of African American History and Culture (In-Person)
- 9/9/22 @ 5:30 - 8:45pm - Preeminent Screening - *Harriet Tubman: Visions of Freedom & Becoming Frederick Douglass* at Bowie State University (In-Person)
- 9/18/22 @ 10:00am - 4:00pm - Emancipation Day at the Harriet Tubman Visitor Center - screener reel of *Harriet Tubman: Visions of Freedom* (In-Person)
- 9/22/22 @ 5:30pm - 7:30pm - *Harriet Tubman: Visions of Freedom*: Film Screening and Panel Discussion at the Chesapeake Bay Maritime Museum (In-Person)
- 9/24/22 @ 11am-3pm @ Frederick Douglass Day at the Talbot County Free Library - *Becoming Frederick Douglass* clips and display (In-Person)
- 9/28/22 @ 7:00pm @ National Screening Event - *Harriet Tubman: Visions of Freedom & Becoming Frederick Douglass* at The Irene and Edward H. Kaplan Production Studio (Virtual and In-Person)
- 10/8/22 @ 1:00pm - *Becoming Frederick Douglass* Screening Event at the Reginald F. Lewis Museum
- 11/13/22 @ 2:00pm - *Harriet Tubman: Visions of Freedom* Screening Event at the Reginald F. Lewis Museum

In 2022, through the efforts of its Audience Engagement team, MPT interacted with more than 15,000 people at 29 separate, station-hosted events – some virtual and many in person, including Conversations for Change events, and those outlined below.

An additional 3,000 participated in 50 more station tours, outreach activities, and events.

Among other projects, engagement highlights include:

- In-person partner events: 2 (Jewish Community Center Community Block Party, Wounded Warriors Day on the Bay), attended by 407 persons
- MPT Travel Club trips: 3, attended by 97 persons
Pre-trip webinars: 6, attended by 899 persons
- Barn Quilt Bus Tours: 3, attended by 97 persons
- Spring '22 and Fall '22 auctions, bidding by 700 bidders for 160 items
- MPT Raffle: 2,750 participants with 55 winners receiving \$15,000 in prizes
- Friday Freeview screenings: 7, attended by 484 and bail navigator, LaTonya "T." Myers; and moderator, Dr. Kaye Wise Whitehead
- Genealogy Workshops (3 with 200 people)
- Station Tours (29 tours with nearly 400 people)
- Duck Decoy Workshops (2 with 20 people)
- MPT Flea Market & Bazaar (1 with 1,200)





LEVERAGING MPT INFRASTRUCTURE FOR PARTNERS

MPT had active rental agreements with 12 for-profit organizations which utilize space on the six MPT transmission towers statewide. These clients include two FM radio stations, one UHF television station, and numerous wireless telecommunication and utility companies. These companies include organizations that broadcast to multi-cultural, multi-lingual audiences throughout the state. What's more, MPT also provides space to 13 federal, state and county organizations and nonprofits – emergency systems, natural resources, highway and state police organizations with dedicated statewide high-speed broadband network created for first responders.



CHESAPEAKE BAY WEEK

In 2022, viewers explored the ancient art of the waterfowl hunt and the fine art it has inspired. *Chesapeake Decoys: The Nature of Waterfowl Art* took viewers to the Chesapeake marshlands, where hunters share in an age-old tradition, and to the Easton Waterfowl Festival where intricate decoys carved from blocks of wood fetch generous sums from enthusiastic collectors. Experts, scientists and policy makers converged for *The Chesapeake Bay Summit 2022*, a compelling discussion on the health of the Chesapeake Bay watershed, led by acclaimed host Frank Sesno. This program was distributed nationally with 83% system carriage.



MARYLAND STATE DEPARTMENT OF EDUCATION "TEACHER OF THE YEAR"

Once again in FY22 as it has for roughly three decades, Special Projects staff coordinated audio and video from top teachers from Maryland's 24 subdivisions who competed for state honor dubbed the "Maryland Teacher of the Year." These elements were woven into video "packages" that included classroom photos and other visuals. The resulting production, a 30-minute program, aired on MPT2 in October 2021 and remains viewable on the network's website.



Special Projects Unit 2022 college intern Hailey Yellin, a University of Maryland undergraduate, pauses in her work on graphics for "Maryland Teacher of the Year" videos. Hailey assisted in the production of work-for-hire projects during her MPT internship.



2022 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

TO DINE FOR WITH KATE SULLIVAN, SEASON FOUR

Season 4 features 10 episodes with stories of creators and dreamers who have reached uncommon success through ingenuity and innovation. Their favorite restaurant becomes the backdrop for a passionate and fascinating conversation about life, success, and what it takes to pursue and achieve the American Dream. *To Dine For* is distributed nationally by APT and reached over 92% national carriage with 14,325 airings of the episodes in all top 10 markets and 47 of the top 50 markets.



OUTDOORS MARYLAND

In season 34, *Outdoors Maryland* continues to captivate viewers with memorable stories and dazzling videography while debuting a fresh look. New episodes celebrate our state's diverse natural resources – from the beaches of Assateague Island to the mountains of Western Maryland and everywhere in between. Meet wildlife – such as the diamondback terrapin – and the people working to protect it. Experience some of the best outdoor recreation the state has to offer, like the rugged beauty of the Appalachian Trail, and soar above some of Maryland's most scenic and popular state parks for a bird's-eye view of rock climbing, kitesurfing and mountain biking.



MARYLAND FARM & HARVEST

MPT was thrilled to celebrate the 10th season of *Maryland Farm and Harvest*, the award-winning series that tells enlightening stories of the passionate men and women who work the land and grow our food. This season, we take a look back to when it all began and revisit a few of our favorite farms and farmers. Hosted by Joanne Clendining, the first episode puts the spotlight on our veteran farmers, who not only dedicate their lives to growing our food but to serving our country as well.





MARYLAND STATE AD AGENCY DELIVERS STATEWIDE

In 2022, one of MSAA's earliest clients, the Maryland Department of Health, tapped MSAA for some special FY22 campaigns: Opioid Year 2 (Naloxone, Fentanyl, Anti-Stigma, Good Samaritan Law campaigns); and GoVAX COVID Booster Back to School – Childhood Vaccinations Problem Gambling. Similarly, the Maryland Department of Housing and Community Development turned to MSAA for important messaging to citizens through these ad campaigns in FY22: Emergency Rent Assistance Homeowner Assistance and Empower Energy Campaign Maryland Mortgage Program.



ARTWORKS PRESENTS: DREAMER

This one-hour special centers around the development of a budding relationship between the Baltimore Choral Arts Society and young composer Jasmine Barnes. Jasmine, a Morgan State Alumna, is commissioned by a brilliant young director and conductor Anthony Blake Clark (Baltimore Choral Arts Society) to compose a piece to be premiered at 'Mozart Requiem Reframed;' a concert put forth by BCAS at Goucher College in Baltimore City. In the spirit of celebrating Maryland, Barnes decides to infuse inspiration from two Marylanders, Frederick Douglass and Harriet Tubman.





2022 LOCAL CONTENT AND SERVICE REPORT
IN THE COMMUNITY

FY22 info at a glance

**Website
pageviews**

mpt.org

2,362,555

465

separate items of news
coverage about MPT

190

separate local & national
productions made by MPT

70,961

paid members
(21,296 sustainers)

28,611

individuals attending
53 separate virtual & in-person
audience engagement events

Maryland State Ad Agency

353,942,459

total media impressions

19

separate ad campaigns

15

separate clients

MotorWeek
YouTube channel

subscribers
410,000

on-demand views
24.4 million

on-demand watch time
1.48 million hours

online streaming
(via MPT video player)
phs.org/show/motor-week streams

557,949

website pageviews
motorweek.org

2,200,000

podcasts
motorweek.org/features/podcasts

26 episodes
301,049 downloads



MPT fulfills its promise to the statewide community by offering education, entertainment, and engagement to citizens of all ages. We understand our role as Maryland's chief storyteller, as an important public safety partner, and as a convener of community.

OUR GUIDING PRINCIPLES

Integrity

We'll pursue truth, transparency, and accuracy in all our actions on behalf of those we serve. We'll earn and keep the trust placed in us.

Respect

Each staff member will treat others inside and outside our organization as each of us wishes to be treated. We will demonstrate impartiality and compassion, patience and understanding in all our dealings with others.

Servant leadership

We won't forget that we are a staff who exists to serve the people, institutions, and organizations of Maryland and beyond. We'll be good citizens and cultivate good citizenship in others.

Innovation

We are journalists, storytellers, and curators who shall constantly pursue new, engaging ways to entertain, educate, and inspire our audiences.

Collaboration

In our program content, education services, and events, we won't act alone but shall seek out partners to enrich our activities, give voice to an array of viewpoints, foster dialogue, and enhance our ability to reach audiences everywhere.
