

PROFILE

Eleanor Hong

Managing Director
Digital Content & Operations



Eleanor Hong joined Maryland's statewide public TV network in early 2024 to lead the Content Division's digital content and operations team.

Ms. Hong oversees the network's principal digital operations and content assets with responsibilities for digital content series and properties, social media engagement, and online streaming services, among other duties.

She came to MPT from WORLD Channel, a digital multicast public TV network based in Boston (WGBH), where she served for more than three years as director of audience development and engagement.

Ms. Hong's more than two decades of digital and media experiences span work across broadcast media and publisher sites including ABC News, ESPN, and The Washington Post.

She has been an editor, senior producer, and programming manager in newsrooms, studios, and across beats for several news agencies and publications. She has managed multimedia and video events and has experience with radio and podcasts. In addition, she has facilitated search engine optimization and social media development across news and non-profit organizations.

Ms. Hong has been an industry speaker and contributed to programs that have earned several broadcasting, publishing, and media awards. She has also been an active member of the Asian American Documentary Network and journalism organizations including the Online News Association and Asian American Journalist Association.

She served for four years as an adjunct professor for the Interactive Media and Communications graduate program at Quinnipiac University.

Ms. Hong earned a bachelor's degree in digital communications and multicultural studies from the University of Maryland.



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