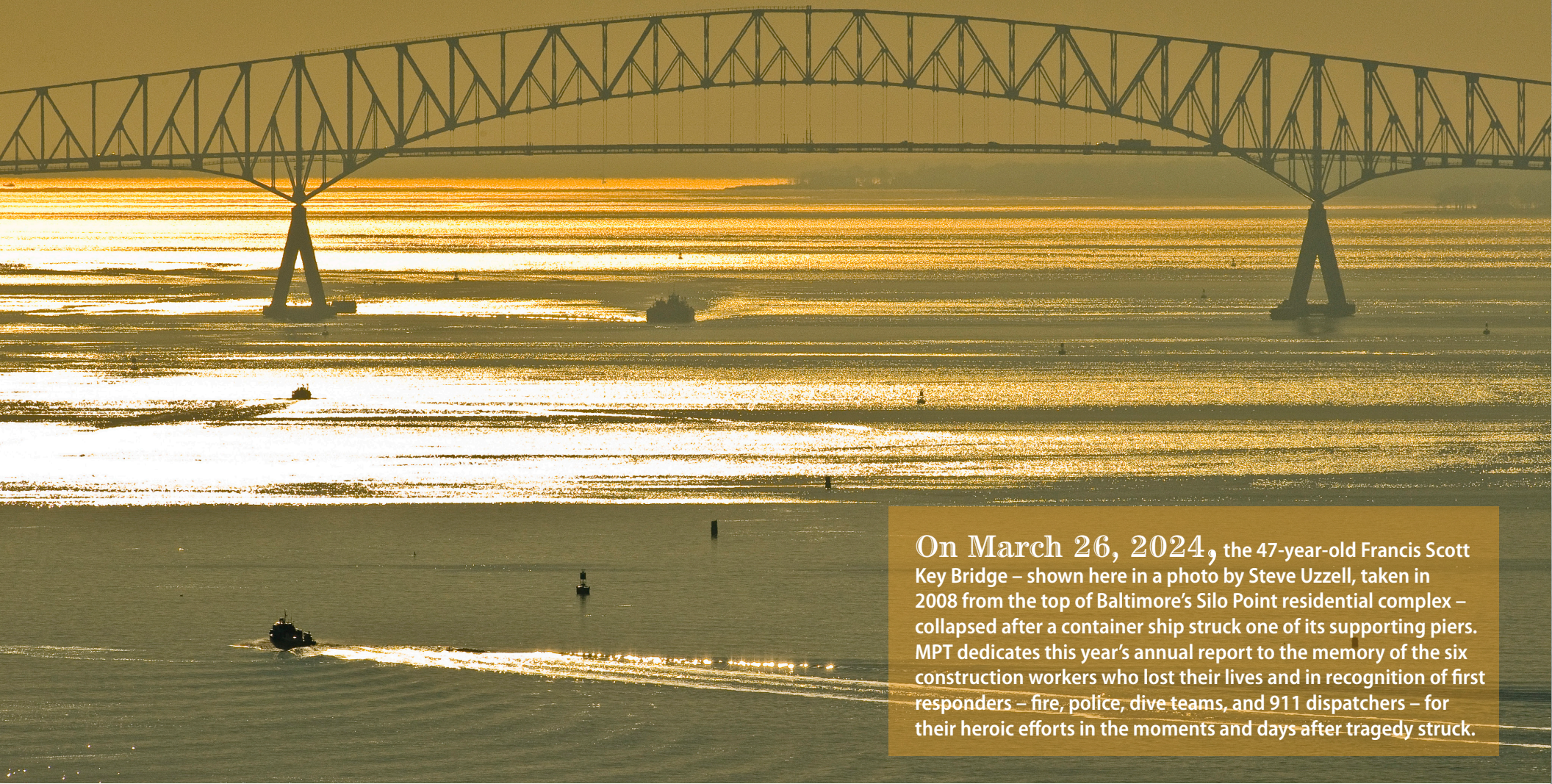


Everything old is new again.



MARYLAND PUBLIC TELEVISION 2024 ANNUAL REPORT & HONOR ROLL



On March 26, 2024, the 47-year-old Francis Scott Key Bridge – shown here in a photo by Steve Uzzell, taken in 2008 from the top of Baltimore’s Silo Point residential complex – collapsed after a container ship struck one of its supporting piers. MPT dedicates this year’s annual report to the memory of the six construction workers who lost their lives and in recognition of first responders – fire, police, dive teams, and 911 dispatchers – for their heroic efforts in the moments and days after tragedy struck.

Mission Statement

Maryland Public Television enriches lives and strengthens all communities through the power of media.

On the cover

While they may never appear on a local or national antiques-focused TV show, the MPT cameras on the cover – skillfully operated by *(left to right)* Danny Blaylock, circa 1970s, and Dave Earnest, circa 2019 – reflect

the technology of their times. Both cameras, tube-based and drone, succeeded in capturing striking images that became part of Maryland Center for Public Broadcasting

and Maryland Public Television productions. MPT continues the look back with the Season 12 premiere of the *Chesapeake Collectibles* series in 2025.

Message from the president and the station manager

Everything old is new again. Although the authorship of this proverb remains in dispute, there's no denying that all around us fresh ideas spring from time-honored traditions, and wisdom is derived from the past to shape our present and our future.

In 2024, some 58 years after MPT's founding legislation was enacted by the State of Maryland, we've continued to look back and learn from our own history, and we've coupled that remembrance with a sense of curiosity and creativity to craft new ways to deliver on our mission. History may not precisely repeat itself in our industry, but it surely influences and guides what we do.

As you look through this annual report, we hope you agree that a "village" is needed to bring our breadth of on-air, online, and in-community programming to Maryland and beyond. For our part, we salute our team members for their work and our friends, donors, and viewers for their endorsement of what we do.

We thank those who've helped Maryland Public Television become the organization that it is today. To our governing body, the Maryland Public Broadcasting Commission; to our fund- and friend-raising MPT Foundation, Inc.; and to the councils and committees that work on our behalf, we say thank you.



We likewise express deep appreciation to the State of Maryland for the funding that is the bedrock of our state-licensed public broadcasting network.

Recognizing – and appreciating – all that's gone before, we pledge our best efforts to bring new ideas and innovations to you and all the people we serve.

Larry D. Unger
President
& Chief Executive Officer

Steven J. Schupak
Executive Vice President
& Station Manager

Long legacy of honors adds new recognitions

AWARDS EARNED BY MPT PRODUCTIONS AND PERSONNEL

National Capital Chesapeake Bay Chapter National Academy of Television Arts & Sciences

66th Emmy® Awards

- ARTS/ENTERTAINMENT - LONG FORM CONTENT
 - *Artworks: The Art of Jazz*
 - T.L. Benton, director/producer
- CHESAPEAKE HERITAGE - LONG FORM CONTENT
 - *Discovering the Dove*
 - Stefanie Robey, producer; Frank Batavick, executive producer
- CHESAPEAKE HERITAGE - LONG FORM CONTENT
 - *Kent County's Storied Landscape: Place – Past and Present*
 - Frank Batavick, producer; Susanne Stahley, producer
- CHESAPEAKE HERITAGE - SHORT FORM CONTENT
 - *Be Inspired: Magnet Fishing*
 - Gina Ciardi, producer/director/editor
- DIVERSITY/EQUITY/INCLUSION - LONG FORM CONTENT
 - *Artworks: The Art of Curation, Part II (Execution)*
 - T.L. Benton, director/producer; Wendel Patrick, co-producer
- DIVERSITY/EQUITY/INCLUSION - LONG FORM CONTENT
 - *Water's Edge: Black Watermen of the Chesapeake*
 - Alexis Aggrey, director; Sarah Sampson, senior producer; Troy Mosley, executive producer
- ENVIRONMENT/SCIENCE - LONG FORM CONTENT
 - *Outdoors Maryland: Preserving Change*
 - Sarah Sampson, producer

- ENVIRONMENT/SCIENCE - SHORT FORM CONTENT
 - *Outdoors Maryland: Shell Haven*
 - Stefanie Robey, producer
- INFORMATIONAL/INSTRUCTIONAL - LONG FORM CONTENT
 - *Artworks: The Art of Curation, Part I (Conception)*
 - T.L. Benton, producer/director
- LIFESTYLE - LONG FORM CONTENT
 - *Destination Maryland*
 - Troy Mosley, executive producer; Patrick Keegan, executive producer; Tony Coffield, producer; Sara Fiksdal, producer
- LIVE SPORTING EVENT/GAME (SINGLE PROGRAM)
 - *Maryland 5 Star*
 - Troy Mosley, executive producer; Mark Keefer, producer; Katie Brader, field producer; Autumn Malhotra, floor director; Jim Carr, executive producer
- MAGAZINE PROGRAM
 - *Artworks: The Art of Theater*
 - T.L. Benton, director/producer
- MAGAZINE PROGRAM
 - *Maryland Farm & Harvest: Ten Year Anniversary Special*
 - Robert Ferrier, series producer; Jay McDonald, producer; Luke Fisher, producer
- SPORTS STORY - SHORT FORM CONTENT
 - *Rivalry: Inside the CIAA*
 - Travis Mitchell, executive producer; T.L. Benton, producer/director
- WRITER - LONG FORM CONTENT
 - *Kent County's Storied Landscape: Place – Past and Present*
 - Frank Batavick, writer; Susanne Stahley, writer

National Educational Telecommunications Association 55th Public Media Awards

category: Excellence in Community Engagement
Harriet Tubman and Frederick Douglass Project

National Capital Chesapeake Bay Chapter National Academy of Television Arts & Sciences

Gold Circle, Class of 2023

John Davis

Silver Circle, Class of 2023

Linda Taggart

The Telly Awards, 45th Annual

SILVER AWARD

Category: Television – Documentary: Long Form

Jewish Delis: Something to Kvell About!

Patrick Shea, producer/editor

Eric Neumann, executive producer

Linda Taggart, executive in charge of production

Ethan Staple, producer

BRONZE AWARDS

Category: Television – Information

Social Security & You with Mary Beth Franklin

Maryland Public Television



Tyrone "Ty" Henderson, a retired, three-decade professional display installer, became MPT's go-to expert in FY24 for the hanging of awards, artwork, and other display material. Here he adds plaques to the "Look what we won!" display wall at the Owings Mills studios.



MotorWeek's John Davis (center left) and Development's Linda Taggart (center right) hold their NATAS-NCCB Gold and Silver Circle plaques during their 2023 induction. Davis and Taggart are flanked by (from left) Harry Vaughn, senior managing director, Production Services, and MPT Station Manager Steven Schupak, who entered the Silver Circle in 2021 and 2020, respectively.

Eric Neumann, producer

Linda Taggart, executive in charge of production

Patrick Shea, editor

Steven Schupak, executive producer

Ethan Staple, associate producer

Category: Regional TV – Products & Services

MPT Passport: A Masterpiece of Streaming

Ethan Staple, producer

Mike Woodard, editor

Mike Owen, videographer

George Beneman, talent

Autumn Malhotra, talent

Category: Regional TV – Entertainment

MPT Passport: A Masterpiece of Streaming

Ethan Staple, producer

Mike Woodard, editor

Mike Owen, videographer

George Beneman, talent

Autumn Malhotra, talent

Public Relations Society of America Maryland Chapter

2024 Best in Maryland Awards

- Category: Components – Annual Reports
2023 Annual Report & Honor Roll
Maryland Public Television

Vicki Hudson, senior producer, Creative Services, received the Director's Award from the Maryland State Department of Education's Division of Rehabilitation Services for her "exemplary service to the organization."



- Category: Components – Creative Tactics
History Wall Brings MPT to Life for Visitors
Maryland Public Television

- Category: Components – Feature Stories
Try this Blue Catfish Recipe to Help the Chesapeake Bay
Maryland Public Television

- Award of Excellence
Category: Components – Press Kits/Media Kits
Maryland Farm & Harvest, Season 10

Preservation Maryland 2023 Best of Maryland Awards

- Category: Smart Growth Excellence Award
Kent County's Storied Landscape: Place – Past and Present
Kent Conservation & Preservation Alliance

The Taste Awards 2023-2024 Hall of Fame

MotorWeek

University of Maryland Philip J. Merrill School of Journalism Hall of Fame, Class of 2024

Sue Kopen Katcef

Public Television Programming Association 2024 Charles Impaglia Programmer of the Year

Kate Pearson

PLEASE SEE PAGE 13 FOR THE AWARDS EARNED BY THE MARYLAND STATE AD AGENCY DIVISION OF MPT

Maryland State Department of Education Division of Rehabilitation Services Director's Award

Vicki Hudson

Society of Professional Journalists, DC Chapter 2024 Dateline Awards

Finalist

"Maryland Milestone – History at the Maryland State House"
Staff, Maryland Public Television

Winner

"Rosenwald Schools"
Sue Kopen Katcef

AWARDS EARNED BY MPT- PRESENTED PRODUCTIONS AND PARTNERS

Religion Communicators Council 2024 Wilbur Award

Category: Best in Broadcast Television (Long Form)
SABBATH
Journey Films; Martin Doblmeier, filmmaker

75th Annual Christopher Awards

Category: TV, Cable, & Streaming
SABBATH
Journey Films; Martin Doblmeier, filmmaker

2023 Chesapeake Associated Press Broadcasters Association Awards

Category: Outstanding Light Feature
Second place: "Midday on Cars! with Maryland Public Television's 'MotorWeek' Host John Davis"
WYPR-FM

National Capital Chesapeake Bay Chapter National Academy of Television Arts & Sciences 66th Emmy® Awards

DOCUMENTARY - CULTURAL/TOPICAL

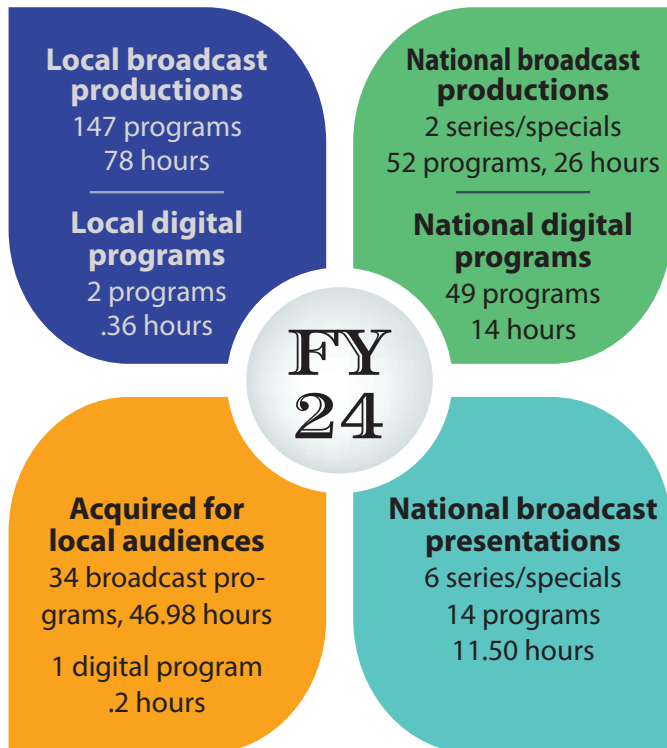
Don't Put Her Down (Willow Garden Films)
Julia Golonka, director

Old favorites, new features highlight busy production year

There's no resting on laurels when it comes to the work of MPT's Content Division. Again in FY24, the team created a range of entertaining, inspiring, and educational productions and educational productions through nearly 200 separate programs. These broadcast products were complemented by MPT-produced digital programs and shows acquired by MPT from independent producers. Here is a look at the content enjoyed by our viewers in the past year.

Made by MPT

199 separate local and national broadcast productions
51 separate local and national digital productions



LOCAL PRODUCTIONS

MPT produced and aired 147 original productions, totaling nearly 80 hours of content. This is a rundown of those programs:

Arts/culture

- Artworks
- Artworks: Baker Artist Awards 2023
- Chesapeake Collectibles, Season 11
- Chesapeake Collectibles: Behind The Scenes
- Destination Maryland, Season 2
- Hal Prince's Broadway
- Jewish Delis: Something to Kvell About
- Made in Maryland, Season 2
- Sneak Peek: Inside the CIAA
- Sounds of the Game (2023)

News/public affairs

- Baltimore City Mayoral Debate 2024
- Direct Connection
- Direct Connection: Intro to HBCU Week (special)
- Direct Connection: Key Bridge Recovery Mission (special)
- MPT Sports Desk
- State Circle
- State Circle: What's New at Your HBCU? (special)
- State of the State 2024

Natural history

- Chesapeake Bay Summit 2024
- Maryland Farm & Harvest, Season 11
- Outdoors Maryland, Season 35
- Racing Rivals: Log Canoes of Chesapeake Bay

Educational/historic

- Ask the Governor: Back to School Town Hall
- Ben's Ten: Chattel Slavery on Maryland's Eastern Shore
- Maryland Teacher of the Year

LOCAL ACQUISITIONS

During the year, these 26 productions from independent producers and distributors were secured by MPT's Programming & Acquisitions Department for our viewers' enjoyment:

- A Passion for Oysters
- A River Called Home
- Barry Farm: Community, Land and Justice in Washington, DC
- Beyond the Bridge
- Bicentennial Bonsai: Emissaries of Peace
- Christmas Couples Retreat
- Dangerous Acts
- Deconstructing the Beatles
- Don't Put Her Down
- Eroding History



Destination Maryland hosts Tony Coffield and Sara Fiksdal take viewers on a journey through the sights, bites, and sounds of the Free State. Here, the duo enjoys mountain scenery along the Great Allegheny Passage while using rail bikes to travel from Frostburg to Cumberland.



MotorWeek cast and crew during their annual trek to Roebing Road Raceway outside Savannah, Georgia. Each January, *MotorWeek* staffers journey south to produce several episodes' worth of standups and track test segments at the location, which has served as a "home away from home" for the series for nearly 40 years.



Sailors race a log canoe on the waters along the Eastern Shore during this scene captured during production of *Racing Rivals: Log Canoes of Chesapeake Bay*, the cornerstone documentary of MPT's 20th annual Chesapeake Bay Week®.



Ken Burns (*right*) sits down with host Kate Sullivan during production of *To Dine For with Kate Sullivan*. The MPT-presented national series explores how visionaries and innovators across the U.S. have made their dreams a reality, amplifying their stories and examining how they employed creativity to launch new businesses and initiatives.

- First Gen: From West Baltimore*
- Hampton University: One of the Wonders of the World*
- Into the Night: Portraits of Life and Death*
- Local, USA - HBCU Week: Beyond the Field*
- Maryland Cycling Classic*
- Maryland 5 Star*
- Reviving the Forgotten River*
- Rob & the Litter Buggie*
- Salted Earth*
- Searching for Shaniqua*
- Taking Israel: A Journey of African American Students*
- Teilhard: Struggles of a Visionary Scientist*
- The Best We've Got: The Carl Erskine Story*
- The Hello Girls*
- The SixTripleEight*
- The Tower Road Bus*

Digital programs

MSG: Mysterious Savory Grains

NATIONAL PRODUCTIONS

During the past fiscal year, one MPT production team produced its well-respected national series for U.S. and international distribution. The FY24 work yielded

MotorWeek, Season 42

MotorWeek, Season 43

... plus digital programs accounting for 14 hours of content. These were:

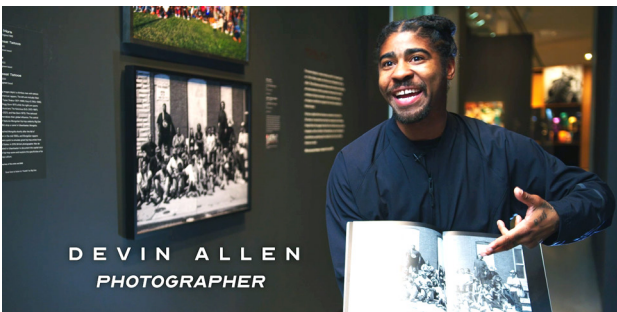
- MotorWeek* podcast series (25 programs)
- HBCU Week NOW: Rivalry: Inside the CIAA
- HBCU Week NOW: HBCU Week 2023
- HBCU Week NOW: On Campus
- HBCU Week NOW: The Real HU

- HBCU Week NOW: Aggie-Eagle Classic
- HBCU Week NOW: Grambling vs Southern
- HBCU Week NOW: 2024 CIAA Battle of the Bands

NATIONAL PRESENTATIONS

MPT was honored to serve as "presenting station" for these six programs and series, each distributed nationwide to public TV stations by either American Public Television (APT) or the National Educational Telecommunications Association (NETA).

- Go-Go City: Displacement and Protest in Washington, DC*
- Into the Night: Darkness and Light*
- Keeper of the Flame*
- Lift - Connecting Humanity*
- To Dine for with Kate Sullivan, Season 6* (series)
- Truth Tellers*



Season 9 of *Artworks* returned in 2023 with a refreshed look and renewed focus on local artists. During one of two episodes exploring the Baltimore Museum of Art's groundbreaking "The Culture: Hip Hop and Contemporary Art" exhibition, photographer Devin Allen shared his involvement in the exhibit and how hip-hop music has influenced his life and work.



A scene from *Sneak Peek: Inside the CIAA*, a 2023 HBCU Week production about the Central Intercollegiate Athletic Association, the nation's oldest historically Black athletic conference.



Programming & Acquisitions Department staffers display the Programmer of the Year plaque presented in May 2024 to Kate Pearson, senior managing director, by the Public Television Programmers Association. Pictured (*from left*) are Paul Duong, program manager; Kate Pearson; Arlene Williams, broadcast services coordinator; Anteneika Perry-Preddie, broadcast services coordinator; and Stuart Kazanow, director, Acquisitions.

The objects of our affection highlight the TV year

By Michael Antonucci / Author, "Talkin' Collectibles"

MPT's mission has long recognized the benefits of rejuvenation. In FY24, the sparkle of renewal flourished in both an 11th season of the network's iconic series *Chesapeake Collectibles* and robust staffing support for a visit to Baltimore from PBS's famed *Antiques Roadshow* program.

Original MPT series returns

After a four-year, pandemic-prompted hiatus, 13 fresh episodes of *Chesapeake Collectibles* brightened Monday nights in early 2024, energized with the vision of new Executive Producer Patrick Keegan. Viewers not only were reconnected as faithful fans of the show, they again experienced the power of antiques and memorabilia to reinvigorate our spirits.

That sense of revitalization was literally electric: The lights beamed on to tape the show in mid-2023 where it had never before been, in The Irene and Edward H. Kaplan Production Studio. Almost a thousand artifact- and treasure-carrying enthusiasts queued up over two days for a show-and-tell with *Chesapeake Collectibles*' appraisers, who were ready to evaluate anything from centuries-old clocks to first-edition Nike Air Jordan sneakers.

It's in the telling — the stories of personal histories and of objects' legacies — that individual moments blend into the community enrichment that is definitional to MPT. What we value and love conveys who we have been and who we are, all in the lens of better understanding each other. And all of it a wellspring of MPT's *joie de vivre*, especially as Marylanders.

Beloved program returns to Baltimore for Season 29 taping

Last June, MPT's dedication to collaboration found a special can-do opportunity at the Baltimore tour stop by PBS's most-watched program, *Antiques Roadshow*. Now headed toward its 29th season in 2025, *Antiques Roadshow* was the direct inspiration for the creation of *Chesapeake Collectibles*. In a marathon day of filming at the Maryland Zoo in Baltimore City, some four dozen MPT volunteers and another 75 from the local community were onsite to greet almost 2,700 attendees from all over the United States, helping them navigate their way to the most appropriate *Roadshow* experts for whatever they were toting.

Antiques Roadshow, produced by Boston public media powerhouse GBH as the namesake adaptation of the British-invented series, refined the art of the "Wow" revelation. Jaws drop and tears flow when owners find out the importance and dollar value of some items —



MPT "First Lady" Rhea Feikin, who hosted the first 10 seasons of *Chesapeake Collectibles* before her 2020 retirement, returned to the series set with an item of her own for a look by appraiser Amory LeCuyer. Rhea's oil painting, artist unknown, was judged to be of lesser value than the elaborate frame, Rhea reports.



Appraisers Genice Lee (left) and Ross J. Kelbaugh pause before taping a Season 11 segment about historic Civil War photos.

signature TV moments that *Chesapeake Collectibles* has woven into its identity as well.

MPT show goes 'behind the scenes'

The most memorable highlights, replete with stunned expressions, also had MPT "event" status in FY24. The rebirth of *Chesapeake Collectibles* helped generate a celebration of its entire on-air run, from inception to ongoing production. *Chesapeake Collectibles: Behind the Scenes*, a clips-filled special that premiered in June, expanded the show's relationship with its audience, introducing viewers to the inner workings of the filming and the personalities of the keenly intrigued appraisers.

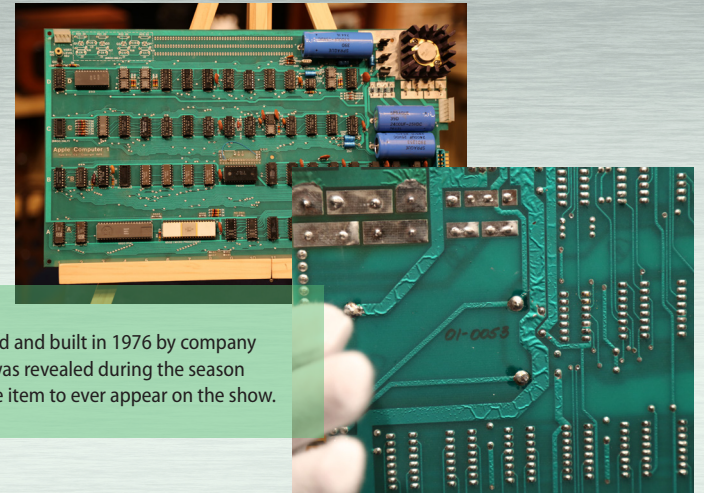
Over the years, tens of thousands of items have been scrutinized, and always in the context of emotional value as well as financial value. Emotional value, present tense. The preservation and appreciation of what has shaped us infuses us with motivation and guidance moving forward.

The same now applies to the MPT and *Chesapeake Collectibles* lineage: The show is its own treasure chest of archives, and perhaps the biggest moments are yet to come. Wow.

Retired newspaper and magazine journalist Michael Antonucci is an MPT volunteer and author of "Talkin' Collectibles," the blog series that complements MPT's series. FY24 entries can be found here: mpt.org/blogs/chesapeake-collectibles.



Members of MPT's Development Division pause for a photo while staffing the station information booth during the June 17 taping of *Antiques Roadshow* at the Maryland Zoo in Baltimore (photo by Dick Bodorff).



One of the first Apple computers designed and built in 1976 by company founders Steve Jobs and Steve Wozniak was revealed during the season premiere episode to be the most valuable item to ever appear on the show.

Executive Producer Patrick Keegan (center) receives updates from (from right) Jessica Ray, associate producer, *MotorWeek*, and Mary Ann Phillips, manager, Content Business Affairs, during the all-hands-on-deck production.



MPT representatives greet special guests at the VIP table during production of *Antiques Roadshow* at the Maryland Zoo in Baltimore last June. (photo by Dick Bodorff).



Chesapeake Collectibles' blogger Michael Antonucci (right) interviews taping guests for a then-upcoming blog posting in his ongoing series "Talkin' Collectibles."

During a March episode of *Chesapeake Collectibles*, series appraiser Ross Kelbaugh discussed the increasing popularity of sneaker collecting and shared a highlight from his collection: a pair of vintage Nike Air Jordans.



Development Division staffers Marion Brown, grants director; Nikki Scroggins, membership manager; and Karen Fuller-Hardy, member services coordinator, volunteer during taping weekend.

MPT social media prompts user engagement

Derived from reporting sources or platform hosts, the following statistics reveal the degree to which MPT audiences engaged with our website and social media channels in FY24.

Websites

mpt.org website page views = 7,432,226
motorweek.org visits = 2,115,428

On-demand streaming

video.mpt.tv streams = 3,442,327
video.mpt.tv users = 2,303,387

MPT YouTube channel

On-demand views = 960,230
On-demand watch time = 15,579 hours
Livestream viewers = 10,322
Livestream watch time = 1,453 hours

MotorWeek

Website visits = 2,115,428
YouTube channel subscribers = 33,600

YouTube on-demand views = 24,988,828
YouTube watch time = 1.4 million hours
Online streaming via MPT media player = 24,074 views
Podcasts = 25
Podcast downloads = 185,000 plays

PLATFORMS

Facebook

Followers/subscribers (as of 6/30/24) = 25,600
Increase over year-end 2023 = 4,569 followers
Reach (unique users seeing a 2024 post) = 8,096,899
Increase in reach over year-end 2023 = 323.8%

Instagram

Followers/subscribers (as of 6/30/24) = 5,200
Increase over year-end 2023 = 836
Reach (number of persons seeing a post) = 444,300 unique persons
Increase in reach over year-end 2023 = 78.7%



The "download the app" advertisement (right) was but one manifestation of an organization-wide effort to increase the number of free PBS app users. Over the last six months in FY24, the campaign resulted in a 10% increase in app downloads localized to MPT compared to the prior six months.

Download and watch on the FREE PBS App



Watch the best of PBS anytime, anywhere on the free PBS app. Stream your favorite PBS and MPT shows on-demand, all from your favorite device.

Click the QR code to get started!



Questions?

We are happy to help!
410-581-4292
membership@mpt.org



Young MPT division tackles historic storytelling

Through its Center for Maryland History Films – launched in 2023 – Maryland Public Television continued to devote time and talent to telling stories of Maryland’s historic personages and the events and sites that helped shape the Free State since its 1634 founding.

Coming on the heels of the 2022 premieres of *Harriet Tubman: Visions of Freedom* and *Becoming Frederick Douglass* – films that continue to play locally and nationally on PBS stations – three further initiatives of the Center for Maryland History Films were in evidence in FY24.



During a May meeting in MPT’s Visitors Center, staff received an update from producer Alexis Aggrey and executive producer Stanley Nelson on the upcoming national documentary *Becoming Thurgood*. The one-hour film about Baltimore native, Howard University alum, and U.S. Supreme Court Justice Thurgood Marshall premieres during HBCU Week in 2025.

The Maryland Oral History Project under the aegis of the MPT Foundation, Inc. recorded two additional interviews (see page 11). A one-hour documentary, *Ben’s Ten: Chattel Slavery on Maryland’s Eastern Shore*, had its debut in FY24 as well, taking viewers on a journey with Maryland Department of Transportation Chief Archaeologist Dr. Julie Schablitsky as she leads a team of archaeologists and historians working to uncover artifacts that illuminate the history of slavery and the lives of the enslaved in Dorchester and Talbot counties during the 19th century.

Finally, substantial work continued this year on *Becoming Thurgood* (working title), a landmark film from Emmy award-winning and Oscar-nominated executive producer Stanley Nelson and directed by Alexis Aggrey about U.S. Supreme Court Justice Thurgood Marshall, a Baltimore native. This new Center for Maryland History Films production will premiere on PBS in September 2025.



CEO Larry D. Unger (left) greets Librarian of Congress Carla Hayden on her visit to MPT to be taped for the network’s oral history project. Dr. Hayden is a former member of the Maryland Public Broadcasting Commission and former head of Baltimore’s Enoch Pratt Free Library.



Archaeologists dig near the site of the home bequeathed to Ben Ross, father of Harriet Tubman. The action was captured during production of the Center for Maryland History Films’ documentary *Ben’s Ten: Chattel Slavery on Maryland’s Eastern Shore*.

Promoting the future, fueling the present

MPT's 32-person Development Division is tasked annually with producing revenue to fuel the network's year-round activities and productions. Similarly, this team works to engage viewers and members and offer them opportunities for enrichment, travel, and enjoyment on and off the MPT campus. The following metrics and descriptions show the extent of that work in the past fiscal year

AUDIENCE ENGAGEMENT

Whether it was a film screening, a fundraiser, a station tour, workshop, or trip, engagement events – some 109 in all – attracted more than 11,000 participants in FY24 – most often in person but occasionally virtually. What's more, even after the conclusion of a virtual activity, those participants and others – in all, 7,747 additional persons – were able to view the event again online.

A vital arm of MPT's Development effort is the cadre of staff members who are the problem-solvers, information-givers, and troubleshooters in the four-person Member & Viewer Services unit. In FY24, these employees were responsible for fielding mail, email, and phone contacts by in excess of 11,000 people.

HITTING THE ROAD

Established in 2018, the MPT Travel Club in FY24 continued to offer local and international adventures, many tied to the program locales of MPT or PBS programs. What follows is a rundown of travel club outings in the past fiscal year.

Thanks to partner Boscov's Travel, MPT's full-service travel agency partner, the network was able to offer:

- Adirondacks Rail & Sail – May/June 2024, 46 guests
- Bethlehem, PA, Christmas Markets – November/December 2023, 28 guests
- Iceland Explorer Tour - September 2023, 37 guests



During a December 2023 *All Creatures Great & Small* screening event, attendees enjoyed a sneak peek at the popular series' fourth season and took advantage of the opportunity to pose with life-size cutouts of characters Helen and James Herriot.



Members of the MPT Travel Club gather for a group photo during the September 2023 Iceland Explorer Tour.

- Adding to the long-distance tours were day-long bus trips from the MPT campus. In FY24 these included:
 - Iconic America Harriet Tubman Underground Railroad Byway Tour - August 2023, 46 guests
 - Harriet Tubman Underground Railroad Byway Tour – November 2023, 46 guests, and December 2023, 42 guests
 - Beyond the Battle: Gettysburg Film Festival with Ken Burns - April 2024, 52 guests
 - Young Frederick & Harriet Emancipation Tour - April 2024, 27 guests, and May 2024, 48 guests

MEMBERSHIP

At June 30, 2024, MPT was able to report nearly 68,000 members among whom were more than 24,500 sustaining members – those donors who make a commitment to give monthly to MPT.



Attendees of the Iconic Maryland Harriet Tubman bus tour – one of the activities MPT organized to support awareness of the David Rubenstein-hosted PBS series *Iconic America* – stop for a photo at the Harriet Tubman Memorial Garden in Cambridge.

During FY24, the membership team created a number of membership levels, each with a menu of benefits and engagement opportunities. The largest of these – called the “Producers Circle” – had attracted nearly 56,900 individuals who – for gifts of \$60-\$499 each year – enjoy unlimited access to MPT Passport, a portal to on-demand streaming of PBS and MPT programs, as well as on-air credit for their generosity.

The Leadership Society – members who make annual gifts of \$1,200 or above – reached 501 at fiscal year-end. This most supportive of membership groups is led by volunteer and former Maryland State Arts Council vice-chair Anne West.

MPT FOUNDATION-SPONSORED ORAL HISTORY INITIATIVE

With the prompting of the MPT Foundation and under the umbrella of MPT’s Center for Maryland History Films, an oral history project, first launched in fall 2022, continued to capture a digital archive of short interviews with important and influential Marylanders.



Eddie Fine, a Baltimore City public school teacher, acknowledges his status as the youngest member of MPT’s Legacy Society.

Librarian of Congress Carla Hayden and Marc Attman, the managing partner of the oldest continuously family-owned deli in the country, were taped for the project during FY24.

ON-AIR PRODUCTIONS RAISE PLEDGE DOLLARS AND NEW MEMBERS

The Development Division’s On-Air Fundraising unit produced several pledge

programs in FY24. These are productions designed to appeal to audiences and present opportunities for pledge breaks in the shows so that local station hosts can ask for contributions – rewarded, of course, with program-related “thank you” gifts. On other occasions MPT is tasked with producing the national pledge breaks to be inserted in other producers’ programs.

MPT’s On-Air Fundraising & Development Productions produced these fundraising programs in FY24:

Dion Parson & 21st Century Band in Concert (national release)

Jewish Delis: Something to Kvell About! (local airing)

Social Security & You with Mary Beth Franklin (national release)

The same unit in Development produced the national pledge breaks or “pledge events” for these fundraising programs in the last fiscal year:

Chic featuring Nile Rodgers Jazz A Vienne
Johnny Mathis Wonderful Wonderful
Lang Lang - Favourite Melodies
Love Train: The Sound of Philadelphia
Social Security & You with Mary Beth Franklin
Tina Turner: One Last Time

Development staffers (from left) Marisha Legan-Johnson, senior administrative assistant; Kalisha Colbert, planned giving manager; and Laura Ligo, leadership giving manager, during an afternoon tea event organized by the Major & Planned Giving team at Historic Oakland Manor in April 2024.



Attendees of the November 2023 Harriet Tubman Underground Railroad Byway Tour stop for a photo with the iconic mural that adorns the side of the Harriet Tubman Museum & Educational Center in Cambridge (photo by Dick Bodorff).



Ad division serves 12 state clients in a campaign-filled year

As the Maryland State Ad Agency division of Maryland Public Television marked its seventh anniversary during FY24, the number of clients served reached an even dozen, several returning with new assignments or with ongoing campaigns.

MSAA and its staff of five full-time professionals – with support from other units at MPT – welcomed the Maryland Public Service Commission (Energy Choice campaign), the Maryland Center for School Safety (Safe Schools Tipline campaign), the Maryland State Department of Education (teacher recruitment campaign), and the Maryland Department of Service and Civic Innovation (Service Year Option campaign) as first-time clients.

But the MSAA story in the past year wasn't merely the arrival of new clients. Media planners and buyers also evaluated and used new platforms, too, to extend the reach of their clients' advertising campaigns. Convenience store point-of-sale screens, the social media platforms LinkedIn and Snapchat, and even Twitch (the American video live-streaming service) were among the new media avenues employed by MSAA to widely distribute client messages and engage target audiences.

MSAA was honored to serve these 2024 returning clients by designing and executing the following communications campaigns:

Maryland Department of Health (client since 2017)

- 988 Lifeline public awareness
- Vaccinate. Prevent. Protect. Respiratory Illness
- Dangers of Fentanyl & Xylazine
- Carry Naloxone
- Good Samaritan Law
- Stigma of Addiction

Maryland Department of Housing and Community Development (client since 2021)

- Homeowner Assistance Fund
- Prince George's County Welcome Home Showcase
- Energy Efficiency Program

Maryland Department of Public Safety and Correctional Services (client since 2021)

- Recruitment campaigns for job fairs, hard-to-recruit positions, and general recruitment awareness

Maryland State Police (client since 2021)

- Cadet class recruitment

Maryland Department of Aging (client since 2021)

- Senior Call Check
- State Health Insurance Assistance Program (SHIP)
- Medicare enrollment
- Brain health

Maryland Department of Transportation State Highway Administration (client since 2023)

- Walk Smart Ocean City
- Work zone safety awareness

Maryland Energy Administration (client since 2023)

- Awareness campaign

Maryland Department of Agriculture (client since 2022)

- Agriculture education
- Horse owner program
- Manure education
- Maryland's Best Seafood



Brandon Ruth, MSAA account director, and MPT Station Manager Steven Schupak engage visitors to the MSAA booth during the annual Maryland Association of Counties Summer Conference in August 2023.

FY24 IMPRESSIONS, ALL CAMPAIGNS, ALL CLIENTS = 697 MILLION

Agency work recognized by award programs

During FY24, the Maryland State Ad Agency earned recognition from a number of national and regional organizations for its client work. Here is a recap:

MUSE CREATIVE AWARDS

(established by the International Awards Associate (IAA), an award management services organization, to celebrate excellence in creative design, advertising, and digital media)

Gold awards

- Best Small Agency (up to 25 employees)
- Category: Branded Content - Fitness & Wellness
988 Lifeline public awareness
- Category: Branded Content - Cause/Awareness
Good Samaritan Law campaign
- Category: Branded Content - Public Service & Activism
Stigma of Addiction campaign
- Category: Testimonial Branded Content – Other
Homeowner Assistance Fund campaign
- Category: Branded Content - Public Service & Activism
Maryland Energy Administration awareness

Silver awards

- Category: Branded Content - Cause/Awareness
Carry Naloxone campaign
- Category: Branded Content - Cause/Awareness
Dangers of Fentanyl & Xylazine campaign

COMMUNICATOR AWARDS

(sanctioned by the Academy of Interactive & Visual Arts to honor work that makes a lasting impact)

Award of Excellence

- Category: General – Government Relations
Homeowner Assistance Fund campaign, Maryland Department of Housing and Community Development

Award of Distinction

- Category: General – Environmental & Sustainability
Maryland Energy Administration awareness campaign

MSAA mounted a comprehensive campaign during FY24 for the Maryland Department of Service and Civic Innovation to generate applicants for the department's Maryland Corps, Service Year Option program.



TELLY AWARDS

(founded in 1979 to honor local, regional and cable TV commercials and, later, non-broadcast video and TV programming and digital video; receiving more than 12,000 entries globally)

Silver awards

- Category: General – Public Service Announcement
988 Lifeline public awareness
- Category: General – Local TV
Stigma of Addiction campaign
- Category: General – Social Impact
Good Samaritan Law campaign

Bronze awards

- Category: General – Non-Broadcast
Homeowner Assistance Fund campaign
- Category: General – Government Relations
Homeowner Assistance Fund campaign
- Category: General – Health & Safety
Carry Naloxone

National Capital Chesapeake Bay Chapter National Academy of Television Arts & Sciences 66th Emmy® Awards

- Nomination
Category: Public Service Announcement Campaign MSAA spots (4)
for Maryland Department of Health



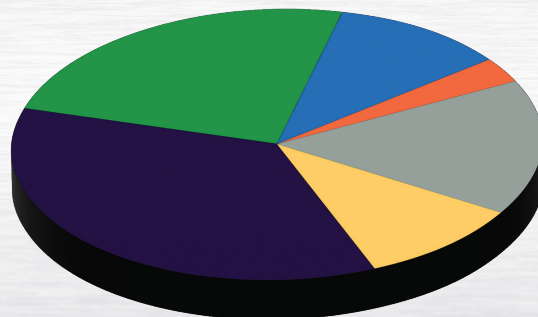
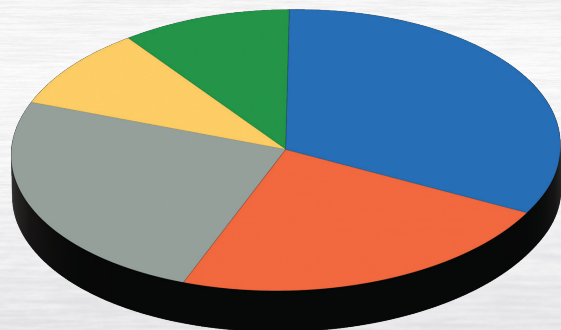
A multi-platform media campaign highlighted by a 30-second TV spot featuring then-Baltimore Ravens' Morgan Moses, produced for the Maryland Department of Health's Behavioral Health Administration, premiered in December 2023 on media outlets statewide.

MPT's financial picture

The Maryland Department of Budget and Management approved MPT's FY24 budget covering the period of July 1, 2023, through June 30, 2024. Revenue and expenses are shown below. Dollar amounts are in millions.

REVENUE \$37.9

EXPENSES \$37.9



- State of Maryland appropriation \$12.7 - (33%)
- Membership \$8.6 - (23%)
- Corporate support & production funding \$9.5 - (25%)
- Corporation for Public Broadcasting grant \$3.3 - (9%)
- Grants, other \$0.1 - (0%)
- MD State Ad Agency \$3.7 - (10%)

- Administration \$4.3 - (11%)
- Education services \$1.2 - (3%)
- Fundraising & outreach \$6.0 - (16%)
- MD State Ad Agency \$3.7 - (10%)
- Production & program acquisition \$13.5 - (36%)
- Transmission & facilities \$9.2 - (24%)

*as approved by DBM and in effect 7/1/23 for the fiscal year ending 6/30/24

GOVERNMENT INVESTMENT IN MPT

\$1.40 a year

The federal investment in public television represents an investment of about \$1.40 per American each year. Government funding, accomplished through the Corporation for Public Broadcasting in the form of Community Service Grants to public TV stations across the nation, is truly essential to the survival and success of noncommercial, educational public service

media. Independent studies continue to validate that, in considering the use of their tax dollars, Americans judge PBS to provide an excellent value that's second only to that of military defense.

\$1.79 a year

The State of Maryland investment in MPT represents spending of \$1.79 per Marylander each year.



Maryland Farm & Harvest introduced a "Farm to Skillet" segment during its 11th season. In these segments, local chefs lead viewers through finding, preparing, and presenting locally produced ingredients that make up some of their favorite dishes. Above, the production crew captures Ekiben chef Steve Chu (*right*) as he shops for ingredients at the Fells Point Farmers Market. In the photo below, Chu shows off the surf-and-turf lo mein prepared at Ekiben's South Baltimore location using the ingredients sourced from the farmers market.



HBCU Week starts locally, goes national

MPT again celebrated historically Black colleges and universities (HBCUs) in September '23 via its fourth season of HBCU Week, a slate of programs sharing informative and inspirational stories about HBCUs and the people who attend, graduate, administrate, and advocate for these esteemed institutions of higher learning.

During the week, the network offered more than 27 hours of content exploring the past, present, and future of HBCUs in Maryland and throughout the U.S. The FY24 observance included the premieres of MPT original productions *Sneak Peek: Inside the*

CIAA and *Sounds of the Game*. Beyond broadcast, MPT hosted virtual events as part of the week-long celebration. An HBCU Week Virtual Career Opportunity Forum offered an opportunity for students to learn about career options in banking from leaders of Fulton Bank and in broadcasting

and media from representatives of the National Association of Broadcasters.

MPT also announced the expansion of its long-standing HBCU Week from an endeavor having its footprint in the mid-Atlantic region to a project

that reaches nearly all TV households across the country. Rolling out in September 2024, the expansion includes national broadcasts of three HBCU-themed programs on public television's WORLD channel and the production by MPT and three partner public TV networks of short films that will be released on a new HBCU Week YouTube channel, the PBS App, and PBS digital platforms. The four new films were presented as a single

episode of the WORLD series *Local, USA* and broadcast in early 2024 as part of public media's Black History Month pipeline. HBCU Week is part of the statewide public TV network's Standing Against Racism: Fostering Unity Through Dialogue initiative. MPT began this long-term initiative in 2020 to stimulate thoughtful discussion and increase understanding of

race-related issues in communities across Maryland. In Title III of the Higher Education Act of 1965, Congress defined an HBCU as a school of higher learning that was accredited and established before 1964 and whose principal mission is the education of African Americans. Today, more than 100 HBCUs educate hundreds of thousands of enrolled students. The six HBCUs in MPT's viewing area are Bowie State University, Coppin State University, Howard University, Morgan State University, University of the District of Columbia, and University of Maryland Eastern Shore.



MPT held a virtual forum for students to learn about career opportunities in banking from leaders at Fulton Bank and in broadcasting and media from leaders from the National Association of Broadcasters.



Two HBCU Week NOW productions were featured on WORLD channel's *Local, USA* series. *HBCU Week: Beyond the Field* gave viewers an up-close look at the storied CIAA basketball tourney in Maryland and the electrifying atmosphere of Louisiana's Bayou Classic football game while *HBCU Week: Tradition and Competition* portrayed the rivalry of Hampton and Howard universities and the intensity of an NC A&T vs NC Central game. Both programs looked beyond sports to showcase the culture, camaraderie, and community that define HBCUs.



Education Division

MPT serves the teaching and learning needs of Maryland's early childhood and K-12 communities. A trusted partner in learning, MPT's Education Division brings high-quality instructional content and digital media to educators, schools, and families. The team provides engaging interactive resources for the classroom, and online courses and professional development opportunities to support educators and child care providers in best teaching practices.

Gmelyn Joe, early childhood education project coordinator, poses for a selfie with PBS KIDS character Daniel Tiger.



Thinkport

Thinkport.org is the gateway to MPT's digital learning content. In FY 24, student instructional resources, online courses for professional learning, and early childhood content for families were accessed by thousands of people throughout Maryland's education communities.



MPT in the Classroom

MPT goes beyond broadcast with MPT in the Classroom. A new collection of learning resources features the best of MPT produced programs, including *Maryland Farm & Harvest*, *Outdoors Maryland*, *MotorWeek* and *Chesapeake Bay Week*®. MPT in the Classroom includes 70 standards-aligned lesson starters and student self-paced modules with anchor video clips from more than 14 MPT shows. In just the first 12 months from its launch in July, the collection logged 21,000 views and 5,500 users. The collection's content and users continue to grow.



Members of the Maryland State Department of Education's Digital Learning & School Library Media Collaborative enjoyed a studio tour before a February 2024 meeting in MPT's Visitors Center.

Professional Learning

MPT serves the learning needs of Maryland’s early childhood and K-12 educators by offering a series of professional development trainings and a catalog of online course offerings. In FY24, 1,493 learners completed credit-bearing courses and trainings, while nearly 200 adults enjoyed in-person media literacy training.



Krista Respass (*center left*), senior managing director, Early Childhood Education Projects, leads educators through MPT-produced media literacy resources available to participants of MPT’s Early Learning Media Ambassadors (ELMA) program. Produced by MPT in partnership with Maryland Public Libraries, ELMA provides media literacy training to early childhood educators so they are better equipped to share best practices and resources with families and educators throughout their communities and help children develop healthy media habits that will last a lifetime.

Early Learning

A full year of robust programs in early childhood education coordinate multigenerational learning experiences for children and families across the state. MPT partners with Judy Centers, public libraries, and community organizations for hands-on learning with PBS KIDS programs that focus on learning goals for young children. In addition, MPT’s unique Media STEPS framework introduces parents to critical media literacy skills to build healthy media habits in their homes as children grow.



Thanks to a Ready to Learn grant funded by the U.S. Department of Education and administered by the Corporation for Public Broadcasting, MPT’s Education Division hosted a series of Family & Community Learning events in Somerset, Frederick, and other counties throughout the state. Parents received helpful employment and educational resources while children enjoyed activities featuring content and themes from PBS KIDS series such as *Work It Out Wombats!* and *Daniel Tiger’s Neighborhood*.

During a “World of Work” Family & Community Learning event in Somerset County, “community helpers” from local organizations including Chesapeake Healthcare, the U.S. Postal Service, and Laugh-n-Learn Center (owned and operated by 2018 PBS Early Learning Champion Avonda Ellison) shared information, distributed resources, and joined in hands-on learning activities based on PBS KIDS content.



Students from the George Washington Carver Center for Arts and Technology record scripts in MPT’s sound studio.

Snapshots of Fiscal Year 2024 ...

Aug. 2023



CEO Larry D. Unger (right) presents a first-ever MPT executive citation to filmmaker Martin Doblmeier. Documentarian Doblmeier is the founder of Journey Films, a 40-year-old firm that produces films about religion, faith, and spirituality. The executive citation is a new recognition tool whereby MPT can salute individuals or groups and recognize their collaborations with the network. Journey Films began partnering with MPT in 2008, and MPT has since presented seven Journey productions to national public TV audiences.

Nov. 2023



Sept. 2023



(From left) Station Manager Steven Schupak, Videographer Zachary Ruszala, assistant producers Autumn Malhotra and Katie Brader, and Videographers Supervisor Tim Pugh stop for a selfie during field production of the 2023 Maryland Cycling Classic in Baltimore City.

Nov. 2023



MPT hosted a reception at D.C.'s National Press Club featuring Margaret Hoover (second from left) from the PBS current events talk show *Firing Line with Margaret Hoover*. (From left) MPT anchor Jeff Salkin, CEO Larry Unger, and Pat Butler, president of America's Public Television Stations, were on hand for the event.

Oct. 2023



MPT Sports Desk anchor Jim Hunter (left) at the MARS Maryland 5 Star at Fair Hill presented by Brown Advisory along with eventing expert Alice Fox-Pitt, former eventer and National Hunt jockey and current presenter on the program *ITV Racing* in the United Kingdom

Jan. 2024



(From left) Artist Chanel Compton stands beside her piece, titled "Be Still Radiant Child," during its January 2024 installation at the Harriet Tubman Museum and Educational Center in Cambridge. Compton is joined by the museum's director, Bill Jarmon, and its events and programming director, Linda Harris. The piece was commissioned to accompany the MPT original film *Harriet Tubman: Visions of Freedom*.

May 2024

April 2024



Outfitted with protective glasses, Education Division members Betsy Peisach, vice president; Krista Respass, senior managing director, and Karla Thompson, director, were among several MPT staffers who stepped out to the Warren Park courtyard to view a full solar eclipse.

April 2024



Station Manager Steven Schupak (left) greets actor Martin Sheen at the Gettysburg (PA) Film Festival where the Emmy, Golden Globe, and Screen Actors Guild award winner was a special guest.



It was "Say 'cheese!'" time for the entire MPT staff as roughly 150 persons posed for a 2024 team photo in the Kaplan Studio.

June 2024



At the annual joint dinner of the Maryland Public Broadcasting Commission and the MPT Foundation, MPT executives (from left) MPT executives Steven Schupak and Larry Unger presented MPT Champion Awards to Lonna Thompson, longtime executive vice president, COO, and general counsel for America's Public Television Stations, and Maryland State Senator Guy Guzzone during the annual joint dinner of the Maryland Public Broadcasting Commission and the MPT Foundation board.

June 2024



Following the May broadcast of the MPT-acquired film *Teilhard: Visionary Scientist*, sales of DVDs of the documentary in the MPT Online Store soared, said Judi Mann, store manager (center). Frank (right) and Mary Frost of Frost Productions, who made the program, delivered more discs to MPT on June 1.

The plaza at MPT's main entrance became electrified with the late spring addition of entry signs and colorful accent lighting such as those flanking the MPT Wall of Fame.



MPT by the numbers

as of July 1, 2024

Long-running series



broadcasting nationally since 1981



weekly regional nature/environment since 1988



weekly regional public affairs since 1982



weekly regional public affairs since 2001

Operates **4** channels 24/7



million+ monthly gross impressions for MPT-HD and MPT2/Create® (broadcast)



2.68 million yearly page views on MPT education portal

Nearly

1,500

educators completed MPT's professional development training in FY24

211

regional Emmys® (4 national Emmys)



6TH

in revenue among 150 PBS stations (1st among state licensees)



885+

productions over 53+ years

Only statewide TV network

6

transmitters



- WGPT OAKLAND
- WWPB HAGERSTOWN
- WFPT FREDERICK
- WMPB BALTIMORE
- WMPT ANNAPOLIS
- WCPB SALISBURY

67,675

paid members (24,560 sustainers)

199

separate local and national broadcast productions in FY24



697 million

total audience impressions for clients of MPT's Maryland State Ad Agency in FY24

10/5/69

first broadcast

\$1.79

annual investment in MPT per Marylander



THE HONOR ROLL

MEMBERS OF MARYLAND PUBLIC TELEVISION

Nearly 68,000 persons support MPT as voluntary contributing members. Although space prevents us from listing each member by name, we thankfully acknowledge their endorsement of our work.

We send special thanks to some 24,560 individuals who've chosen to be sustaining members. Their ongoing monthly contributions provide a steady, reliable stream of income that enables MPT to purchase or produce first-rate dramas, world-class musical performances, in-depth public affairs reporting, and local programs that capture the stories of Maryland's history, arts and culture, nature resources, and attractions. Thank you!

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\$2,500 - \$4,999

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Brenda Ashworth & Donald Welch
Lisa Bilder
Beth Bishop



Host Rhea Feikin (in red) sat with restaurateur Marc Attman in the latter's Attman's Delicatessen for an interview for award-winning *Jewish Delis: Something to Kvell About!*



(From left) Christina Bildstein, Bill Clarke, Danielle Crone, and Stefanie Robey in the George Beneman Control Room during the production of *The Chesapeake Bay Summit 2024: Course Correction*. Aided by a grant from PBS as part of its climate change initiative, the summit was recorded before a live audience in The Irene and Edward H. Kaplan Production Studio.

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Blackburn
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 Joanne & James Baker
 John Barr
 Sharon Basso
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 Arlene Beale



Students at Dumbarton Middle School get hands-on with the state's prehistory while observing fossils brought to the school by members of the Natural History Society of Maryland. The society's work was featured in the "Nature's Archivists" segment of *Outdoors Maryland*. The segment premiered during the series' 35th season finale episode in February 2024.

Duane Beckhorn
 Amy & Warren Belasco
 Tina & George Beneman
 Darlene M. Bennett & Robert Bennett
 Judy & Richard Berglund
 Rick Berndt
 Denise Bertrand & Jerry Steiner
 Kristen Birch & Robert Birch
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Education's Krista Respass, senior managing director, leads students during an April 2024 "Great Readers" storytime event, held at the YMCA's Sherman Early Childhood Center in Baltimore as part of a month-long 20th anniversary celebration of the PNC Grow Up Great program.

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 Michael Rosenzweig
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 Harold Yaffe

Donald Zurwelle
 Patricia Zyla
 * *deceased*

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 Maryland Economic Development
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 Maryland Horse Breeders
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 Patrick O'Donnell
 Poplar Islands Yacht Club
 Richard Hynson, Jr.
 Rochelle Stanfield
 Rural Maryland Council (MAERDAF)
 Sage Policy Group
 The E.T. & Robert E. Rocklin Fund
 The Henry and Ruth Blaustein Rosenberg Foundation Arts Endowment in Memory of Ruth Marder
 The Keith Campbell Foundation for the Environment
 The Ruth R. Marder Arts Endowment Fund
 Tom DiGiovanni
 Wegmans Food Markets

CO-PRODUCTION PARTNERS

AARP Maryland
 KOM Sports Marketing
 Maryland Department of Agriculture
 Maryland Department of Transportation
 Maryland Office of Tourism Development
 MECCA Filmworks
 Regional Manufacturing Institute of Maryland
 Sage Policy Group
 University of Maryland Medical System
 The Aggrey Company
 Young Artists of America

CORPORATE SPONSORS

AARP Maryland
 Acts Retirement-Life Communities, Inc.
 Alzheimer's Association Greater Maryland Chapter
 Annapolis Opera

Archdiocese of Baltimore
 B&O Railroad Museum
 Baltimore Area Chick-fil-A Restaurants
 Baltimore County Department of Health
 Baltimore Speaker Series
 Baltimore Symphony Orchestra
 Blakehurst
 Baltimore Museum of Art
 Celtic Woman
 Champion Home Improvements
 Chesapeake Bay Foundation
 Chesapeake Bay Maritime Museum
 College Savings Plan of Maryland
 Community College of Baltimore County
 The Edlavitch DC Jewish Community Center
 Enoch Pratt Free Library
 Everyman Theatre
 FreedomCar
 Gem Miners Spring Show
 Girl Scouts of Central Maryland
 Glen Meadows Retirement Community
 Greenberg Gibbons
 Jewish Community Center of Greater Baltimore
 Harry R. Hughes Center for Agro-Ecology
 International Edgar Allan Poe Festival
 Keegan Theatre
 Kent County Economic Development
 Kent County Office of Tourism
 Laurel Consulting Group (LCG)
 Library of Congress
 Live Nation
 Lyric Baltimore
 Main Street Oriental Rugs

Maryland National Park and Planning Commission
 Maryland Relay
 Maryland Science Center
 Mechanical Contractors Association
 Maryland Department of Agriculture
 Maryland Department of Education
 Maryland Hall
 Meals on Wheels of Central Maryland, Inc.
 MedStar Health
 Maryland Department of Aging
 Maryland Department of Agriculture
 Maryland Department of Health
 Maryland Department of Housing and Community Development
 Maryland Energy Administration
 Maryland Public Service Commission
 National Children's Museum
 Nautilus Solar Energy, LLC
 Opera Baltimore
 Outback Presents
 Parkinson's Foundation Mid-Atlantic Chapter
 People for the Ethical Treatment of Animals (PETA)
 Pioneer Seed
 PNC Bank
 Qlarant
 Rams Head Group
 Residences at Vantage Point
 Resthaven Funeral Home
 Roland Park Place
 S&K Roofing, Siding and Windows
 Sage Policy Group
 Salisbury University
 Shen Yun Performing Arts
 Shore United Bank
 Solar Energy World
 Sun Nurseries



The *MotorWeek* cast posed for a formal portrait as the team prepared for the launch of the series' 43rd season in September 2023. *Standing left to right:* Daniel Maffett, Jessica Ray, Logan McCombs, Stephanie Hart, John Davis, and Brian Robinson; *seated left to right:* Greg Carloss and Audra Fordin.

The Collins Firm
 University of Maryland Baltimore
 University of Maryland Center for
 Environmental Studies
 University of Maryland School of
 Nursing
 United Way of Central Maryland
 Washington County Convention
 and Visitors Bureau
 Washington International Horse
 Show
 Waterfowl Festival
 Watershed Stewards Academy
 Washington County Museum of
 Fine Arts
 Weinberg Center for the
 Performing Arts
 Wild Birds Unlimited
 WYPR

NATIONAL PRODUCTION FUNDERS

CORPORATE

American National Insurance
 Auto Value / Bumper-to-Bumper
 Lifetime Products
 The Tire Rack, Inc.

INDIVIDUALS

Ann K. Luskey
 Bill Child
 Carol Miller
 Chantal Dukette
 Chuck and Annie Holland
 Colin Baker and Elaine Cinciva
 Doug and Posie Cowan
 Jack Weatley Tom & Kelly Olds
 Jae Choi
 Jeanne Quinton
 Jimmy Miller
 Joe Healey
 Mary Offutt via the Maine
 Community Foundation
 Megan LeBoutillier
 Mike Erickson
 Steven Anderson
 Tom Freston
 Trudie and Neil Prior

FOUNDATIONS AND NONPROFIT ORGANIZATIONS

Bloom Foundation
 Deborah Pulliam Social Justice Fund
 Esperanza Foundation
 Living Economies Forum
 Maude March via The Little Long
 Pond Fund
 Prior Family Fund

Southern Poverty Law Center
 Steans Family Foundation
 Stuart Family Foundation
 The Brent & Bonnie Jean Beesley
 Foundation
 The Broadreach Foundation
 The Charlie and Sally Stone Fair Tide
 Fund of the Maine Community
 Foundation
 The Miller Family Foundation
 The Paul and Kim Willie Family
 Foundation
 The Sorenson Legacy Foundation

IN-KIND DONORS

Abbi Marchesani
 Aberdeen Ironbirds
 Able Hands Mobile Chair Massage
 Adventure Park at Sandy Spring
 Adventure Theatre MTC
 Alex Berman
 All Fired Up
 American Helicopter Museum
 American Visionary Art Museum
 Annapolis Opera
 Annapolis Symphony Orchestra
 Antique Auto (AACAA) Museum
 in Hershey

Art with a Heart
 Avalon Foundation
 Ayers Creek Adventures
 B. Willow
 Ballet Theatre of Maryland
 Baltimore Center Stage
 Baltimore Clayworks
 Baltimore Creatives' Package
 Baltimore Jewels
 Baltimore Museum of Industry
 Baltimore Ravens
 Baltimore Seafood Tour' Package
 Baltimore Symphony
 Orchestra
 Baltimore Theatre Project
 BARK
 Basignani Winery
 Bayside Bull
 BeadsbyBev
 Beady Holly
 Black Walnut Point Inn
 Bobby McKey's
 Bobby McKeys Dueling
 Piano Bar
 Boordy Vineyards
 Bowie Baysox
 Brews & Bites of Baltimore' Package
 Briar Patch Bed & Breakfast Inn
 Brick Bodies



Leaving absolutely no directional doubt for drivers arriving for the November 2023 MPT Flea Market & Bazaar were (left to right) the Facilities Department's Drew Brown and Production Services' Kim Holcomb. Some 1,500 persons came to the MPT campus for the '23 edition of the annual sale.



MPT alumnus Everett Marshburn (center, with award) was inducted into the prestigious Silver Circle of the Chicago/Midwest chapter of the National Academy of Television Arts & Sciences in February '24. The Silver Circle honors outstanding individuals who have devoted 25 years or more to the TV industry and who have made significant contributions in their local market.



In this photo from *A River Called Home*, one of six MPT acquisitions to premiere during the 2024 installment of Chesapeake Bay Week®, four women prepare to traverse the James River.

IN-KIND DONORS - SPEAKERS

In-kind donors include individuals and representatives of organizations who generously donated their time to serve as speakers for numerous MPT-sponsored events. In FY24, these donors were:

ICONIC AMERICA screening

Diana Bailey, Ida Jones, Judy Carbone, Pamela Young - Maryland Women's Heritage Center
Catherine Arthur - Maryland Center for History and Culture
Nick Redding - Preservation Maryland

RAZING LIBERTY SQUARE

screening
Vincent O. Leggett - Blacks of the Chesapeake Foundation
Meleny Thomas - South Baltimore Community Land Trust
Mark Conway - Baltimore City Councilman, 4th District;
Chesapeake Conservancy
Laurie Benner - National Fair Housing Alliance

MATTER OF MIND: MY PARKINSON'S screening & discussion

Larry Zarzecki - Movement Disorder Education and Exercise, Inc.
Sarah Phelan - Johns Hopkins
Drew Hatter - Michael J. Fox Foundation
Nancy Carr - AARP
Dawn Lewis - Parkinson's Foundation

WILD HOPE EVENT

Meg Smolinski - University of Maryland Arboretum and Botanical Gardens

Bruce Lippy
Calvert Marine Museum
Camosock
Captain James Landing Restaurant
Charm City Bluegrass Festival
Charm City Run
Charmery, The
Chesapeake Bay Maritime Museum
Chesapeake Gold Farms
Chesapeake Shakespeare Company
Chesapeake Windsail Tours
Children's Theatre of Annapolis
CK Westbrook
Classic Five Golf
Contemporary American Theater Festival
Cozy Hats & More by BSK
Crayola Experience
createdbybarbara
Cutco
Decoratives By PJ
Dimitri Olive Oil
Dormie Network Foundation
Dr. Camellia Blackwell
Drink Eat Relax Events, LLC
Dutch Courage
Elk Run Vineyards
Emma's Tea Spot
Exercise to Heal
Fit in Boonsboro
Five Iron Golf
Fleur de Lis Florist
Flowers & Fancies
foraged eatery
Frame My TV
Framin' Place
Fresh Bakery
Georgetown Athletics
Golden West Cafe
Handmade Features from MPT's Flea Market & Bazaar
Heavy Seas Brewing
Historic Annapolis
Holiday Inn Oceanfront
Holler & Hum Management
Humble Adornments
Indu Wellness
The Ivy Bookshop
Jay Fleming
Jennifer N. Shannon
Jetstitchery
Jimmy's Seafood
Judy's Island Grill
K&C Jewelry
Kendra Scott
Kirchmayr Chocolatiers
Koco's Pub
Ladew Gardens
Let's Roam
The Liberty Trust Hotel
Linden Row Inn
Linganore Winecellars
Loch Moy Farm
Lo-Fi Treats
Longwood Gardens
Lovelyarns
Made in Maryland Jewelry
Main Street Oriental Rugs
Mama Vida
Maryland Bonsai Association
Maryland Mountains Fly Fishing
Maryland Science Center
Maryland State Ad Agency
Maryland Symphony Orchestra
Mayorga Coffee
MD Lice Control
Merritt Clubs
National Building Museum
National Museum of Civil War Medicine
Navy Athletics
Nelson Coleman Jewelers
Nihao
Ocean City Saltwater Adventures
Olney Theatre Center
Padonia Park Club



MotorWeek creator and host John Davis (center) was recognized for 50 years of service to MPT and the State of Maryland during the organization's annual employee appreciation event in May 2024. Here, he's joined by (from left) Troy Mosley, managing director, Content, and MPT Station Manager Steven Schupak.

Pamela Pinkett
Pearl Street Warehouse
The Peggy and Yale Gordon Center
For Performing Arts
Prigel Family Creamery
Pub Dog Pizza & Drafthouse
R. House
Rathskeller
Refocus Portrait Studio
Rick Steves, Inc.
River Valley Ranch
Robert Ortiz Studios
Ron Lawrence Watches
Rosebud Perfume Company
Six Flags
Smyth Jewelers
SocksSmith
SparTea - The Pink Door Day Spa
Sweet Elizabeth Jane
Taco Love Grill
The Tavern at Woodberry Kitchen
Terence Hannum
Tops By Andrea
Tree Skirts by Patricia
Trese's Treasures
Tubman Tours
Uninjured Journals
Valley View Farms
Vigilante Coffee Company
The Wildset
Willow Oak Flower & Herb Farm
Willow Street Yoga

The Wylder
Zachary's Jewelers
Zava Zone

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Corporation for Public Broadcasting
Delaplaine Foundation, Inc.
FableVision
Library of Congress
Maryland Agricultural Education
Foundation
Maryland Department of
Agriculture
Maryland Department of Health
Maryland Humanities
Maryland State Department of
Education
PBS Education
Richard Eaton Foundation
Rock and Soul Forever Foundation

EDUCATION PROJECT PARTNERS

Anne Arundel County Public Schools
Archdiocese of Baltimore
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Baltimore City Public Schools
Baltimore County Public Schools
Benjamin Tasker Middle School
FableVision
Frederick County Public Schools
George Carver Center for Arts
and Technology
WGBH
Judy Center, Frederick County
Library of Congress
Maryland Agriculture Education
Foundation
Maryland Department of Agriculture



MPT presented the one-hour special *Hal Prince's Broadway* in October 2023. The program featured musical performances from more than 160 of the region's most talented young artists from Bethesda-based Young Artists of America. Here performers sing "The Ballad of Sweeney Todd" from the Hal Prince's award-winning musical "Sweeney Todd."

Maryland Humanities
Maryland Roundtable for Education
Maryland State Child Care
Association
Maryland State Department of
Education
Maryland State Family Child Care
Association
Maryland State Libraries
Montgomery County Public Schools
PBS Education
Prince George's County Libraries
Ready at Five
Rock and Soul Forever Foundation
Somerset County Judy Centers
Somerset County Library
Tally Creative Consulting
Teaching with Primary Sources (TPS)
Eastern Region Program at
Waynesburg University
University of Maryland College Park
University of Maryland Baltimore
County
Wicomico County Judy Center
YMCA of Frederick County

VEHICLE DONATIONS GROW REVENUE

MPT expresses its appreciation to donors in Maryland, northern Virginia, and Washington, D.C. who generously donated vehicles to us in FY24. All told, 102 vehicles of different types were donated and yielded \$196,500 in revenue when they were sold by our vendor, D.C.-based Capital Auto Auction (CAA). MPT received the proceeds of these sales from CAA and used the income to support programs and services provided to the community.

MPT & YOUR COMMUNITY

The following organizations were featured during FY24 in 60-second broadcast spots airing on MPT-HD and MPT2. We are happy to provide on-air exposure to these fine groups that serve our communities:

Chesapeake Bay Foundation
Irvine Nature Center
Josiah Henson Museum and Park
Next One Up
The Alzheimer's Association

MPT ARTS MINUTES

The following arts organizations were the subjects of features during FY24 in 60-second on-air segments within MPT programming. We are pleased to provide visibility to these Maryland based groups:

Annapolis Opera
Baltimore Center Stage
Biggs Museum of American Art

Cosmic Symphony
Everyman Theatre
Hippodrome Theater
Olney Theatre

VOLUNTEER GROUPS

Baltimore Chapter of the
American Guild of Organists
Baltimore School of the Arts
Students
Brown Stewart Thompson Priory
No. 11 Prince Hall Masons
Chesapeake Collectibles
Appraisers & Production Crew
Dulaney Key Club
Hiram Holy Grand Chapter Holy
Royal Arch Masons
Jewish Deli Owners
MPT Friends
Northwest Chamber of
Commerce
Omega Psi Phi Fraternity, Inc.
- Mu Rho Chapter,
Annapolis, MD
Parkinson's Foundation

MPT STAFF

In FY24, many MPT staff members went above and beyond normal job duties to contribute to important community causes and exhibit good citizenship. This recap not only showcases their commitment to being good citizens but also highlights MPT's positive impact on the community.

Community speaking
engagements - 7
On-site and virtual job fairs - 11
Station tours - 4

Network Leadership

Maryland Public Broadcasting Commission

(as of 7/1/24)

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freelance actor
Carey M. Wright, Ed.D., Maryland Superintendent
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(as of 7/1/24)

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Paul G. Ullmann, Certified Financial Planner, Truist
Investment Services, Inc.
Ellie K. Wang, Contracting physical therapist;
freelance actor

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(as of 7/1/24)

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Fran Minakowski, Senior Advisor to the President

With our appreciation

The activities and accomplishments captured in this report were possible only with your support. MPT is able to produce television and online content, develop education resources, and offer attractive community engagement opportunities because members, corporate partners, production funders, the State of Maryland, and the federal government provide the necessary funding to fuel our work.

Thank you.

2024 Annual Report & Honor Roll

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