

PROFILE

Betsy Peisach

Vice President
Maryland Center for Media Literacy
& Education



Betsy Peisach joined Maryland Public Television in 2000. Today, she serves as vice president of the statewide public TV network's Maryland Center for Media Literacy & Education.

In this role, Ms. Peisach oversees a talented staff of early childhood professionals, preK-12 educators, and media producers who support teaching and learning, develop digital learning resources for students, and create online courses and training for educators and Maryland's child care community. MPT's highly regarded education website *Thinkport.org* serves as the gateway to these resources.

Working alongside executive leadership, Ms. Peisach spearheaded MPT's strategic vision to establish the Maryland Center for Media Literacy & Education. In addition to managing the center's launch, she leads her division's efforts in strategic planning, securing grants, and fostering key partnerships with both state and national education communities.

Prior to her current position, Ms. Peisach was MPT's managing director of education marketing and outreach, during which she developed and implemented integrated media/marketing campaigns to support MPT education programs and services statewide. She also served as the project manager for several multi-year, federally funded education initiatives.

Before joining MPT, she served for five years as marketing director for the Jewish Community Center and Gordon Center for Performing Arts. Ms. Peisach also directed marketing, promotion, and corporate relations for 13 years while at United Broadcasting Company, a national broadcaster of major market radio and cable stations.

Ms. Peisach is a graduate of the Leadership Maryland Executive Program and serves on the strategic steering committee at the Maryland Business Roundtable for Education. Previously, she served on the education committee at the Greater Baltimore Committee and was chair of the NETA Education Council.

She is an alumna of the University of Maryland where she earned a bachelor's degree in radio, television, and film.

Ms. Peisach resides with her family in Owings Mills, Maryland.



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