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

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.

CUSTOMER SERVICE PLEDGE

MPT is a public service and educational media organization that serves members, donors, viewers, and the community at large. We pledge to serve these individuals and their families first by listening closely to fully understand their needs, concerns, and requests.

We want our constituents to know they are important to us and that they are appreciated. We do this by demonstrating patience, respect, and responsiveness. Whether a caller gets in touch for just a friendly chat or needs help with a problem, we’ll listen closely and be sincerely interested, never forgetting that our constituents also deserve fast, efficient service. We are an organization that values kindness and understanding more than formal business protocols.

MPT will do its utmost to help our constituents understand our services, technology, and systems so they can fully appreciate and engage with our content.

We strive to be timely in our responses, say “yes” whenever possible, always fulfill what we promise, and apologize when something goes wrong. MPT will work to exceed expectations, always thanking our members, donors, and viewers and soliciting their feedback at every opportunity. This is our customer service pledge.

ON THE COVER

Longtime public affairs host Jeff Salkin converted a comfortable den in his Howard County, Maryland, home into a broadcast studio, a reinvention prompted by the pandemic. From these quarters, he hosts the weekly series Direct Connection and State Circle among other programs. Jeff looks appropriately dignified for this annual report cover photo. Please see the back cover, however, for his normal COVID-19-prompted broadcast attire.
Reinvention.

The pandemic that changed the world and this statewide network in FY21 sparked innovation and creativity. It was not possible to operate as we had since 1969 with dozens of skilled craftspersons and administrators routinely coming to campus for productive days and nights, making television and using platforms old and new to tell stories and engage citizens.

Instead, the pandemic prompted what quickly became routine in for-profit and nonprofit organizations alike around the globe: teleworking. But how to operate a multi-million-dollar business and produce memorable content for our audiences from nearly 150 locations throughout Maryland, the home-based “offices” of our staff? Answer: reinvention. We learned to go about our work differently, embracing a “new normal,” and adapting to ever-changing circumstances.

This annual report examines a reinvented Maryland Public Television and is dedicated to the members and viewers who backed us along the way. As we write this, we still don’t know what the future brings, but we’re supremely confident that this team – buttressed by our donors, members, and viewers and guided by our commission and foundation board – will step up and stand out. Thank you for reading this 12-month recap of our year of reinvention.

Larry D. Unger
President & CEO

Steven J. Schupak
Executive Vice President & Station Manager
MPT by the numbers

- Operates 4 channels 24/7
- 12th in revenue among 151 PBS stations
- 5 decades delivering resources for early childhood and pre-K-12 education
- 185 regional Emmys® (4 national Emmys)
- 198 web-exclusive features (58 added in FY21)
- 69,888 paid members (20,471 sustainers)
- 1.34 million monthly viewers
- 594,200 on-demand views
- 12,000 HOURS on-demand watch time
- 21,174 livestream viewers
- 50,092 HOURS livestream watch time
- 441,535 video.mpt.tv streams
- 410,977 video.mpt.tv users
- 1.34 million monthly viewers
... and still more FY21 numbers

MotorWeek

YouTube channel
subscribers
350,000
on-demand views
27.3 million
on-demand watch time
1.5 million hours

online streaming
(via MPT video player)
pbs.org/show/motor-week streams
457,338

podcasts
motorweek.org/features/podcasts
26 episodes
270,603 downloads

Website pageviews
mpt.org
2,753,265
motorweek.org
2,683,900

Long-running series

MotorWeek
Television's Original Automotive Magazine
broadcasting nationally since 1981

State Circle
40 years
mpt
weekly regional public affairs since 1982

OUTDOORS Maryland
weekly regional nature/environment since 1988

direct connection
with Jeff Salkin
weekly regional public affairs since 2001

October 5, 1969
first broadcast

870+ productions over 50+ years

You are a helpful assistant. Is there anything else I can assist you with?
Content during COVID-19 demands new production techniques

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 a virus can do is induce producers, writers, videographers, and talent to tackle their assignments in novel ways.

In FY21, the content intended for air on MPT’s two primary channels, MPT-HD and MPT2/Create®, or destined for online viewing thanks to MPT Digital Studios, was frequently taped remotely or – if in person – recorded by masked personnel at safe distances. Rooms in a family home became ersatz TV studios, and mobile devices became surrogates for expensive studio robotic cameras. High-flying drones – inherently at safe distances – zeroed in on interview locations. Reinvention was the order of the day.

*Creatures of the Chesapeake* was a cornerstone production of 2021’s Chesapeake Bay Week.

Host Frank Sesno takes a momentary break in the taping of FY21’s Chesapeake Bay Summit.
The following is a recap of the programs that viewers enjoyed during FY21:

**Local productions**

Ranging from 30-minute programs to two-hour specials, these productions were made here for MPT’s primary statewide audiences.

**Arts/culture**
- Baker Artist Awards 2020
- Celebrate: Artworks and the BSO
- Chesapeake Collectibles
- The BSO Honors Marin Alsop

**News/public affairs**
- A Conversation on Race and Policing
- Commitment 2020: Baltimore Mayoral Debate
- Direct Connection
- Direct Connection Election Special
- Direct Connection: Staying Safe During COVID-19
- Direct Connection: What’s Next for Racial Justice?
- MLK Speaks: A Conversation with America
- State Circle

**Natural history**
- Chesapeake Bay Summit
- Creatures of the Chesapeake
- Maryland Farm & Harvest
- Outdoors Maryland

**Education**
- Maryland Teacher of the Year
- Ways to Pay For College 2021

**Local acquisitions**
While not made by the MPT team, these productions from independent producers or distributors were secured by MPT programmers for our viewers to enjoy.

- After the Storm: Pollution in the Potomac
- Anyone Like Me
- Book By Its Cover
- By Any Means Necessary: Stories of Survival
- CRI: The Story About Juan Pineda
- David Susskind: MLK Interview 1963
- Deserted
- Five Days in August
- Gatherings
- Mr. Besley’s Forest
- Nobody Wants Us
- Painted City
- Pieced Together
- Pip and Zastrow: An American Story
- Power of the Paddle
- Run Wild Run Free: 50 Years of Wild & Scenic Rivers
- Shaw Rising
- SPENT: Discussing Dementia
- SPENT: The Hidden Cost of Dementia
- Tales of Belair at Bowie
- The Beaver Believers
- The Invalid Corps
- The Mountain Minor
- The Sentinels

**National productions**
In FY21, an MPT cast and crew made these series for national – and international – distribution.

- MotorWeek, Season 39
- MotorWeek, Season 40

Pandemic ponderings:
“We roll with the punches so much at MPT these days we are becoming circular!”
– John Davis, Host, MotorWeek

**National presentations**
MPT was honored to serve as “presenting station” for these programs, distributed by American Public Television (APT) to public television stations nationwide.

- Frozen Obsession
- My Greek Table with Diane Kochilas, Season 3
- Spiritual Audacity: The Abraham Joshua Heschel Story
- Steven Raichlen’s Project Fire, Season 3
- The Kalb Report, Season 13
- The McLaughlin Group, Season 38
- To Dine For with Kate Sullivan, Season 3

MPT videographer Isaiah Gibson captures a Chesapeake Bay Maritime Museum crew salvaging local wood for the construction of the new Maryland Dove. MPT is producing a documentary for 2022 about the early 17th century English trading ship that made the first expedition from England to Maryland.
A special initiative stimulates dialogue on racial issues

The tragic death of George Floyd on May 25, 2020, produced enormous upheavals and protests across the nation. It also sparked the need for all citizens to recommit themselves to racial justice and alliance with their African American brothers and sisters.

At Maryland Public Television, we embrace a mission that calls on us to enrich lives and strengthen communities. During summer 2020, we embarked on a content initiative called Standing Against Racism: Fostering Unity Through Dialogue to help deliver on that mission. As a first step, we formed an internal Diversity Council with staff representation from across the organization.

In the days following Mr. Floyd’s death, MPT’s programming unit quickly began scheduling thought-provoking programs on our air and created a Standing Against Racism program block that continues every Monday in primetime. The network also expanded its public affairs coverage and dialogue focused on racial issues.

On top of that, MPT fostered two-way communications with citizens across the state. This was accomplished by organizing and conducting a series of online outreach activities and interactive engagement programs that stimulated thoughtful discussion and understanding of race-related issues.

Here are highlights of our Standing Against Racism initiative:

- Weekly films and documentaries on MPT’s main channel
- Virtual program screenings and discussions with members through our Conversations for Change event series (8 over a 12-month period)
- Town hall forums on MPT’s social media platforms (4 during the year)
- Direct Connection specials addressing important topics on racial justice and police reform (two to date) and ongoing coverage on both State Circle and Direct Connection
- First HBCU Week, placing a spotlight on the contributions of our region’s historically Black colleges and universities
- MPT Digital Studios web-exclusive content under the Voices of Baltimore content banner
- A dedicated website, mpt.org/racism, offering a selection of programs to watch via on-
Volunteer council charts course for network’s DEI initiatives

As part of MPT’s Standing Against Racism initiative, the organization established its external Diversity, Equity, & Inclusion (DEI) Advisory Council in early 2021. This team of civic leaders and businesspersons guides the implementation of the network’s strategy to foster greater organizational and civic concord through both internal and external communications and engagement.

The group, whose members serve three-year terms, also advises leadership on how to enhance the organization’s structures, systems, and operational goals supporting diversity and inclusion at MPT and in the wider community.

More specifically, the advisory council:
• Seeks to understand and define MPT’s specific issues, stands, and goals against racism
• Helps to champion diversity and inclusion by reflecting upon the communities the statewide network serves and by examining content, programming, audience engagement, and staff orientation
• Serves as a point of accountability for MPT’s action plan, tasks, and commitment to eradicating deficiencies in diversity, equity, and inclusion, and ensures that MPT reflect its commitment to DEI issues in its strategic plan
• Serves as a liaison to address community needs or DEI issues, raises funds for the network’s Standing Against Racism initiative, and helps diversify the MPT Foundation Board and the network’s supply chain (procurement, contractors, etc.)
• Participates in meetings led by Larry Unger, president and CEO, and Steven Schupak, station manager, three times each year

The Diversity, Equity, & Inclusion Advisory Council met for the first time in FY21. Its membership roster appears on the inside back cover of this report.

demand streaming and resources to provide insight and promote understanding

• Curated educational content on Thinkport.org to help teachers, students, and parents

As part of MPT’s ongoing commitment to meet the needs of our 1.34 million monthly TV viewers, we will continue our efforts to foster unity through dialogue and to be counted among all those who stand against racism in our culture.
Again in FY21, MPT Digital Studios created web-exclusive content and engaging features of varying lengths on a variety of topics. Included in the production roster for the year were:

- **Be Informed Campaign** – Developed for MPT social media, 6 segments dealing with topics as varied as voting and estate planning
- **Be Inspired Campaign** – 18 separate segments highlighting the civic and charitable work of a number of Marylanders and nonprofits in a time of pandemic
- **HBCU Week 2020** – 19 segments about historically Black universities and colleges in Maryland and beyond
- **Maryland 5 Star** – 5 segments made for MPT social media to educate viewers on the then-upcoming 2021 Maryland 5 Star equestrian event
- **Maryland Underground** – 5 segments featuring archaeologists at the Maryland Department of Transportation who dig for clues to Maryland’s past
- **The Dig** – Continuing this series on subjects great and small, a 2021 light-hearted look at snowballs
- **Women’s History Month** – 4 separate segments produced for MPT social media on aspects of women’s history in the U.S.
MPT Classics – bringing historic programs to modern screens

Dozens of local or national programs produced by the Maryland Center for Public Broadcasting and Maryland Public Television in the early decades now have a new lease on life thanks to FY21 efforts to make them available for online viewing.

These older productions have found their way onto a special, separate channel in MPT’s online video player, under the heading of MPT Classics. In FY21, 13 programs were added to the library.

Now accessible 24/7 to the general public free of charge, the MPT Classics inventory includes:

- Artworks This Week: Jim McKay Special
- Baker Artist Awards
- Bob the Vid Tech: Big City Adventure
- Brewed on the Bay: Craft Beers of Maryland
- Covered Bridges: Spanning Time
- Direct Connection Edgar Allan Poe Special
- Hodgepodge Lodge (several episodes)
- In Person (several episodes)
- Love Our Parks: An Outdoors Maryland Special
- Madeleine Cooks (several episodes)
- Maryland Generations - The War
- MotorWeek: The First Episode
- Music for the Seoul: A Maryland State of Mind Special
- Ocean City At War with Nature
- Olympic Whitewater: Maryland’s Quest for the Gold
- Private Yankee Doodle: A Dialogue on Early American Military Life
- The Buddy Deane Scrapbook: Shake, Rattle & Roll
- The New Europeans
Remote and robust: MPT education

The pandemic created challenges and disruptions in most aspects of contemporary life. Particularly hard hit were the education and childcare systems, impacting student learning and care for young children. MPT worked to support families, educators, and child care professionals as they struggled to find resources and strategies to boost learning.

MPT responded with a number of new programs, collaborating with community partners who came together to strengthen the efforts.

### Early childhood

MPT’s At-Home Learning initiative centered on three main components: an on-air educational broadcast schedule featuring PBS KIDS, connected online resources to extend the learning at home, and toolkits for parents and educators.

**Thinkport**, MPT’s education website, served as the centerpiece for digital learning content and viewing guides that connected each PBS KIDS broadcast with active at-home learning extensions. Online digital toolkits curated for both educators and parents led to rich resource collections of articles, websites, tips, and strategies supporting social and emotional well-being and a learning-at-home environment.

**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.

**Early Learning Social** is a new virtual space created for early educators in response to a need for peer-to-peer support and learning. On the first Thursday of each month, this professional development and networking series featured free, credit-bearing workshops and opportunities to learn, discuss, and share together. The series is growing as providers are appreciating this low-barrier entry to a collegial fun and lively network.

**Your Digital Backpack** brought together trusted organizations across the state to share free early learning resources and information for parents and caregivers. MPT, together with PNC Grow Up Great, launched this initiative during the height of coronavirus infections to help all Maryland families find the information they needed during a challenging time.

Informed by community partners, more than a dozen video messages were produced and disseminated among partners, across platforms statewide, to share important information to support family’s health, safety, and early learning at-home.

**On the Early Learning Social:**
“\[This training was excellent! This is my first meeting. I am so happy to be able to communicate with others in my field. Thank you very much for this opportunity. After spending so many hours in the classroom each week, this is a break, and a winding down moment for me with adult conversations.\]”

– Participant, May 6, 2021

### Media literacy and remote activity

The pandemic caused children to increase their screen time inordinately because of remote learning. MPT had a measured and ongoing commitment to support parents and early childhood educators in taking charge of media’s impact and influence on children’s learning and development. Through online courses, workshops, and digital resources, in FY21 MPT shared skills and strategies in media literacy, all grounded in best practices.

The Fredrick County Judy Centers held a series of virtual family engagement activities in English and Spanish that promoted STEM (science, technology, engineering and math) concepts through PBS KIDS programs matched with hands-on activities, thanks to the generosity...
K-12 teaching and learning

Virtual learning was a mainstay in FY21. MPT worked to support teachers with high-quality digital resources that provided interactive and engaging ways for students to learn.

Through collaborative partnerships and grants from the Library of Congress, MPT offered several online experiences to teach civics with a historic lens and primary source analysis.

- **Civics! An American Musical** was a new interactive game that brought inquiry-based learning center stage. MPT partnered with education media producer FableVision to create this whimsical approach to teaching civics. Students analyzed primary sources from the Library of Congress, integrated into a musical production as they explored school desegregation, the creation of the National Parks, the establishment of the FDA, and the Chinese Exclusion Act. The game wrapped with a musical performance and a final curtain call in recognition of the students’ efforts.

- **Case Maker** drew on students investigative and inquiry skills using primary sources in middle grade civics class. Students were presented with a challenge, found evidence in the sources, and made a case with the Case Maker presentation tool.

- **Inquiry Kits** offered students collections of curated primary sources in close to 200 history and civics topics to use in beginning a research project. A series of self-paced lessons led students through the research process.

- **Professional development workshop “Resources to Support Virtual Instruction in ELA Classrooms”:**

  “Thank you both so much for your wonderful presentation today! The information was clear, engaging, and very specifically targeted to our audience of middle school and high school department chairs. We have already gotten very positive feedback about how they can’t wait to dig into the resources and share them with their teachers. It was a huge win for us and for them that your presentation provided immediate take-aways that they can implement into their lessons. We really appreciate your generosity in sharing your time and expertise with us. We look forward to a continued collaboration with you both!”

  – Baltimore County Public Schools, Office of English Language Arts

On the professional development workshop “Resources to Support Virtual Instruction in ELA Classrooms”:

“Thank you both so much for your wonderful presentation today! The information was clear, engaging, and very specifically targeted to our audience of middle school and high school department chairs. We have already gotten very positive feedback about how they can’t wait to dig into the resources and share them with their teachers. It was a huge win for us and for them that your presentation provided immediate take-aways that they can implement into their lessons. We really appreciate your generosity in sharing your time and expertise with us. We look forward to a continued collaboration with you both!”

– Baltimore County Public Schools, Office of English Language Arts
What virus? MPT Development team engages the community—differently

In FY21, through the efforts of its Audience Engagement team, MPT interacted with no fewer than 12,000 persons at 71 separate, station-hosted virtual events. These remote activities attracted remote participants, too, since geography was no longer a barrier to attendance. It wasn't all virtual, however; two in-person (and COVID-19 safe) outdoor events were staged, as well.

Audience engagement activities in FY21 most often were supporting national broadcast programs or public broadcasting initiatives and promoted viewing of and a deeper examination of the televised production.

To make all this engagement possible, MPT partnered with dozens of community organizations, and for most of the events, free admission was the order of the day.

All told, MPT sought and secured eight grants that enabled Audience Engagement to plan, promote, and stage the events. The grant-funded FY21 events included:

- supporting the PBS documentary *Age of Nature*: a nature hike, screening event, and “Evening On the Bay” virtual discussion with conservation experts
- supporting the docuseries *American Portrait*, a PBS national storytelling project: a screening event, a localized *American Portrait* MPT special featuring 27 Marylanders
- supporting *The Big Read*, a National Endowment for the Humanities initiative: library book discussions, a “Women in STEM tour” and a keynote event featuring Hope Jahren, author of *Lab Girl*
- supporting *The Black Church*, a PBS documentary tracing the 400-year-old story of the Black church in America: a premiere screening event, a digital series called *The Baltimore Black Church*, and a cooking demo
- supporting *Finding Your Roots*, the eight-season PBS series: sold-out genealogy workshops, and a screening event
- supporting the Ken Burns documentary *Hemingway*: a screening, an online reading of passages “in your own words,” a writing contest, and an open mic night
- supporting *Oliver Sacks*, an American Masters documentary on the British neurologist, naturalist, and writer: creation of a career video and two interstitial spots

Thursdays, Fridays, whenever – screenings draw attendees for viewing and talk

In FY21, MPT continued its popular monthly Friday Freeview screening series, 11 in all and all virtual. Most of the Friday Freeviews ended with live Q&A sessions between attendees and producers of the screened productions.

Newer on the roster of screening events were Throwback Thursdays, a pandemic-prompted noontime series that began weekly and eventually became a popular monthly event. In all, 17 Throwback Thursdays were staged during the year with online viewers bringing their own lunch and watching an MPT classic program before chatting with other viewers.

Finally, the Conversations for Change series – eight programs in all in FY21 – explored a variety of films and prompted thoughtful discussion among participants about race, empowerment, leadership, growth, and other topics.
Fundraising auctions, raffle raise fun and funds during sequestering

More than 1,000 bidders competed for some 150 items during the fall 2020 and spring 2021 fundraising auctions mounted by MPT’s Audience Engagement team, earning in excess of $28,000 for the station and some prized items for participants.

The bi-annual 45-day raffles attracted more than 1,200 ticket purchasers who scooped up in excess of 2,500 tickets and earned $75,000 for the network in the process.

Growing the membership roster in the face of COVID-19

A pandemic and the housebound citizens who coped with it didn’t mean it was time to relax the ongoing quest for paid members. If anything, the cultivation of new members ramped up with the FY21 establishment of a “Focus on 70” goal – a campaign to enlist at least 70,000 paid members by the fiscal year’s end.

An ambitious goal in a time of coronavirus – or anytime – moving the membership needle from 63,000 (cited in the FY20 annual report) to 70,000 meant that MPT needed to reinvent its member cultivation and retention practices.

Stepping up to membership innovations

One fundraising executive pointed out that the pandemic accelerated the development of innovations in how PBS member stations recruit and retain their members. Always in search of better ways to perform even the most routine of tasks, MPT seized on a number of such advances to make it easier for donors – particularly younger, would-be members – to contribute.

The introduction of quick response (QR) codes – a type of barcode that can be read easily by a digital device – was a boon to those who scanned MPT’s on-screen or direct-mailed QR code with their smartphones or tablets and were ushered immediately to a sign-up form to become new members.

Similarly, in late 2020, PBS rolled out – and MPT adopted – a one-click donation feature through a PBS Passport video-on-demand member benefit on Amazon Fire TV. The new feature now prompts Amazon Fire TV users without PBS Passport access to select MPT for a one-time or recurring monthly donation to view MPT Passport programming.

Member retention is as important to MPT as is the recruitment of new members. A new text-to-
give feature lets current members renew their expiring memberships quickly by clicking on a provided link in a text message.

Of course, tried-and-true donor/member cultivation efforts were heavily in use during FY21. The matching gift program enabled new or renewing members to reference their employers’ matching gift programs and thus provide even more revenue from their single generous gifts. Membership contributions also came in – in increasing numbers during FY21 – from donors’ use of IRA rollovers and donor-advised funds, both longtime sources of membership for the network.

Selective use of free membership offers

As FY21 was in its waning months, an offer went out from MPT to State of Maryland employees and retirees, extending a free, one-year basic membership to these audiences. Some 6,000 persons responded, and from this pool MPT hopes to convert the “free” members to paying members when their one-year membership expires. The FY21 offer set the stage for similar opportunities afforded to other nonprofit groups in FY22.

A pandemic-prompted helping hand to area nonprofits

Several area nonprofit organizations shared in the proceeds from the periodic pledge drives
conducted on MPT air during FY21. Viewers were told that some of their contributed dollars would be supporting statewide nonprofits that themselves were impacted by the coronavirus. More than $32,000 was directed to the Maryland Food Bank, the Maryland SPCA, Extra-Ordinary Birthdays Inc., the Capital Area Food Bank, and Wounded Warriors Day on the Bay Inc.

Similarly, some local institutions and community organizations – unable to reach their normal audiences during the pandemic – get a helping hand from MPT. The network introduced an on-air feature called *MPT Arts Minutes* – and continued its long-running *MPT & Your Community spots* – to give broader exposure to the featured nonprofits. In all, 29 different spots were created and aired on MPT supporting these organizations.

### Workplace giving programs offer MPT support opportunities

Your employer may participate in a workplace giving program. If so, please consider selecting the MPT Foundation, Inc., a 501(c)(3) organization, as your charity of choice during your employer’s annual campaign. When the MPT Foundation receives a gift from a workplace giving program, we use that donation to fund the programming and activities described in this report.

Here are the designation numbers for most of the workplace giving campaigns in our region. If you don’t see the MPT Foundation in your employer’s campaign literature, please ask if you can write us in! Our EIN number is: 52-1224503.

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Designation Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Combined Federal Campaign, Chesapeake Bay Area</td>
<td>#60868</td>
</tr>
<tr>
<td>Combined Federal Campaign, National Capital Area</td>
<td>#60868</td>
</tr>
<tr>
<td>Combined Charity Campaign for Baltimore City</td>
<td>#1995</td>
</tr>
<tr>
<td>United Way of Central Maryland Private Sector Campaign</td>
<td>#1995</td>
</tr>
<tr>
<td>United Way of the National Capital Area</td>
<td></td>
</tr>
<tr>
<td>(donors write in “MPT Foundation, Inc.”)</td>
<td></td>
</tr>
<tr>
<td>Maryland Charities Campaign</td>
<td></td>
</tr>
<tr>
<td>(donors write in “MPT Foundation, Inc.”)</td>
<td></td>
</tr>
</tbody>
</table>
Despite the impact of the pandemic, construction on the major expansion of MPT’s largest production studio and the plaza in front of the Owings Mills headquarters building continued in earnest during the past year. As of this report, the multi-year project stood at 90 percent complete. It is anticipated that the contractor will turn over the studio to MPT by the end of calendar year 2021.

MPT staff members then will begin their work to make the space – when complete nearly double its original size – into a functional production studio. Tasks will include hanging lights, installing audio equipment, bringing in cameras, linking studio equipment to the production control room, and other related work. In addition, for the first time the studio will feature a flexible seating structure for 165 audience members.

We are grateful to state government leaders for their financial commitment to this project and the future of Maryland’s statewide public TV network. We’ll look forward to welcoming guests to the newly named Irene and Edward H. Kaplan Production Studio – named in honor of two of MPT’s most generous benefactors – in the new year! [Editor’s note: Next year’s MPT annual report will include extensive coverage of the studio’s completion and opening activities.]
Maryland State Ad Agency: Important messages effectively delivered

One year into its new service for State of Maryland agencies and governmental units, the Maryland State Ad Agency (MSAA) division of MPT achieved remarkable milestones in both the number of clients served and campaigns conducted. The agency grew an impressive 28% in billings year-over-year from the prior year.

As the fiscal year ended, MSAA was serving 13 clients, all agencies or units within the State of Maryland government. The single-largest client based on billings was the Maryland Department of Housing and Community Development (DHCD), which hired MSAA in 2021 for the first time and has conducted campaigns for emergency rental assistance, the Maryland Mortgage Program, and energy-related messaging.

Other FY21 clients included the Maryland Department of Health’s Behavioral Health Administration (for opioid and problem gambling campaigns), the Maryland Higher Education Commission (a “near completer” campaign), the Maryland Department of Aging (a senior call-check campaign), and the Maryland Department of Labor (an unemployment insurance campaign), among others.

In a departure from its normal clientele, MSAA in FY 21 also executed a campaign for the Daniel Carl Torsch Foundation, a community-based nonprofit that serves and supports individuals and their families who struggle with substance use, addiction, and mental health issues. For this client, MSAA produced five separate videos and two commercials, incorporating subtitles in English and Spanish and versions with American Sign Language embedded in the video.
Apart from client advertising assignments handled by the Maryland State Ad Agency, MPT’s Production Services and Special Projects units continued their multi-year traditions of tackling jobs under work-for-hire contracts.

Here’s a rundown of some of the units’ FY21 projects:

- **Maryland State Department of Education “Teacher of the Year”**
  Special Projects staff members interviewed all 24 contenders for the “Teacher of the Year” title, bringing them safely into MPT’s studios for taping. The interviews, classroom photos, and other visual elements were blended into video “packages” that aired during the 30-minute October TV broadcast on MPT2, which also included remarks by Maryland Gov. Larry Hogan.

- **Freedom Car**
  This Baltimore-based chauffeured transportation service tapped MPT to create a 30-second television commercial.

- **Patapsco Heritage Greenway and Ellicott City 250**
  In FY21, production continued on a video project celebrating the 250th anniversary of the Howard County town of Ellicott City, an observance slated for 2022. The work focused on compiling stories for the client – the Patapsco Heritage Greenway – for a new documentary *Pioneering Along the Patapsco*. The film will explore the ingenuity and innovations that contributed to the story of Ellicott City over the years.

Production Services furnishes 2021 legislative session coverage

Each year’s coverage of a Maryland General Assembly session includes MPT reporting on the weekly series *State Circle* where the analysis is cogent and comprehensive on the part of anchor Jeff Salkin and Annapolis correspondents Sue Kopen, Charles Robinson, and Nancy Yamada.

But an equally important Maryland General Assembly focus is the significant work-for-hire performance on the part of the Production Services team that in FY21 delivered on 90 days of streaming of proceedings from the Maryland Senate and House of Delegates chambers. The agreement with MPT and the cameras, controls, and streaming capability were planned and installed before COVID-19; it turned out to be perfect timing to enable MPT to bring the proceedings to citizens since the chambers themselves were sealed from public witness.

The assignment: provide the technical expertise, staffing, and execution over a span of 13 hours daily and make that coverage available by streaming to citizens statewide. The sessions were viewed on the Maryland General Assembly’s website.

What made this assignment particularly challenging were the day-to-day variables of starting and ending times, the unknown duration of sessions, the incredibly difficult camera work due to the partitions erected around senators’ and delegates’ seats, and the unpredictability of what would happen from minute to minute. It called for reinvention, and MPT delivered.
A technological reinvention: NextGen TV

In June 2021, six leading local TV stations – MPT among them – became the first in the nation to begin broadcasting with NextGen TV, the revolutionary new digital broadcast technology. Based on the same fundamental technology as the Internet, digital applications, and other web services, NextGen TV supports a wide range of features that are currently in development. In addition to providing a new, improved way for MPT to reach viewers with advanced emergency alerting, NextGen TV allows a viewer to be immersed in stunning video with brilliant color, sharper images, and deeper contrast.

NextGen TV service is already on the air in more than 20 U.S. cities. The Baltimore stations joined the early adopters in rolling out the new third-generation digital TV broadcast technology that has the potential to revolutionize how viewers interact with their home screens.

Other technology advancements for MPT in FY21 included:

Antennas replaced

Antennas on the transmission towers in Frederick (WFPT), Salisbury (WCPB), and Owings Mills (WMPB) were replaced in late FY21 and early FY22. The new antennas are more compatible with and yield a stronger signal for the coming ATSC 3.0 transmission on those channels. While funding for the three antennas was provided in MPT’s capital budget for FY21 from the state, the antennas on the remaining three towers were replaced using FCC-provided funds during the recent repacking process after the spectrum auction.

Microwave radios upgraded

In FY 21, MPT secured funding to replace its 15-plus year-old microwave radios. These radios provide bi-directional connectivity, carrying the network’s four program streams from MPT’s master control in Owings Mills to our transmitters in Oakland, Frederick, Hagerstown, Annapolis, and Salisbury.
The MPT financial picture

The Maryland Department of Budget and Management (DBM) approved MPT’s FY21 budget covering the period July 1, 2020, through June 30, 2021. Revenues and expenses are shown below. Dollar amounts are in millions.

Government investment

$1.35 a year.

The federal investment in public television represents an investment of $1.35 per American each year. Government funding, accomplished through the Corporation for Public Broadcasting in the form of Community Service Grants to public TV stations, is truly essential to the survival and success of noncommercial, educational public service media in America. Independent studies validate that, in considering the use of their tax dollars, Americans judge PBS to provide an excellent value that’s second only to military defense.

$1.40 a year.

The State of Maryland investment in MPT represents spending of $1.40 per Marylander each year.

Maryland Public Television FY21 Budget

*as approved by DBM and in effect 7/1/20 for the fiscal year ending 6/30/21 dollars in millions
Communicating during the pandemic

The pandemic moved MPT and its Communications team to find new ways to engage with the organization’s internal and external stakeholders.

Communication with MPT’s employees pivoted from a daily pop-up message as staffers logged into their office computer to the creation of a more detailed e-news bulletin. These regular bulletins, produced by MPT Communications staff and published four times every month, offer timely information about institutional news, content being produced by MPT and its production partners, updates from internal departments, staff appointments and accomplishments, and COVID-19 updates and other information from the organization’s Human Resources unit. Distribution was expanded to include the network’s commissioners, foundation board members, and former employees who opted-in to receive these messages.

During the past year, 47 issues of The (not quite) Daily were produced. Each issue is distributed to some 500 recipients. These email communiqués are supplemented by periodic video conferences during which members of the MPT leadership team engage with internal stakeholders on important topics.

Interactions with external audiences during the last year also necessitated a number of adjustments. MPT leaders continued to participate in industry and professional association events but, as part of the “new normal,” these interactions took place in virtual settings. Examples include giving conference presentations via Zoom supplemented by video content and attending board of directors and industry group meetings via Google Meet.

In addition, the Communications team moved nearly all of the interviews MPT staff conducted with print and broadcast journalists, used to publicize the network’s productions or other initiatives, from in-person engagements to phone and video interviews.

Whatever the case, throughout the pandemic MPT leaders and staff have found ways to effectively connect and interact with audiences important to the state’s public TV network.

A look at the numbers

- **455** items of news coverage secured over 12-month period
- **52** news releases/media advisories issued
- **24** media interviews performed by MPT staff
- **47** issues of The (not quite) Daily e-news bulletin (approximately 400 articles)
Honors and awards

Awards earned by MPT productions & personnel

Maryland Senior Citizens Hall of Fame
Doris Sweet, MPT volunteer, inductee

National Academy of Television Arts & Sciences National Capital Chesapeake Bay Chapter
Silver Circle induction
Steven J. Schupak, MPT Executive Vice President & Station Manager

National Academy of Television Arts & Sciences National Capital Chesapeake Bay Chapter
2021 Board of Governors Award
Sue Kopen Katcef, Reporter, State Circle

National Academy of Television Arts & Sciences National Capital Chesapeake Bay Chapter
• category: Chesapeake Heritage - Long Form Content
  Chesapeake Beacons
  John Paulson, Producer
  Sarah Sampson, Producer
  Frank Batavick, Executive Producer
• category: Historical/Cultural - Long Form Content (longer than 10 minutes)
  Maryland Mystery Lady
  Amy Oden, Producer

• category: Technology - Short Form Content (up to 10 minutes)
  Maryland Farm & Harvest: Future of Farming: Drones
  Stefanie Robey, Producer
• category: Lifestyle - Short Form Content (up to 10 minutes)
  Maryland Farm & Harvest: Goats for Hire - The Four Legged Landscaping Crew
  Harpreet Kaur, Segment Producer
• category: Magazine Program (Series)
  Maryland Farm & Harvest Episode 711: Maryland-Made Drinks
  Joseph Ligo, Series Producer/Director
  Harpreet Kaur, Segment Producer
  Stefanie Robey, Segment Producer
  Abigail Sussman, Associate Producer
  Frank Batavick, Executive Producer
• category: Business/Consumer - Short Form Content (up to 10 minutes)
  Maryland Farm & Harvest: Farmer Makes Firewood A “Blazing” Success
  Harpreet Kaur, Segment Producer

National Capital Radio & Television Museum
Ed Walker Lifetime Achievement Awards, 2020
Rhea Feikin

Public Relations Society of America, Maryland Chapter
Best in Maryland awards, 2019
category: Events and observances, more than seven days
Made Possible By Viewers Like You: Celebrating 50 Years of Maryland Public Television

Society of Professional Journalists, D.C. Chapter
2021 Dateline Awards
category: Television / Non-Breaking News
Sue Kopen Katcef, Reporter, State Circle: “Floyd Protest Historic Ties”

Awards earned by MPT-presented productions

Religion Communicators Council
2021 Wilbur Awards
category: Films & Video (30 min.+)
Spiritual Audacity: The Abraham Joshua Heschel Story
Journey Films; Martin Doblmeier, filmmaker

Catholic Media Association
2021 Gabriel Awards
category: Special or Documentary
Revolution of the Heart: The Dorothy Day Story
Journey Films; Martin Doblmeier, filmmaker

Taylor Branch, Pulitzer Prize-winning author of America in the King Years and Baltimore resident, confers with Martin Doblmeier (left) before the taping of Mr. Branch’s interview for the award-winning documentary Spiritual Audacity: The Abraham Joshua Heschel Story.
The Honor Roll

Members of Maryland Public Television

Nearly 70,000 persons support MPT as voluntary contributing members. Although space prevents us from listing each by name, we thankfully acknowledge their endorsement of our work. We send special thanks to more than 20,000 donors who’ve chosen to be sustaining members. Their ongoing monthly contributions provide a steady, reliable stream of income that enables MPT to purchase and produce first-rate dramas, world-class musical performances, in-depth public affairs reporting, and local productions that capture the stories of our region’s attractions, history, and culture. Thank you!
The passing of Jeopardy! host Alec Trebek in 2020 prompted an internal salute to this multi-year host of the MPT production, National Geography Bee (1989-2014). Following one year’s production, Mr. Trebek thanked Sandra Harney, associate producer, with this pictorial souvenir.
This list includes donations of $1,200 or more made during calendar year 2020. We greatly appreciate each gift given, and we have made every effort to ensure the accuracy of this listing. Please notify Nickole Scroggins at 410-581-4361 or nscroggins@mpt.org of any inaccuracies or omissions.

**REGIONAL PRODUCTION FUNDERS**

Alex Cooper Auctioneers  
CFG Bank  
Eddie Mercer Agri-Services
Major & Planned Giving efforts pay off in a time of pandemic

The team in MPT’s Major & Planned Giving unit raised more than $2.5 million from major donors and through bequests and grants in FY21. What’s more, with the introduction of a new tool on MPT’s planned giving website, more than 300 people created their wills — at no charge — with 66 of them including MPT in those new wills. Such bequests total more than $1.1 million.

On the grant front, during the fiscal year, MPT secured grants from the following organizations:

- Baltimore County Commission on Arts and Sciences
- Campbell Foundation
- Cornell Douglas Foundation
- Delaplaine Foundation, Inc.
- E. Rhodes and Leona B. Carpenter Foundation
- Heising-Simons Foundation
- Lockhart Vaughan Foundation, Inc.
- Maryland Higher Education Commission
- Middendorf Foundation
- National Endowment for the Arts & Arts Midwest
- PNC Foundation
- Richard Eaton Foundation
- Maryland Agriculture Education and Rural Development Assistance Fund
- Truist Foundation

**CORPORATE SPONSORS**

211 Maryland Academy Art Museum
Susanne Stahley, producer in the cultural affairs unit of MPT’s Content Division, masked up to help ensure safety during the shoot for the FY21 Baker’s Artist Awards production in August 2020.

MPT master electrician Mark Duby performs some FY21 outdoor tune-up by installing energy-efficient LED light heads on the main parking lot. Over the past four years, the network’s facilities unit has upgraded all the Owings Mills campus parking lots’ lighting to LED with further upgrades to come in FY22.

Greater Wilmington Convention & Visitors Bureau
Harford County Public Library
Housing Initiative Partnership
IDEALS Institute The Johns Hopkins School of Education
Johns Hopkins Alzheimer’s Resource Center Center
Johns Hopkins Alzheimer’s Resource Center Center for Minority Aging Research
Kent County Economic Development
Kent County, Maryland Tourism
Keswick
Leaders of Tomorrow Youth Center
Library of Congress
Low Vision Specialists of Maryland and Virginia
Maryland 4-H Youth Development, University of Maryland Extension Program
Maryland 529
Maryland Alliance of Public Charter Schools
Maryland Department of Health
Maryland Department of Housing and Community Development
Maryland Department of Labor
Maryland Department of Veterans Affairs
Maryland Energy Administration
Maryland Health Connection
Maryland Higher Education Commission
Maryland Humanities
Maryland Relay
Maryland State Board of Elections
Maryland State Department of Education
Maryland Zoo in Baltimore
Meals on Wheels of Central Maryland, Inc.
Mechanical Contractors Association of Maryland Maryland Emergency Management Agency
Mercy Ridge
Montgomery County Department of Health and Human Services
Morgan State University
On Our Own of Maryland, Inc.
PETA
Pioneer
PNC Foundation
Qlarant
Residences at Vantage Point
Roland Park Place
S&K Roofing, Siding and Windows
Sage Policy Group, Inc
Salisbury University
Shore United Bank
Solar Energy World
Sun Nurseries
Talbot County Visitor Center
The Gordon Center
The Greater Maryland Chapter Alzheimer’s Association
Thurgood Marshall College Fund
Towson Orthopaedic Associates
Towson University
UHY LLP
University of Maryland Center for Environmental Science
University of Maryland Eastern Shore
University of Maryland Global Campus
University of Maryland School of Nursing
University of Maryland, Baltimore County
University of the District of Columbia
Visit Dorchester
Visit Hagerstown-Washington County Convention & Visitors Bureau
Visit Harford! Inc.
VSM Wealth Advisory, LLC
Washington College
Waterkeepers Chesapeake
Wild Birds Unlimited

EDUCATION FUNDERS
Corporation for Public Broadcasting
Delaplaine Foundation, Inc.
FableVision
Library of Congress
Lockhart Vaughan Foundation
Maryland Department of Health
Maryland Humanities
Maryland State Department of Education
PBS
PNC Bank
Richard Eaton Foundation
Truist Foundation

EDUCATION PROJECT PARTNERS
Baltimore City Public Schools
Baltimore City Recreation and Parks

Susanne Stahley, producer in the cultural affairs unit of MPT’s Content Division, masked up to help ensure safety during the shoot for the FY21 Baker’s Artist Awards production in August 2020.

Allegany County, the Mountain Side of Maryland
Archdiocese of Baltimore
B&O Railroad Museum
Baltimore Area Chick-fil-A Restaurants
Baltimore County Department of Health
Baltimore County Golf
Baltimore County Public Library
Boutique Air
Calvert County Department of Economic Development
Carroll County Tourism
Chesapeake Bay Foundation
Chesapeake Bay Maritime Museum
Community College of Baltimore County Chesapeake Conservancy
Consumer Credit Counseling Services Maryland
Edward A. Myerberg Center
Enoch Pratt Free Library
FreedomCar
George Washington’s Mount Vernon
Girl Scouts of Central Maryland
Global Medical and Health Services, LLC
Harford County Public Library
Housing Initiative Partnership
IDEALS Institute The Johns Hopkins School of Education
Johns Hopkins Alzheimer’s Resource Center Center
Johns Hopkins Alzheimer’s Resource Center Center for Minority Aging Research
Kent County Economic Development
Kent County, Maryland Tourism
Keswick
Leaders of Tomorrow Youth Center
Library of Congress
Low Vision Specialists of Maryland and Virginia
Maryland 4-H Youth Development, University of Maryland Extension Program
Maryland 529
Maryland Alliance of Public Charter Schools
Maryland Department of Health
Maryland Department of Housing and Community Development
Maryland Department of Labor
Maryland Department of Veterans Affairs
Maryland Energy Administration
Maryland Health Connection
Maryland Higher Education Commission
Maryland Humanities
Maryland Relay
Maryland State Board of Elections
Maryland State Department of Education
Maryland Zoo in Baltimore
Meals on Wheels of Central Maryland, Inc.
Mechanical Contractors Association of Maryland Maryland Emergency Management Agency
Mercy Ridge
Montgomery County Department of Health and Human Services
Morgan State University
On Our Own of Maryland, Inc.
PETA
Pioneer
PNC Foundation
Qlarant
Residences at Vantage Point
Roland Park Place
S&K Roofing, Siding and Windows
Sage Policy Group, Inc
Salisbury University
Shore United Bank
Solar Energy World
Sun Nurseries
Talbot County Visitor Center
The Gordon Center
The Greater Maryland Chapter Alzheimer’s Association
Thurgood Marshall College Fund
Towson Orthopaedic Associates
Towson University
UHY LLP
University of Maryland Center for Environmental Science
University of Maryland Eastern Shore
University of Maryland Global Campus
University of Maryland School of Nursing
University of Maryland, Baltimore County
University of the District of Columbia
Visit Dorchester
Visit Hagerstown-Washington County Convention & Visitors Bureau
Visit Harford! Inc.
VSM Wealth Advisory, LLC
Washington College
Waterkeepers Chesapeake
Wild Birds Unlimited

EDUCATION FUNDERS
Corporation for Public Broadcasting
Delaplaine Foundation, Inc.
FableVision
Library of Congress
Lockhart Vaughan Foundation
Maryland Department of Health
Maryland Humanities
Maryland State Department of Education
PBS
PNC Bank
Richard Eaton Foundation
Truist Foundation

EDUCATION PROJECT PARTNERS
Baltimore City Public Schools
Baltimore City Recreation and Parks

Susanne Stahley, producer in the cultural affairs unit of MPT’s Content Division, masked up to help ensure safety during the shoot for the FY21 Baker’s Artist Awards production in August 2020.
In-kind donors include representatives of organizations who generously donated time to serve as speakers for numerous MPT-sponsored events. These include men and women from:

- Anne Arundel Community College
- Compass Government Relations Partners, LLC, representing The National Alliance on Mental Illness, Maryland
- Harford County Public Library
- National Alliance on Mental Illness
- Sheppard Pratt
- The Carnegie Institution for Science
- University of California Irvine

CHESAPEAKE BAY WEEK®
April 18 - 24, 2021

RED SKY AT NIGHT
Photo by Bill Band, Maryland Pilots
Northbound ship in the lower Chesapeake Bay at sunset
Volunteers help MPT extend its service

MPT’s volunteers recognize the public service MPT provides to the community, and they regard it as their social responsibility to broaden the station’s resources through their personal volunteerism. We are grateful to the men and women who donate their valuable time and talent, whether it is by assisting with clerical tasks, acting as the station’s ambassadors at community events, or receiving calls from donors during pledge drives. These individuals embody the true essence of MPT. For more information on how to volunteer at MPT, please visit mpt.org/support/volunteer.

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 FY21. All told, 116 vehicles (primarily cars and SUVs but some trucks, too) were donated and yielded $147,821 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 FY21 in 90-second broadcast spots airing on MPT-HD and MPT2. We are happy to provide on-air exposure to these fine groups that serve our community:
- Bread and Cheese Creek Cleanup
- Bugss
- Children’s National Hospital
- Chimes International
- First Fruits Farms
- Harford County Public Library
- Leaders of Tomorrow
- Loyola Early Learning Center

MPT Arts Minutes

The following arts organizations were the subjects of features during FY21 in 60-second on-air segments within MPT programming. MPT is pleased to provide visibility to these Maryland-based groups:
- Allegany Arts
- An Die Musik
- Art League of Ocean City
- Baltimore Center Stage
- Baltimore Summer Arts Passport
- Baltimore Symphony Orchestra
- Black Cherry Puppet Theater
- Columbia Festival of the Arts
- Hippodrome Theatre
- Keystone Korner
- Maryland Film Festival
- Wide Angle Youth Media

With the “Take My Hand” mural as a backdrop, historian Tony Cohen speaks with a group outside the Harriet Tubman Museum and Educational Center in Cambridge. Videographer Bryan Contreras filmed the conversation during the production of the MPT special Destination Maryland.
Network leadership

Maryland Public Broadcasting Commission (as of 7/1/21)
Edward H. Kaplan, Chair, Real estate developer/investor, Chesapeake Management Corporation
Richard J. Bodorff, Vice Chair, Partner, Wiley Rein, LLP
Debra A. Bright, Ed.D., Associate Dean of Student Affairs, Montgomery College
Mohammed Choudhury, Maryland Superintendent of Schools
Shelly L. Gardeniers, Owner, Artis-Strategic Consulting, LLC
Rebecca J. Hanson, Esq., media technology executive, Summit Ridge Group, LLC
Irwin R. Kramer, Managing Partner, Kramer & Connolly
Howard J. Rosen, CPA, Partner, Sapperstein & Friedlander, Chartered
Beth E. Suarez, Director, Development, Navy-Marine Corps Relief Society
Bruce A. Wahl, Senior Solutions Architect (retired), National Public Radio
Ellie K. Wang, Contracting physical therapist; freelance actor

MPT Foundation, Inc. Board of Directors (as of 7/1/21)
John Anthony Wolf, Esq., Chair, Shareholder, Baker Donelson, P.C.
Kathryn D. Lindquist, Vice Chair, Principal, Park Lake Holdings
Larry D. Unger, ex officio, President, President & CEO, MPT
Suzanne Schwertman, Treasurer, CFO, MPT
Erin Chrest, Secretary, Managing Director, Major & Planned Giving, MPT
Alfred Berkeley, Partner, Alex. Brown & Sons
Richard Bodorff, Partner, Wiley Rein, LLP
H. King Corbett, Executive Vice President/Chief Lending Officer, CFG Bank
W. Thomas Curtis, CFP, EA Managing Director, FSP & Associates, LLC
Robert C. Douglas, Esq., Partner, DLA Piper
Rhea Feikin, freelance actor
Elaine Freeman, Vice President for Communications (retired), Johns Hopkins Medicine

Maryland Public Television External Diversity, Equity, & Inclusion Advisory Council
Co-chairs
Debra Bright, Ed.D., Associate Dean of Students, Montgomery College
Stanley F. Rodbell, CFP, Associate, Academy Financial

Members
Patrick Butler, President & CEO, America’s Public Television Stations
Rebecca J. Hanson, Esq., Media Technology Executive, Summit Ridge Group, LLC
Kathryn D. Lindquist, Principal, Park Lake Holdings
Sharon Pinder, CEO, Capital Region Minority Supplier Development Council
Tyrone Taborn, CEO, Career Communications Group
Donald Thoms, public media executive
Joy Thomas-Moore, President & CEO, JWS Media Consulting
Ellie Wang, contracting physical therapist, freelance actor
John Anthony Wolf, Esq., Shareholder, Baker Donelson, P.C.

MPT Management (as of 7/1/21)
Executive Management
Larry D. Unger, President & Chief Executive Officer
Steven J. Schupak, Executive Vice President & Station Manager
George R. Beneman II, Senior Vice President, Chief Technology Officer
Travis Mitchell, Senior Vice President, Chief Content Officer
Suzy Schwertman, Vice President, Chief Financial Officer

Vice Presidents
Colette F. Colclough, Human Resources
Betsy Peisach, Education
Linda Taggart, Development

Managing Directors
Erin Chrest, Major & Planned Giving
John Davis, MotorWeek
Michael English, Content
Randy Farmer-O’Connor, Corporate Support
Eric Neumann, Fundraising & Development Productions
Kate Pearson, Programming & Acquisitions
Kristen Penzcek, Audience Engagement
Krista Respess, Early Childhood Education Services
Susan Schmitt, Human Resources
Vera Turner, Membership
Harry Vaughn, Production Services
Jennifer White, Digital Fundraising
Tom Williams, Communications
Bob Wilson, Digital Content & Operations

Other
Andrew H. Levine, General Counsel
Fran Minakowski, Senior Advisor to the President

2021 Annual Report & Honor Roll
Writers/editors: Fran Minakowski, Tom Williams
Photo/image editor: Michael MacFee
Design: It’s A Snap Design
Principal photography: Larry Canner Photography
Editorial assistance: Becky Kelley
© 2021 Maryland Public Broadcasting Commission