**Mission statement:**

MPT enriches lives and strengthens communities through the power of media.

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**LOCAL VALUE**

In 2019, Maryland Public Television marked its 50th anniversary of service to the citizens of Maryland. These five decades of service in entertainment, education, public safety, and civic leadership were recognized by statewide government officials, media, and many other stakeholders who sent their thanks and congratulations to MPT.

**2018 KEY SERVICES**

In 2019, MPT performed once again as the only statewide broadcaster, serving as a vital TV hub for entertainment, information, and engagement.

Some 1.3 million viewers tuned in monthly for a variety of local productions but also to access the extraordinary fare of PBS. Key services were certainly delivered by traditional TV but also online through MPT Digital Studios, via a free MPT app, and through a new, groundbreaking streaming arrangement with YouTube TV.

**LOCAL IMPACT**

In 2019, viewers were able to watch 221 original, locally produced programs for a total of 114 hours. No other state broadcaster can claim such emphasis on local stories making local impact. Adding to TV-first productions, MPT Digital Studios provided made-for-mobile, web-first content that tackled topics that were in the news and very much on the minds of Marylanders. Further, MPT’s work-for-hire assignments included a continuing, successful opioid awareness campaign.

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**MPT CHANNELS**

- MPT-HD
- MPT2/Create
- PBS KIDS
- NHK WORLD-JAPAN
MISSION #1 SINCE 1969: EDUCATION

Education has been an essential pillar of MPT throughout our 50-year history. Our network’s College of the Air initiative, for example, got underway in 1970 and continued into the 2000s. During this time, MPT provided telecourses to students who were not able to take traditional on-campus courses. MPT produced upwards of one dozen courses, hundreds of hours of broadcasts, in addition to acquiring programs from other educational producers in its College of the Air years.

Thus, founded upon the principles of lifelong learning, MPT built trusted partnerships in the child care and preK-12 education communities, working to prepare children for success in school and life. MPT provides high-quality instructional media, curricular resources, online courses and professional development to inspire teaching and learning.

Today, Thinkport.org, MPT’s free education website, serves as a gateway to MPT’s instructional resources and professional learning opportunities. Thinkport again topped the five million mark in page views in FY19 (and there were an additional 12 million for our pre-algebra game Lure of the Labyrinth).

During 2019, the Education Division once again partnered with Maryland Humanities and the Library of Congress to produce history and civics inquiry kits for middle and high school students. It collaborated with Towson University on oral history modules featuring citizens who lived during Maryland’s Jim Crow era. The division offered students an online lesson on the state’s blue crab industry and its economic impact. Teachers were served, too. Some 1,200 educators maintained their certification using credit-bearing courses in a continuing partnership with the Maryland Department of Education.

MPT’s special niche in early childhood communities was underscored by family engagement activities that bridge early learning between school and home. Outreach via our participation in the national Ready To Learn program benefitted families and care providers in Baltimore City and around the state. More than 500 providers earned clock hours by enrolling in MPT-created courses from among 10 credit-bearing online offerings from MPT. MPT Education Division staff shared expertise on media literacy topics that support responsible use of media with young children at several state conferences.

MPT’s education statistics attest to the success of the above enterprises:
- **Thinkport reach:** 5.2 million page views, 1.4 million visitor sessions
- **Thinkport learning:** 1,700 educators enrolling in credit-bearing online courses
- **Education engagement:** 200 family members participated in early learning activities
INCREASING ACCESS
In 2019, three of MPT’s transmitter sites switched over to new, state-of-the-art transmitter cabinets and began operating on new frequencies and at a higher effective radiated power (ERP) as required by the FCC repack process begun back in 2017. Viewers who watched TV for free with an over-the-air antenna performed a rescan of their TVs, often aided in that process by helpful MPT engineers who walked viewers through the procedure by phone or – on occasion – in person. The stronger signals in general expand the range and effectiveness of MPT’s broadcasts.

SERVING THE PUBLIC THROUGH ROBUST PUBLIC AFFAIRS PROGRAMMING
MPT delivers public affairs content principally through a trio of weekly series that live under the “Public Square” umbrella. Direct Connection with Jeff Salkin, Your Money & Business, and State Circle collectively have aired for 70 years and, during that time, have positioned MPT as a reliable go-to source for information and a welcome visibility resource for businesses, government entities, and nonprofits alike whose representatives appear as guests. The State Circle program in particular has proven again in 2019 to be the trusted, nonpartisan source for information and analysis pertaining to state government.

One viewer said it best when he wrote this: I have been watching State Circle for years, and I continue to be impressed by your ability to ask questions that reflect a broad perspective on issues, and [host] Mr. Salkin’s ability to remain neutral in the face of heated debates. I watch MPT daily because it has the least amount of bias of any media outlet, print or non-print. However, I consider State Circle to be the gold standard for objectivity in our nation. I do not see bias in your programs. Congratulations, and thank you!!!

THE CHANGING NATURE OF COMMUNITY OUTREACH
A dedicated team, buttressed by engaged volunteers, traveled statewide in 2019 to bring MPT into schools and communities in Baltimore City and 23 Maryland counties as part of the network’s outreach efforts.

Screenings of PBS or MPT productions, panel discussions, exhibits at civic or cultural events, social events for members and fans alike – all these events attract citizens and help them relate better to their public TV network. Off-campus initiatives such as these are complemented by free tours and regularly scheduled “sneak preview” events at our studios – even an annual flea market/bazaar that brings hundreds of shoppers to the MPT campus.

AWARDS UNDERSCORE SERVICE
Programs made or presented by MPT garnered 19 separate awards in 2019 but perhaps the most prestigious was the Board of Governors Award presented by the National Capital Chesapeake Bay Chapter of the Emmy®-awarding National Academy of Television Arts & Sciences, a salute to MPT’s service for 50 years. The award is given for truly outstanding achievement and unique duration and durability.
Stories that need to be told
In 2019, MPT began work on a pair of national documentaries that will explore the lives of famous Marylanders Frederick Douglass and Harriet Tubman. Emmy Award-winning executive producer Lynne Robinson and Firelight Films' Stanley Nelson are leading the project, supported by an advisory board of prominent Marylanders who themselves are steeped in the history and legacy of these two iconic citizens whose stories need to be told.

Giving arts and culture a prominent stage
MPT once again used its weekly series Artworks to provide a platform for a very special annual awards program, the 2019 Baker Artist Awards. Since 2011, MPT has been telecasting the awards as a mainstay of our arts and cultural programming and giving artists (from literary/visual/performing arts) a statewide stage. The Baker Artist Awards encourage Maryland’s artists, and MPT is proud to share their achievements.

Chesapeake Bay Week 2019 draws attention to America’s most prized estuary
MPT marked its 15th annual Chesapeake Bay Week in 2019 by providing nearly 20 hours of content (26 separate programs) to draw attention to the Chesapeake Bay and its many challenges. MPT shares with all citizens the “good news” stories of our nation’s largest estuary, too, and promotes tourism, history, and bay-centered recreation as part of this special week of television.
Addiction & Recovery: MPT and the opioid crisis

In 2019, MPT continued its annual Addiction & Recovery slate of programs dedicated to highlighting the growing problem of addiction in our region and the many efforts underway to combat the scourge of opioid abuse and other dependencies.

This year’s lineup was anchored by *Fighting Opioids Today: Maryland Communities*, which aired in February. In a state where approximately six people die each day from opioid overdoses, this half-hour film provided insights into how Maryland healthcare providers, treatment programs, law enforcement, fire departments, and state and local government agencies are taking bold steps to address this public health crisis.

While MPT mainly focused on opioid addiction and gambling issues in previous years, this year we tackled topics including alcoholism and even internet addiction. The hope is that by sharing the personal, firsthand experiences of individuals and families dealing with a range of addiction-related hardships, MPT can help replace misguided conceptions about addiction while showing recovery can be a reality.

To further its statewide reach, MPT undertook an assignment from the Maryland Higher Education Commission connected with opioid abuse prevention and continued its multi-year opioid awareness work with the Maryland Department of Health’s Behavioral Health Administration.

“They contemporary television scene is congested as viewers have their pick up hundreds of broadcast and internet program providers. MPT is able to cut through this cacophony by offering a one-stop shop for all kinds of content with a big difference. The programs are locally produced about intensely local issues.

While you might find a show about Tanzanian cheetahs on National Geo, only MPT offers a more accessible experience by featuring wildlife in and along the Savage River on its lush nature show, Outdoors Maryland. Likewise, you’ll find the art of Chesapeake cooking, advice from a New Windsor dairy farmer, and in-depth news and analysis of events in the Annapolis Statehouse only on MPT.”

~Carroll County Times
October 4, 2019
Out of MPT’s many outstanding local productions, Outdoors Maryland has been my favorite year in and year out. I have viewed every episode at least once since the program’s inception. Likewise, the annual Chesapeake Bay Week® programming is a not-to-be missed event. The productions are a treasure. I eagerly look forward to the new episodes, and most of those aired previously are worthy of a second viewing. Maryland Farm & Harvest is another must-see MPT favorite. It’s great to learn about what local people are doing and what goes into their operations that I’d never have known about otherwise. Finally, as you might imagine, Chesapeake Collectibles is also on my viewing list.

~ Viewer, Damascus, MD

Staff and students from The Harbour School in Owings Mills visited MPT in September 2019 to deliver a Maryland-themed quilt that the students made to show their appreciation to MPT. For more than a decade, MPT has partnered with The Harbour School to offer on-campus work opportunities to students with intellectual and developmental disabilities.

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