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For immediate release

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Travis Mitchell joins Maryland Public Television as senior vice president and chief content officer

OWINGS MILLS, MD – Travis Mitchell has joined Maryland Public Television (MPT) as senior vice president and chief content officer. In this position, Mitchell will oversee all content created, acquired, and aired on the statewide public television network.

Mitchell brings more than two decades of media experience to his new role at MPT, having served most recently as chief content officer for University of North Carolina Television (UNC-TV). During his time with the station, he provided editorial vision and garnered support for UNC-TV content on its four TV channels and in its online properties.

Earlier in his career, Mitchell served as president of Communities In Schools of Wake County, a Raleigh, North Carolina-based nonprofit that helps schools remove the barriers that put students at risk of wasting their potential. He also served as executive vice president and chief operating officer for the Atlanta-based Black Family Channel, where he oversaw a $40 million operation and a team of 75.

Mitchell earned an undergraduate degree in broadcast journalism from Morgan State University and a master’s degree in entrepreneurship and education from the University of Pennsylvania Graduate School of Education in Philadelphia. He completed further executive education study at the John F. Kennedy School of Government in Cambridge, Massachusetts.

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About MPT
Launched in 1969 and headquartered in Owings Mills, MD, Maryland Public Television is a nonprofit, state-licensed public television network and member of the Public Broadcasting Service (PBS). MPT's six transmitters cover Maryland plus portions of contiguous states and the District of Columbia. Frequent winner of regional Emmy® awards, MPT creates local, regional, and national television shows. Beyond broadcast, MPT's commitment to professional educators, parents, caregivers, and learners of all ages is delivered through year-round instructional events and the super-website Thinkport, which garners in excess of five million page views annually. MPT's community engagement connects viewers with local resources on significant health, education, and public interest topics through year-round outreach events, viewer forums, program screenings, and phone bank call-in opportunities. For more information visit mpt.org.