

# Publicity & Partnership Opportunities

If you seek visibility on and collaboration with MPT, please review the options below. We welcome news releases/pitches by email to these MPT contact persons. Be sure to check out other partnering opportunities, too.



## NEWS RELEASES / PITCHES FOR LOCALLY PRODUCED PROGRAMS

### Public Square Programs (weeknight programs *Direct Connection* and *State Circle*)

- Mark Keefer, executive producer, [newstips@mpt.org](mailto:newstips@mpt.org)

### Maryland Farm & Harvest (weekly series)

- Joe Ligo, series producer, [jligo@mpt.org](mailto:jligo@mpt.org)
- Frank Batavick, executive producer, [fbatavick@mpt.org](mailto:fbatavick@mpt.org)

### Outdoors Maryland (weekly series)

- Sarah Sampson, series producer, [ssampson@mpt.org](mailto:ssampson@mpt.org)
- Frank Batavick, executive producer, [fbatavick@mpt.org](mailto:fbatavick@mpt.org)

### Chesapeake Collectibles

- This series is not in production at this time.

### Artworks (series)

- Susanne Stahley, series producer
- To inquire about posting links to your artistic work, visit [www.mpt.org/STIRcrazy](http://www.mpt.org/STIRcrazy).
- *Artworks* does not produce an arts calendar, so kindly do not send notification of upcoming events.

### Chesapeake Bay Week® (annual slate of programs)

- Sarah Sampson, producer, [ssampson@mpt.org](mailto:ssampson@mpt.org)

## OTHER OPPORTUNITIES

### Media sponsorships & partnerships

- Randy Farmer-O'Connor, managing director, Corporate Support, [roconnor@mpt.org](mailto:roconnor@mpt.org)
- Enjoy improved image perception and increase loyalty by associating your organization with the powerful brands of MPT and PBS. For-profit and nonprofit sponsors can support credible and trusted MPT products on air, online, in print, and at events.

### Program sponsorships / underwriting / advertising in MPT's monthly *Program Guide*

- Randy Farmer-O'Connor, managing director, Corporate Support, [roconnor@mpt.org](mailto:roconnor@mpt.org)

### Production funding to support program creation

- Linda Castrilli, senior production funding executive, [lcastrilli@mpt.org](mailto:lcastrilli@mpt.org)
- Your organization can contribute financially to a particular MPT regional program/series with prominent acknowledgment in and association with that program in perpetuity. The funding goes to the specific program/series you select. A co-production partnership gives you a larger role in the production of the program as content expert and technical advisor, even helping to identify people/locations to be featured.

### Special events sponsorships

- Kristen Penczek, managing director, Audience Engagement, [kpenczek@mpt.org](mailto:kpenczek@mpt.org)
- Have your organization's name linked to one or more MPT-hosted public events such as screenings, galas, receptions, family-focused events, etc.

### On-air pledge

- Afi Jackson-Azibo, pledge volunteer coordinator, Audience Engagement, [ajacksonazibo@mpt.org](mailto:ajacksonazibo@mpt.org)
- Offer your group to staff phones for an on-air pledge program, including on-camera interview with your spokesperson (group size 12-15).

### PSAs or calendar of events

- Sorry, MPT does not accept PSAs and does not publish an events calendar at this time.



## WHY NOT HIRE MPT?

- Need a video? Our Production Services team works on your premises or in our studios to craft a compelling video for your training, marketing, PR, or staff orientation needs.
- We can create the video from scratch or work with your script and talent.
- MPT video work is competitively priced and delivered on time, on budget.

## WHEN YOUR CEO APPEARS ON NETWORK TV ...

- Use MPT's uplink studio so your executive can appear on national programs with a Baltimore backdrop
- ... or we can link your executive to a live event anywhere, anytime!



## AND MPT CAN EVEN PRODUCE YOUR EVENT

- Talk to us about complete staging, A/V support, and taping a major organizational event.

For no-obligation details, contact: Harry Vaughn, managing director, MPT Production Services, 410-581-4169, [hvaughn@mpt.org](mailto:hvaughn@mpt.org)

## INTRODUCING THE MARYLAND STATE AD AGENCY (MSAA)

Your organization now has a new resource for delivering your important messages to citizens statewide in an attention-getting and cost-efficient manner. The Maryland State Ad Agency, a division of Maryland Public Television, works with state agencies and other groups large and small and utilizes its substantial experience in strategy, production, media planning, placement, and detailed results reporting to help these clients succeed.

With one-stop-shopping, MSAA is the smart answer to the challenge of reaching your target audiences by traditional and digital media. MSAA services include media planning, consulting, production of commercials and PSAs, media buying, tracking, and reporting.



Visit the MSAA website at [mpt.org/mdadagency](http://mpt.org/mdadagency) to learn more or phone Brandon Ruth, project manager, 410-581-4134, or email him at [team@mdadagency.md.gov](mailto:team@mdadagency.md.gov).

11767 Owings Mills Blvd | Owings Mills, MD 21117-1499  
410-356-5600 | toll-free 800-223-3678 | [mpt.org](http://mpt.org)