



Publicity & Partnership Opportunities

NEWS RELEASES AND PITCHES FOR MPT-PRODUCED PROGRAMS

Direct Connection and State Circle

- Mark Keefer, executive producer, newstips@mpt.org

Maryland Farm & Harvest

- Robert Ferrier, series producer, bferrier@mpt.org
- Frank Batavick, executive producer, fbatavick@mpt.org

Outdoors Maryland

- Sarah Sampson, series producer, ssampson@mpt.org
- Frank Batavick, executive producer, fbatavick@mpt.org

Chesapeake Collectibles

- Patrick Keegan, executive producer, pkeegan@mpt.org

Artworks

- Troy Mosley, managing director, Content, troy.mosley@mpt.org

Destination Maryland

- Patrick Keegan, executive producer, pkeegan@mpt.org

Made in Maryland

- Patrick Keegan, executive producer, pkeegan@mpt.org

Ways to Pay for College

- Stefanie Robey, producer, srobey@mpt.org
- Frank Batavick, executive producer, fbatavick@mpt.org

*Chesapeake Bay Week**

- Sarah Sampson, producer, ssampson@mpt.org
- Frank Batavick, executive producer, fbatavick@mpt.org

Local and national acquisitions

- Stuart Kazanow, acquisitions director, skazanow@mpt.org
- Kate Pearson, managing director, Programming & Acquisitions kpearson@mpt.org
- Producers who have a completed program/series, a project in production, or a concept in need of co-production partners are invited to complete MPT's online submission form [HERE](#) to have their project reviewed by our team to see if it is a fit for distribution.
- Visit mpt.org/acquisitions for more information about MPT's production submission process.

OTHER OPPORTUNITIES

Media sponsorships & partnerships

- Randy Farmer-O'Connor, managing director, Corporate Support, 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

Production funding to support program creation

- Linda Castrilli, senior production funding executive, 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 a content expert and technical advisor, even helping to identify people/locations to be featured.

Special events sponsorships

- Jessie Campbell, director, Special Events & Community Engagement, jessicacampbell@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

- Stefani Senkus, pledge volunteer coordinator, Audience Engagement, volunteer@mpt.org
- Offer your group to staff phones for an on-air pledge program, including an on-camera interview with your spokesperson (group size 12-15).

PSAs or calendars of events

- Sorry, MPT does not accept PSAs and does not currently publish an events calendar.

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 and 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

UTILIZE 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 through 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 to learn more or contact the team at 410-581-4336 or team@mdadagency.md.gov.

11767 Owings Mills Blvd | Owings Mills, MD 21117-1499
410-356-5600 | toll-free 800-223-3678 | mpt.org