



# 2020 ANNUAL REPORT & HONOR ROLL



MARYLAND  
PUBLIC  
TELEVISION



## MISSION STATEMENT

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

## ON THE COVER

Fiscal year 2020 began with MPT's attention to its ongoing 50th anniversary observance but ended with months of organization-wide focus on the COVID-19 pandemic. President Larry D. Unger chaired weekly online meetings of a Coronavirus Response Team. The cover photo captures one of those sessions in action.

# › MESSAGE FROM THE PRESIDENT

Pandemic? It was unforeseen when the fiscal year started, and yet, nine months into FY20, it struck, changing the way we conduct business. Clearly, the pandemic prompted us to develop new ways to work to fulfill MPT's service mission. As I write this, we remain under the COVID-19 cloud, but, thanks to the determination of our staff, we're once again producing programs, staging events (online, of course!), and interacting with members and viewers who are counting on us for entertainment and education.

As we wrapped up our 50<sup>th</sup> anniversary celebration at year-end 2019 and greeted the contractors who are now enlarging our five-decade-old Studio A, I was personally gratified to see how MPT's men and women adapted

quickly and effectively to teleworking; how our on-air talent practiced their crafts remotely; how our facilities, security, and human resources people sprang into action to protect all of us and our physical plant; and how our commission and foundation board stood solidly behind us, encouraging us to adapt and applauding our efforts.

This FY20 annual report is dedicated to the members and viewers who also stood with us with their kind words and financial support. We thank them, and we thank you for reading this 12-month recap of a most unusual year.

Sincerely,



Larry D. Unger  
President & CEO



MPT CEO Larry D. Unger (with microphone) participates in panel at a "Reimagining Maryland: Owings Mills" business event in Towson in October 2019 along with (left to right) Elliot Hirshman, Ph.D., president, Stevenson University; Karen M. Singer, Esq., principal, KMS Partners; and Paul J. Crofton, senior vice president, Federal Specialized Services. The "Reimagining Maryland" series was sponsored by The Baltimore Sun and organized by Nevins & Associates.

## MAY 25, 2020

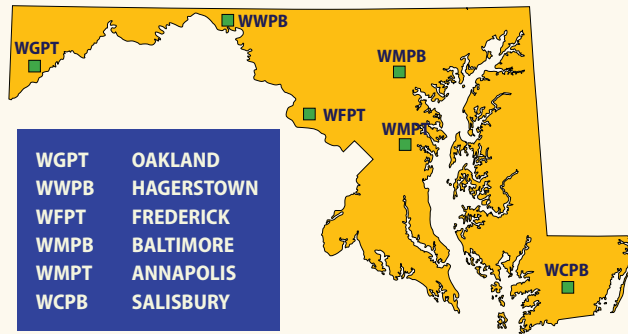
On this date, Black citizen George Floyd was killed in Minneapolis by a policeman. His death triggered an ongoing series of protests and riots in response to police brutality and racism. The protests, at first local to the Minneapolis–Saint Paul metropolitan area of Minnesota, spread throughout the United States and internationally. In its FY21 annual report, MPT will detail its response to Mr. Floyd's death and its aftermath, including a comprehensive status report of MPT's initiative "Standing Against Racism: Fostering Unity Through Dialogue."

# MPT BY THE NUMBERS

Operates **4** channels 24/7



Only statewide TV broadcaster, **6** transmitters



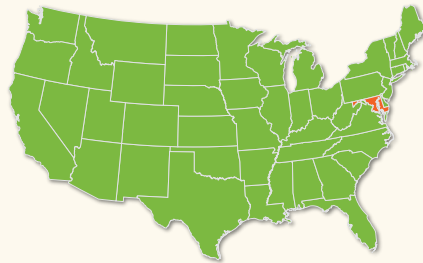
First broadcast  
**Oct. 5, 1969**



**4** national Emmy® Awards & **160+** regional Emmys



Top **10** in revenue among the 151 PBS member stations



**850+** productions over network's 50 years



**1.17** million MPT & MPT2/Create® monthly viewers

**MotorWeek**  
Television's Original Automotive Magazine

Broadcasting nationally since **1981**

**63,000** members



**50+** years of innovative learning resources for early childhood and pre-K-12 education



Produces original, web-exclusive content, **140+** segments since 2015

**mpt** | digital studios

# ... AND STILL MORE FY20 NUMBERS

## Website pageviews

*mpt.org*

**3,053,473**

*motorweek.org*

**2,670,710**

*thinkport.org*

**5,000,000**



## MPT online streaming

(via COVE video player)



video plays  
(media starts)

**481,338**

users

**474,234**

## MPT YouTube

views

**477,000**

watch time

**10,400  
HOURS**

## MotorWeek YouTube

views

**30.8 million**

watch time

**1.8 million hours**

subscribers

**300,000**



## MotorWeek podcasts

downloads

**370,000**

(avg. 30,000 monthly)

## MotorWeek online streaming

(via COVE video player)

video plays (media starts)

**685,000**

## MPT Digital Studios

local productions launched

**34** programs

**4.16** hours of content

local acquisitions launched

**2** digital programs

**.53** hours of content

national productions launched

**25** digital programs

**12.50** hours of content



# ➤ IT'S ALL ABOUT CONTENT

Whether it's headed for streaming, over-the-air broadcast, a digital-first appearance, or an offsite screening event, content is king at MPT.

In FY20, traditional television viewers were able to watch 201 MPT original, locally broadcast programs – in all some 104 hours of broadcast time. In addition, viewers saw programs that MPT acquired and presented in our regional broadcast area. When these

regional acquisitions are factored in, the total number of local programs offered in FY20 increases to 229, and the total viewing hours grows to 188 hours of quality content.

MPT also is known for producing original broadcast content for national audiences and for our role as “presenting station” of other productions for public TV stations across the nation. Our national productions and presentations in FY20 consisted of 104 separate programs accounting for nearly 54 hours of broadcast time.

Here is a rundown of the MPT productions of FY20:

## LOCAL PRODUCTIONS, FY20

- *Artworks*, Season 8
- *Chesapeake Beacons*
- *Chesapeake Collectibles*, Season 10
- *Commitment 2020: Baltimore Mayoral Debate*
- *Direct Connection*
- *Made Possible by Viewers Like You: 50 Years of Maryland Public Television*
- *Maryland Farm & Harvest*, Season 7



Tracy Gaspari (foreground) floor-directs February 2020 coverage of the governor's State of the State address from the Maryland State House. Preparing for a live interview are (left to right) Jeff Salkin, *State Circle* anchor; Andy Harris, U.S. Representative for Maryland's 1st Congressional District; Michael Steele, former Maryland lieutenant governor; and *State Circle* reporter Charles Robinson. Videographer Dave Earnest is behind the camera.

**COVID COMMENT:** *Teleworking from home due to the pandemic has not been hard for me. I'm basically an introverted homebody. I've been training for this my whole life.*

- Jim Bigwood, Audio Supervisor, Technology Division

# CONTENT CONTINUED ...

*Maryland Farm & Harvest's Joe Ligo, producer and director, interviews Jeanette Rinehart of Walnut Ridge Farm in Flintstone, MD. The series visited the Allegany County farm to learn how it uses the internet to market its products, despite the challenges of unreliable connections in the hills of Western Maryland.*



- *Maryland State of the State*
- *MotorWeek Goes for a Drive*
- *MotorWeek Goes for a Drive: Deep Creek Cruisin'*
- *MPT Travel Club*
- *Outdoors Maryland, Season 32*
- *Rhea: A Life in Television*
- *State Circle*
- *Ways to Pay for College 2019*
- *WTMD First Thursday Festival*
- *Your Money & Business*

## LOCAL ACQUISITIONS, FY20

- *A Voice for the Rivers*
- *Cold-Stunned*
- *Conservation Kids: A Green STEM Documentary*
- *Diamonds are a Girl's Best Friend*
- *Inside Merriweather*
- *Lifeline: A Chesapeake Oyster Documentary*
- *Nassawango Legacy*
- *Ninth Grade: From West Baltimore*

- *Shad Run*
- *Silent Epidemic: The Liver Disease NASH*
- *The Incredible Oyster Reef*
- *The Local Oyster Stout*
- *The McLaughlin Group*
- *Through Chinatown's Eyes: April 1968*
- *Tidewater*

## NATIONAL PRODUCTIONS, FY20

- *MotorWeek, Seasons 38 & 39*
- *Steven Raichlen's Project Fire, Season 2*

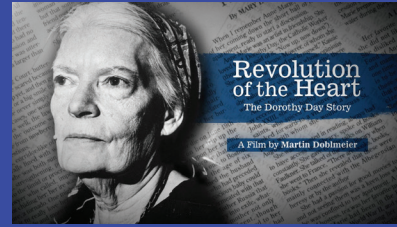
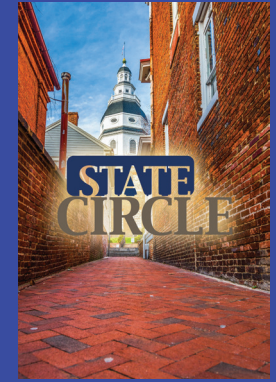
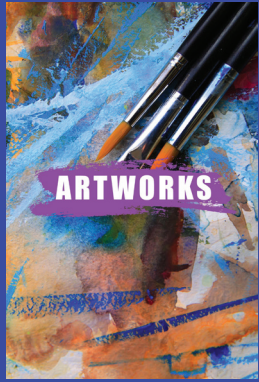
## NATIONAL PRESENTATIONS, FY20

- *My Greek Table with Diane Kochilas, Season 3*
- *Revolution of the Heart: The Dorothy Day Story*
- *The Kalb Report, Seasons 12 & 13*
- *The McLaughlin Group, Season 38*
- *To Dine For with Kate Sullivan, Season 2*

*Revolution of the Heart: The Dorothy Day Story*



# PRODUCED OR PRESENTED BY MPT IN FY20



## ➤ MPT DIGITAL STUDIOS PRODUCES DIGITAL-FIRST, SHORT-FORM CONTENT

MPT had long since established its reputation for producing thought-provoking television when, in 2015, it launched MPT Digital Studios to create web-exclusive content, telling short-form stories that extend the quality of public TV fare to citizens who access these features on desktop or mobile devices. In FY20, among the productions launched were these popular entries:

- *Summer of Space*, a four-part series in collaboration with Maryland's NASA Goddard Space Flight Center, reaching 1.2 million online account holders and an additional 55,139 Facebook account holders.



From the *Summer of Space* series, a sample rock from the *NASA Apollo Rocks* episode.

- *Country Music*, two segments complementing Ken Burns' broadcast *Country Music* documentary.
- *Retro Report*, local segments (based on the national PBS initiative) on opioids, gerrymandering, Baltimore's vacancy rates, and the Chesapeake Bay Bridge.

- *Food and Family*, four features on ethnic dishes, just in time for 2019 holiday meal planning.
- *Happy Hounds*, the tale of dogs behind bars, the Happy Hounds prison dog program at Roxbury Correctional Institution, reaching 32,747 Facebook accounts and later selected for inclusion in the 2020 PBS Online Film Festival.
- *Maryland Mystery Lady*, a four-part series in collaboration with the Maryland State Highway Administration, dealing with the discovery of an unusual series of graves on an abandoned piece of land. This series reached 49,057 Facebook account holders.



The preserved remains of the "mystery lady."



The hero of *Happy Hounds*.

In the final month of the fiscal year, MPT Digital Studios posted four separate features, saluting organizations and individuals who were inspiring leaders in the COVID-19 battle. All told, these "Be inspired" segments reached 12,724 viewers across a number of social media platforms, through the end of June 2020. The campaign continues in FY21.

Inspiring admiration and thanks are pandemic responders who assisted in food collection for the less fortunate. (Top photo) A Maryland Food Bank volunteer pitched in at the charity's warehouse. (Bottom photo) Young Cavanaugh Bell founded an organization, Cool & Dope, to distribute food in Gaithersburg during the pandemic.



## COVID COMMENT:

What do MPT volunteers do during the pandemic when they cannot go into the office? Miss all the wonderful folks who work there!

- Becky and Keith Kelley, Volunteers

# COMMUNITY ENGAGEMENT IN A...

At MPT, community engagement activities are designed to deepen the connection between the network and its members and viewers across the region. In fact, the COVID-19 emergency prompted virtual (online) activities that allowed many more MPT fans residing outside the state to participate as the usual face-to-face events were put on hold.

As examples, prior to the shutdown, MPT's Audience Engagement Department and its Special Events & Community Engagement team hosted in-person *Downton Abbey* movie screenings (September 2019), a record-setting third annual on-campus flea market (September 2019), and community screenings with interactive panel discussions of documentaries *College Behind Bars* (November 2019) and *BOSS: The Black Experience in Business* (December 2019).

The MPT Travel Club, an ongoing engagement tool, hosted trips in fall 2019 including an Italian Splendor Tour and a New York City outing, two trips taken by nearly four dozen travelers.

Engagement events at MPT also include enjoyable fundraisers that give attendees a chance to rub shoulders with on-air personalities or do some armchair shopping. The MPT Fall

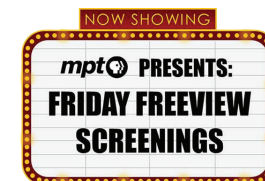
Auction (November 2019) made items available to the public thanks to generous corporate and nonprofit donors; "Tea Time with MPT" gathered 124 participants for a sold-out "royal tea" (January 2020); and an exclusive wine dinner gave the public a chance to bid farewell to the retiring on-air personality Rhea Feikin (February 2020).



For the fourth consecutive year, MPT was on hand for the annual Baltimore County Power of Age Expo at the state fairgrounds in October 2019; and MPT representatives visited the Oak Crest Retirement Community to give residents an up-close look at the how-to's of TV programming (August 2019). MPT was there in the kids area of July 2019's Artscape event in downtown Baltimore interacting with hundreds of families over the three-day event.

Audience engagement mainstays for in-person and/or online attendance in FY20 included:

- Friday Freeviews, monthly gatherings that introduce attendees to new and upcoming PBS and MPT productions.



**COVID COMMENT:** *I've washed my hands so many times, I can now see the answers to my sixth grade math quiz!*

- Anonymous

# TIME OF VIRUS

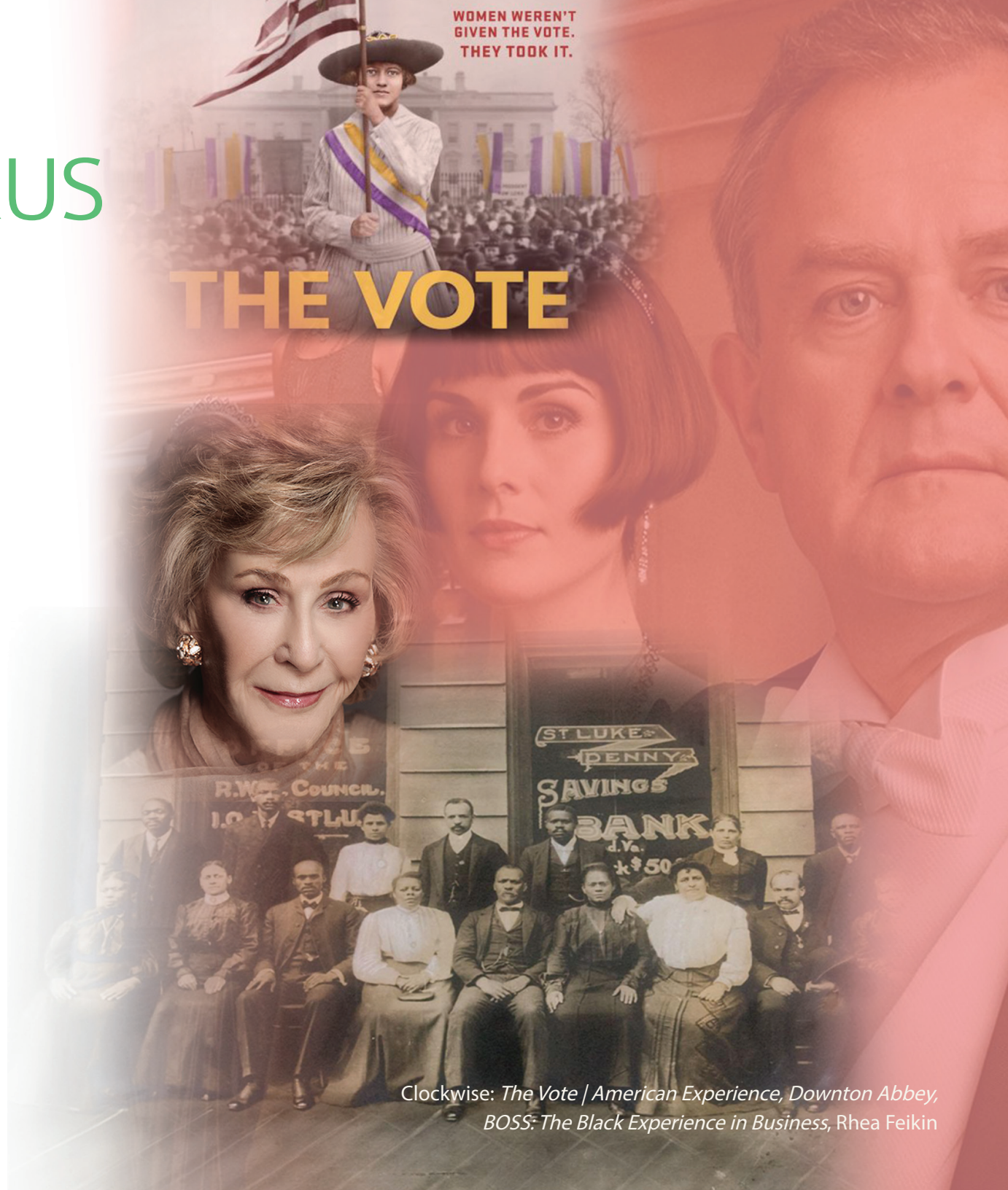
- Throwback Thursdays, for the COVID-19 sequestered, a weekly screening of classic MPT programs.
- More than 40 separate Indie Lens Pop-Ups, a neighborhood series that brings people together for film screenings and community-driven conversations.



- And the MPT Travel Club preview events, designed to give the public an in-depth look at upcoming, MPT-sponsored trips.



As FY20 drew to a close, the network's Audience Engagement staffers began developing future activities to provide entertainment, stimulation, and enjoyment in the face of some likely continuing sequestering in FY21.



Clockwise: *The Vote* | *American Experience*, *Downton Abbey*, *BOSS: The Black Experience in Business*, Rhea Feikin

# › MARYLAND STATE AD AGENCY: AN AGENCY FOR AGENCIES

In FY20, MPT completed the formal establishment of an operating division known as the Maryland State Ad Agency (MSAA) and readied MSAA for a July '20 launch date.

Set up as a division of MPT, the agency formation formalizes a work-for-hire practice that's been in operation at MPT almost since the network was founded. In 2016, MPT expanded its services to include media planning, consulting, production of commercials and PSAs, media buying, and reporting. The first project under the expanded service format was for the Maryland Department of Health to assist with messaging to citizens regarding



the opioid crisis. Now, the MSAA is being promoted as a full-service advertising, marketing, communications, and media buying service.

At present, the agency is handling opioid-related work under a new contract from the Maryland Department of Health's Behavioral Health Administration and COVID-19-related assignments from the same department's Maryland Emergency Management Agency (MEMA). This past spring, MSAA completed work on the 2020 Census, commissioned by the Maryland Department of Planning. Other recent clients include the Maryland Department of Legislative Services and the Maryland Higher Education Commission.

MSAA generates revenue for MPT in the form of fees charged for media planning and analysis, research, creative development, and other advertising-related tasks.

Radio/TV spots

Outdoor/  
transit ads

Geo-targeted ads

Social media  
marketing

# WORK-FOR-HIRE ASSIGNMENTS TAP MPT EXPERTISE

Apart from client advertising work performed by the Maryland State Ad Agency, MPT continued to perform other tasks under its longtime work-for-hire capability. Here's a look at FY20 assignments performed by MPT's Special Projects unit:

- **Maryland State Department of Education "Teacher of the Year"**

Special Projects staffers interviewed all 24 contenders in MPT's studio, editing the sound bites and classroom photos into video packages that were shown at the October 2019 gala event. This recurring work-for-hire project enables MPT to plan and produce this annual event to achieve its client's vision. After the gala, staffers edited the footage into a one-hour TV special that aired on MPT2/Create and streamed on the network's website.



MPT Director Dwight Phillips checks notes as he prepares for live coverage of a Maryland General Assembly session from his "control room" in the Maryland State House.



- **Maryland Department of Legislative Services**  
Special Projects was called upon to update a video shown as part of citizen tours of the Maryland State House in Annapolis.
- **Patapsco Heritage Greenway and Ellicott City 250**  
In FY20, Special Projects began development of and research for video projects celebrating the 250th anniversary of Ellicott City in 2022. The work focused on compiling lesser-known stories including those of African-Americans and indigenous people to enhance viewers' understanding of the development of the Patapsco River Valley region.

Perhaps the most conspicuous of all work-for-hire projects is that connected with the live stream of video from the Maryland General Assembly's House of Delegates sessions. MPT consulted on equipment and its placement; programmed and did troubleshooting on a robotic camera system; and provided a director and camera operator for 30 days of live, gavel-to-

gavel coverage. In all, MPT oversaw the work of seven cameras, each having four "shots" stored for every delegate, for special guests, and for balcony attendees.

## HOW MPT VIEWERS VIEW

Maryland citizens access MPT's television content in traditional and cutting-edge ways. Here's how they do it:

- › on television (our TV signal received over the air by viewers or via cable or satellite)
- › on a phone or tablet (via an MPT, PBS, or PBS KIDS app)
- › on the internet (selected programs on demand on our online video player)
- › on MPT's YouTube channel (selected program clips)
- › or through purchase of program DVDs from the MPT Store (<https://mpt-shop.myshopify.com>)

## COVID COMMENT:

*I never knew how many popsicles and waffles my daughter ate daily until we were all quarantined at home, no school, etc. ...*

- Megan Miley, Corporate Support

# MPT EDUCATION – ROBUST WHILE REMOTE



## At-Home Learning

The coronavirus pandemic turned life on its head beginning in March 2020. The health crisis shuttered businesses, schools and daycare, cancelled daily activities, and disrupted routines, creating a new normal for everyone.

For many, the home became both workplace and a school with the kitchen table doubling as a learning center. MPT made a pivot and found a meaningful way to support educators, childcare providers, and families during a chaotic time by providing at-home programming to fill the gaps and bring a continuity of learning into the home.

MPT's At-Home Learning initiative comprised three main components: an on-air educational broadcast schedule, online learning resources, and toolkits.

- **MPT broadcast:** MPT aired more than 600 hours of PreK-12 educational programs on weekdays from April through June from 6 am until 5 pm. Three program blocks supported

early learners (PreK-grade 3), middle grade students (grades 4-8), and high schoolers (grades 9-12) with select programs in core academic subjects and topics. MPT collaborated with the region's other public TV stations to coordinate the learning schedule of free, accessible programs to ensure equitable access to all students.



- **Thinkport:** MPT's education website served as the centerpiece for digital learning content and viewing guides that connected each broadcast

In February 2020, a young science enthusiast proudly displayed his floating device during the four-part Ready To Learn Family and Community Play and Learn Science workshop held at Liberty Judy Center in Baltimore. Families participated in the *Ready Jet Go!* learning experience.



MPT Education staff created a multi-part series of short videos to demonstrate easy activities to do with young learners. MPT partnered with the Maryland State Department of Education's Family Engagement Division to share the videos during special Facebook live events. Pictured is MPT's Krista Respass.

program with critical instruction. Each program was matched with either digital or hands-on resources to extend the learning with children.

- **Online digital toolkits:** These were curated for both educators and parents leading to rich resource collections of articles, websites, tips, and strategies for supporting social and emotional well-being and a learning-at-home environment.

**COVID COMMENT:** "Challenge creates opportunity" is a slogan I've repeated ad nauseam. Really trying to look through things with a positive spin.

- Kristen Penczek, Audience Engagement

## Early Childhood

### Professional learning

The year kicked off with a successful Edcamp at Montgomery College in July 2019. The event was structured for early childhood educators to come together for conversation and sharing around topics central to the care and education of young children.

A participant expressed it best in this Facebook post:

*Thank you for a wonderful experience today in Rockville! I loved meeting so many motivated, knowledgeable and caring early childhood educators willing to exchange ideas and learn together. I am excited about the way MPT & PBS are using tech & media to make best practices & current research available for all ECE professionals, regardless of setting. Thanks for bringing our field together!*

Previous Edcamps have been held in Frederick, Salisbury, and at MPT in Owings Mills.

### Ready To Learn

During FY20, MPT brought together community partners in the Forest Park area of Baltimore City to offer family workshops and professional development using PBS KIDS programs and resources. As a grantee of the national public media early learning initiative Ready To Learn, MPT's Education Division coordinates Family and Community Learning (FCL) programs using PBS KIDS shows that promote science inquiry and

literacy. Through child-centered activities and playful learning experiences, the sessions aim to foster healthy media habits, collaboration, communication, and problem-solving skills among family members. Participating programs also received digital tablets, on-site staff training, and an introduction to PBS KIDS resources.

The four-part FCL series take place at community locations, each featuring a PBS KIDS media topic, learning goals, and engaging activities with both on-screen and off-screen interactions. Highlights included 114 family members engaging with Play and Learn Science and *Molly of Denali*. The COVID-19 outbreak interrupted several planned FCLs in spring 2020 that were rescheduled for a future date.



MPT's Karla Thompson demonstrates the math concept of one-to-one correspondence in an At-Home Learning presentation.

### Media literacy

A variety of resources were in production in FY20 to support parents and early childhood educators in taking charge of media's impact and influence on children's learning and development. MPT began developing online courses, in-person workshops, and digital resources guided by MPT's Media STEPs

strategies. STEPs supports adults in identifying and using high-quality educational media, makes learning time active, and provides ample screen-free play as well. With screen time so prevalent in today's environment, MPT's strategies and resources to foster healthy media habits fills a great need.

## K-12 Teaching and Learning

### Professional learning

MPT serves the learning needs of Maryland K-12 teachers through offering a catalog of credit bearing online courses in frequent sessions during the year. Approximately 1,200 educators maintained their teaching certification with MPT in partnership with the Maryland State Department of Education (MSDE).

### Teaching with primary sources

Several multi-year projects, in partnership with Maryland Humanities and funded through the Library of Congress, have yielded "History and Civics Inquiry Kits" – a robust collection of digital resources facilitating the use of primary sources in inquiry-based learning. MPT's *Thinkport* now features 24 units of study, 190 topics, and more than 1,000 primary sources supporting elementary, middle, and high school students. Complementing the inquiry kits are 13 self-paced lessons guiding students through the research process. This project is a key component in supporting the state's History Day program.

# *MotorWeek*

*turns 40. (Hot dog!)*



The Oscar Mayer Wienermobile visited MPT in March for one 40<sup>th</sup> anniversary retrospective. Alumnus Craig Singhaus featured this unique vehicle in a 1980 segment, and current staffer Greg Carloss repeated the "interview" in 2020. Videographer Dave Earnest is behind the camera.



# MOTORWEEK MARKS ITS 40<sup>TH</sup> ANNIVERSARY

## Reflections by John Davis

*MotorWeek* was an idea born in 1978 when I became executive producer of *Wall Street Week With Louis Rukeyser*. Program Director Warren Park charged me with coming up with a fresh idea.

Among my ideas was a car show for television that mirrored popular print automotive magazines – but with a wider reach beyond just gearheads, a reach to average people who have to live with a car every day. So, we did a pilot and started to shop it around to stations for interest. That is where it sat until the summer of 1981 when it became apparent that another station was going to do an automotive series.

So, on July 5, 1981, we got the go-ahead and pulled out all the stops to get the show on in October, only a few months later. The team that produced that first episode was made up entirely of then-current MPT staffers who wanted to be a part of the project, with the grand exception of master technician Pat Goss who has been on every episode, save one, since the first show.

*MotorWeek* was more than a “local” show from the beginning, premiering in about 70 stations of the then-Eastern Educational Network. It garnered strong interest from the start with hundreds of letters arriving every week, many with photos of viewers’ cars for our weekly “Car of the Week” highlight.

When we graduated to PBS a few years later, the show was then year-round with a new (or mostly new) episode every week. PBS stations liked *MotorWeek*, and it could be seen in virtually every corner of the country. (That’s something even today most cable competitors cannot say.)

Over the years *MotorWeek* has always looked for innovative ways to pay for itself. At one time, the show was even commercially syndicated to augment our public TV distribution and today continues to have a “second run” on commercial cable.

The series has also loaned its automotive production expertise to companies that wanted to produce industrial videos and the

## COVID COMMENT:

*We have to think positive ... or we'll lose our dang minds.*

- Jessie Campbell, Special Events



# MOTORWEEK MARKS ITS 40<sup>TH</sup> ANNIVERSARY

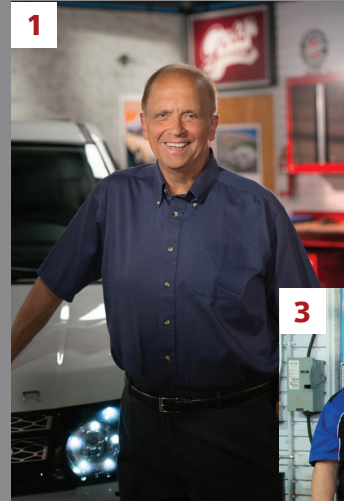
like. Still, with current coverage of 90%+ of American households through PBS, *MotorWeek* remains, first and foremost, a public service series.

Today, in keeping with the time, along with broadcast and cable, the series has more than two million views each month on its YouTube channel and through the PBS Living streaming channel. That presence – plus other social media exposure – means that if you have a screen, you can watch *MotorWeek*.

In FY20, having to completely change our way of production to cope with the realities of the pandemic, *MotorWeek* is still innovating. Now, for an almost unprecedented 40<sup>th</sup> anniversary season, our theme is “*MotorWeek: 40 Years Steering You in the Right Direction*” – and we look forward to continuing to live up to that theme for years ahead.

*John A. Davis*

- John Davis is creator, host, and executive producer of *MotorWeek*



1] John Davis on the set of Goss' Garage.



2] John presents the 2020 *MotorWeek* Drivers' Choice Best of the Year trophy for the Chevrolet Corvette Stingray to Steve Majoros, director of Chevrolet Passenger Car and Crossover Marketing at the 2020 Chicago Auto Show.



3] The current-day staff (clockwise from left) Pat Goss, Lauren Morrison, John Davis, Brian Robinson, Stephanie Hart, and Greg Carlross.



4] *MotorWeek* staff circa 1982.

**COVID COMMENT:** *Since the quarantine began and I started working from home, all the humorous stories I tell are inside jokes.*

- Steven J. Schupak, Executive Vice President, Chief Operating Officer

## Marking the milestone, focused on the road ahead

In FY20, *MotorWeek* cast and crew launched plans and activities to mark the program's 40<sup>th</sup> anniversary before calendar year 2020 ended. While the coronavirus emergency halted production briefly and challenged the producers to continue making a national TV program under unexpected and adverse conditions, nonetheless the work was accomplished to set the stage for a 40<sup>th</sup> TV season starting in September 2020.

As it marks this milestone, *MotorWeek* will glance in the rearview mirror to take a look at the cars and the people that have made the show such as success while still keeping a focused eye on the road ahead. Every episode of the 40<sup>th</sup> anniversary season will be punctuated with archival automotive highlights, some funny and some ironic, but all entertaining and informative as the team continues its quest to test, evaluate, and understand the evolving American appetite for personal transportation, despite major shifts in culture and the global COVID-19 pandemic.

"Despite these grey clouds, Americans continue to purchase pickup trucks and SUVs in near-record numbers, even as traditional sedan sales decline," explains creator and host John Davis. "While consumers are interested in learning more about electric vehicles – and there's no question that a lot of electrification will be used in all future cars – buyers are still concerned

about their high price, range limitations, and the slow growth in the number of charging stations even along frequently traveled routes. These concerns will continue to make EVs niche vehicles at least for the next few years."

Complete with updated anniversary open animation, the *MotorWeek* 40<sup>th</sup> season feature lineup continues with its roster of popular segments including Goss' Garage, in which Master Technician Pat Goss offers up do-it-yourself car care advice; Lauren Morrison keeps viewers in the know with consumer news and trends in Motor News; daring Over the Edge reporter Greg Carloss turns up the fun with his unique look at the auto world in overdrive; lifestyle reporter Stephanie Hart delivers insights on driving and automotive safety, money-saving advice, and the latest in automotive technology in FYI; Brian Robinson brings his years of motorcycling experience to the Two Wheelin' segments, reviewing the latest motorcycles on the road; and AutoWorld explores the advancing influence of alternative fuels, electrification, and autonomous driving safety.

From hatchbacks to sport-utility vehicles, exotic performance machines to pickup trucks, *MotorWeek's* team of experts buckle into more than 150 vehicles each season. With some 17 million new vehicles purchased in 2019, car buying clearly remains a priority with consumers. *MotorWeek* continues to offer viewers a vicarious experience from behind the driver's seat as well as from behind the wheel. The series is produced and distributed by MPT and airs on 90 percent of PBS stations nationwide, airing in all of the nation's top 25 markets.

Winner of dozens of prestigious automotive journalism awards, *MotorWeek* is also seen on Discovery's MotorTrend cable channel, and on the V-me Spanish-language network. It also is streamed on the subscription site PBS Living, a video-on-demand platform on Amazon.



*Volkswagen ID. Space Vizzion electric car concept*

# ON THE TECHNOLOGY FRONT: PREPPING FOR 3.0



Public television stations – MPT among them – will soon be adopting the Advanced Television Systems Committee (ATSC) 3.0 broadcast standard, defining how TV signals are broadcast. The new standard introduces NextGen TV, an internet protocol (IP)-based system, which means it can carry internet content along with over-the-air broadcasts. NextGen TV will bring 4K or ultra-high-definition video with immersive audio and the potential for video on demand, too.

This next generation standard will enable constant innovation and greatly improved capabilities for mobile services, plus deliver significant advances in bandwidth efficiency, so that public TV stations can offer more services and derive more revenue from the 6 MHz spectrum assigned to each station. NextGen TV will allow MPT and other stations to provide more programming and community engagement services as well as grow revenue.

NextGen TV, using IP technology for the first time, offers extraordinary flexibility and opportunities for broadcasters. MPT and its public TV industry colleagues are eager to

embrace nonbroadcast business opportunities such as the delivery of encrypted and targetable IP data, including video and other large files, over a wireless IP delivery network that is natively multicast and not subject to congestion or delay, like the television signals carrying it.

Among the potential enhancements to public TV services afforded by NextGen TV are public safety services, including FirstNet support and backup facilities to dramatically improve system reliability and to immediately reach rural and remote areas; crisis support by delivering targeted video, building blueprints, and other files to first responders in the field, including deeply within heavily structured buildings; localized AMBER Alerts with rich media information on victims, suspects, location, and

vehicles; and weather and disaster emergency notification with localized event mapping, evacuation routes, and emergency advice in multiple languages.

MPT and other stations may also provide education datacasting services to allow student learning on a customized level and to supply teachers, students, and homeschooled children with course materials, lectures, class discussions, and virtual fieldtrips. Training programs for government and nongovernment entities including police, fire, medical, and business can be offered. GED education services can reach hundreds of thousands more second-chance learners through enhanced spectrum capacity. Workforce development is a growing specialty of public TV as well.

MPT is staying abreast of these and other developments that will shape the ways we do business in the years ahead. With spectrum repacking chores largely wrapped by fiscal year-end, the network is ready for what's next.

*(Thanks to industry organization America's Public Television Stations, APTS, for NextGen TV information.)*



Old technology departed in summer 2020. MPT's 50-year-old analog transmitter (made obsolete in 2009 when analog broadcasting gave way to digital) was removed from MPT's studios in a week-long dismantling process.

# THE FINANCIAL PICTURE

The Maryland Department of Budget and Management (DBM) approved MPT's FY20 budget covering the period July 1, 2019, through June 30, 2020. Revenues and expenses are shown below. Dollar amounts are in millions.

## Government investment in MPT

**\$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.

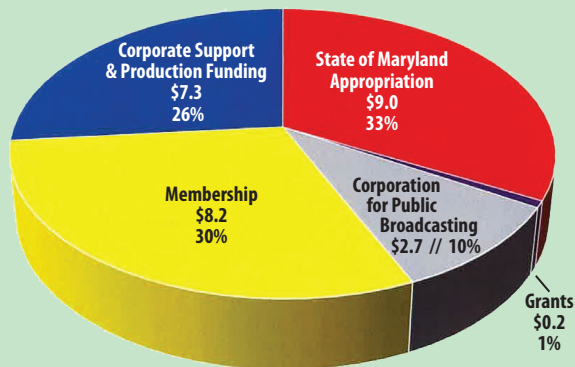
**\$1.40 a year.**

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

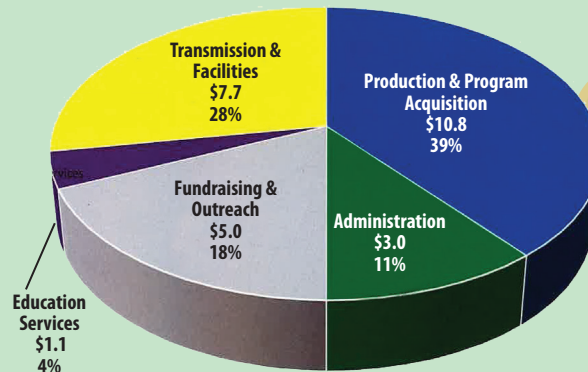
## MARYLAND PUBLIC TELEVISION FY20 BUDGET

\*as approved by DBM and in effect 7/1/19 for the fiscal year ending 6/30/20

### REVENUES \$27.4



### EXPENSES \$27.4



## COVID COMMENT:

*The pandemic has forced us all to slow down a little. We are no longer running out the door to squeeze in a thousand events or appointments a day.*

- Jessie Campbell, Special Events

# » HONOR & AWARDS

## AWARDS EARNED BY MPT PRODUCTIONS

### Academy of Interactive and Visual Arts (AIVA) 2020 Communicator Awards

category: Campaign or Series-Web Series for Online Video  
Award of Distinction  
MPT Summer of Space



category: Individual - Social Responsibility for Online Video  
Award of Distinction  
*Mera Kitchen: Refugees and Immigrants*

category: Design Features - Overall Design for Marketing/Promotion 2019  
Gold Award  
Marketing/Promotion 2019  
*MPT Program Guide*

category: Distinction on Magazine - Non-Profit  
Silver Award  
Marketing/Promotion 2019  
*MPT Program Guide*

### First Annual East Hampton TV Festival

category: Best Documentary Based on a Book  
*In Money We Trust?*  
Maryland Public Television (co-producer)

### Maryland Department of Health, Prevention and Health Promotion Administration Worksite Wellness Awards, 2020

Gold Healthiest Maryland Business Award  
Maryland Public Television



### National Academy of Television Arts & Sciences National Capital Chesapeake Bay Chapter 62nd annual Emmy Awards

category: Chesapeake Heritage - Program/Special  
*Chesapeake and Delaware Canal: Gateway to the World*  
John Paulson, Producer  
Michael English, Executive Producer

*Maryland Crabs: Tradition & Taste*  
Heidi Hanson, Producer  
Chris Warner, Director  
Michael English, Executive Producer



category: Arts/Entertainment-Program/Special  
*Made Possible by Viewers Like You: 50 Years of Maryland Public Television*  
Linda Taggart, Executive in Charge of Production  
Eric Neumann, Executive Producer  
Jonathan Slade, Producer  
Patrick Shea, Producer

category: Magazine Program - Feature/Segment  
*Outdoors Maryland: Water from the Air*  
Michael Sobola, Producer

category: Audio Sound Design & Audio  
Mix Composite  
*Chesapeake and Delaware Canal: Gateway to the World*  
Jillian Kuchman, Mixer/Editor

category: Editor - Program (Non-News)  
*Made Possible by Viewers Like You: 50 Years of Maryland Public Television*  
Patrick Shea, Editor

category 46: Program Host/Moderator  
*Maryland Farm & Harvest*  
Joanne Clendining, Host

category 50A: Photographer - Program (Non-News)  
*Maryland Farm & Harvest - Live Births segment - episode 609*  
Nick Caloyianis, Photographer

### National Barbecue Association 2020 Awards of Excellence

category: BBQ Video Series  
1st place - *Steven Raichlen's Project Fire*



## AWARDS EARNED BY MPT-PRESENTED PRODUCTIONS

### Religion Communicators Council 2020 Wilbur Awards

category: Films & Video  
*Revolution of the Heart: The Dorothy Day Story*  
Journey Films  
Martin Doblmeier, filmmaker

### 11th Annual TASTE Awards

Special Achievement Honoree Award Winners  
category: Best of Europe  
*My Greek Table with Diane Kochilas*

# MPT'S BENEMAN EARNS GOLD CIRCLE INDUCTION



In late 2019, MPT's George Beneman was inducted into the prestigious Gold Circle society of the National Academy of Television Arts & Sciences' National Capital Chesapeake Bay Chapter. Presenting the award to him is Sue Palka, chief meteorologist for the Fox 5 (Washington, DC) weather team. *(photo courtesy of Pete Estrada Photography)*

The National Capital Chesapeake Bay Chapter of the National Academy of Television Arts & Sciences (NATAS-NCCB) inducted MPT Senior Vice President George Beneman into its Gold Circle society during a December 2019 ceremony in College Park, Maryland. The recognition honors individuals who have made significant contributions to the television industry for more than 50 years.

Mr. Beneman, chief technology officer, is among only four MPT individuals who have been inducted into the NATAS-NCCB Gold Circle since the award was established in 2005. This distinguished group includes Zvi Shoubin (2011); Rhea Feikin (2014); and Lou Davis (2015).

"George was here at the beginning of public TV in Maryland 50 years ago," explained Larry D. Unger, MPT president and chief executive officer, at the ceremony. "To say he has had a significant impact on the development and success of MPT would be an understatement. George's imprint can be found on almost every part of our facility and programming."

Mr. Beneman's responsibilities include oversight of operations and management of a staff of more than 50 artisans who operate studios and post-production facilities, transmission and broadcasting systems, and computer networks. He is also responsible for the statewide TV network's 135,000 square-foot physical plant, which includes the current \$9 million expansion of MPT's largest production studio plus a new exterior for the Owings Mills headquarters.



# ➤ MPT FY20 HONOR ROLL

## MEMBERS OF MARYLAND PUBLIC TELEVISION

More than 63,000 persons support MPT as voluntary paid members. Although space prevents us from listing each by name, we thankfully acknowledge their endorsement of our work. We send special thanks to those 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!

## MAJOR DONORS, PLANNED GIFT DONORS, CHARITABLE GRANTS

### \$1,000,000+

Irene & Edward H. Kaplan  
The Lilly Endowment Inc.  
The Nora Roberts Foundation

### \$500,000+

Kathryn D. Lindquist & Terry Newendorp\*  
The Morton K. & Jane Blaustein Foundation  
The Ruth Carol Fund  
Anthony A. Ward

### \$250,000+

The Arthur Vining Davis Foundation  
The Clarisse Mechanic Foundation  
The E.T. & Robert B. Rocklin Fund

### \$100,000+

The Lord Baltimore Capital Corporation

The Catholic Communication Campaign

Annie E. Casey Foundation  
Estate of Mary E. Jewett  
Barbara Katz  
Robert E. Meyerhoff & Rheda Becker  
The Stavros Niarchos Foundation  
Doug Schwab & Betsey Hurwitz-Schwab  
Estate of Beverly Seeley  
Estate of Elfriede L. Sobernheim  
The SunTrust Foundation

### \$50,000 - \$99,999

Anonymous  
Alloy Family Foundation  
AMVETS Department of Maryland  
Michael J. Batza, Jr.  
The Blum-Kovler Foundation, Pursuing Solutions for America's Neglected Needs

The Ben & Zelda Cohen Charitable Foundation  
The Howard P. Colhoun Family Foundation  
Jennifer Feikin  
The Fetzer Institute  
Estate of Donald Johnson  
The France-Merrick Foundation  
The Kassap Family & Leo V. Berger Fund  
Jacob S. Shapiro Foundation, Stanley & Jane Rodbell

### \$25,000 - \$49,999

Baltimore County Commission on Arts and Sciences  
Gallagher Evelius & Jones, Rick Berndt  
Bonnie & Jere Broh-Kahn  
Mary Catherine Bunting  
Patrick & Donna Butler  
Patricia & H. King Corbett

Warren A. & Sharon A. Green  
Marion S. & Kim B. Leonard  
Earl & Darielle Linehan  
Arnold & Alison Richman  
Carolyn Rimes  
The William L. & Victorine Q. Adams Foundation  
The Phyllis L. & Leonard J. Attman Foundation Inc.  
The William G. Baker Memorial Fund  
The Henry & Ruth Blaustein Rosenberg Foundation  
The E. Rhodes & Leona B. Carpenter Foundation  
The Franciscan Friars  
The Philip Malkus Trust  
The Harvey M. Meyerhoff Fund, Inc.  
The Pearlstone Family Fund  
The Santa Maria Foundation, Inc.  
The Whiting-Turner Contracting Company  
John Anthony Wolf

### \$10,000 - \$24,999

Anonymous (3)  
Sheldon Dagurt  
Peter DeVos  
Marjorie Givarz  
Charles & Amy Newhall  
John & Katharine Patterson  
Frederick & Mary Louise Preis  
Barbara & Arthur Rothkopf  
Clair Zamoiski Segal  
Gordon Smith  
The NEA Big Read  
The Bunting Family Foundation

The Hanan & Carole Sibel Family  
Foundation

The Helen Pumphrey Denit  
Charitable Trust

The Delaplaine Foundation, Inc.

The Richard Eaton Foundation

The Colin & Alma Powell Family  
Charitable Fund

The Constance & Brooks Robinson  
Charitable Foundation

William C. Trimble Jr.

Larry D. & Sherry L. Unger

Ellen Wasserman

Louise Williams

### **\$5,000 - \$9,999**

Anonymous (1)

Suzi & David Cordish

Elaine Freeman

Virginia Geoffrey & John Andelin

Molly Lynch

Patricia & Mark Joseph, The Shelter  
Foundation

Carol Marrion

Beverly & John Michel

Dr. Betty Molina Morgan

Robert C. Musser & Barbara L. Francis

The Bresler Foundation

The Colio Giving Fund

The A.M. DiGiulian Foundation Inc.

The Nelson & Sara Fishman Family  
Foundation

The Jerome A. & Deena L. Kaplan  
Family Foundation

The Earle & Annette Shawe Family  
Foundation

The Tim & Barbara Schweizer  
Foundation, Inc.

The Judith W. & Alan Tapper Fund  
Susan & Howard Rosen

Richard Rynd

Nisha P. Soprey

Duchess Swift

Linda E. Taggart

Ellie K. Wang

James S. Wesley

George & Suzanne Wills

Jean Wyman

### **\$2,500 - \$4,999**

Amvets Post 7

Anonymous (5)

Penny Bank

Darlene M. Bennett

Marti Carvell

Wayne Coleman, In Memory of Gina  
Coleman

B.J. & Bill Cowie

Edward Delaplaine & Todd Wilson

Louisa C. Duemling

Julie Hamre

Isabelle Katzer

Erna & Michael Kerst

Judy & John Mitchell

Col. & Mrs. Walter J. Mitchell, Jr.

Katherine E. Nardone

David Newburn

Mary Beth & Robert Otto

Richard & Marylou Pectol

Timothy & Joanne Regan

The Riepe Family Foundation

Nadine Russell

Roz Ridgway & Ted Deming

Michael Rosenzweig & Joanna Schrock  
Dr. & Mrs. David M. Schwaber

Richard Shepard

Jennifer Stanley

The Orokawa Foundation

Kendall C. Valentine

Donna M. Waechter

Deborah & Paul Waxman

Joan M. Wolle

John Wood

### **\$1,200 - \$2,499**

Anonymous (10)

The Allen Family Charitable Fund

Katherine & Richard Arendt

Caroline & Myron Arms

Anne & Donald Ayer

Lillian Bauder

Tina & George Beneman

Heidi & Brian Berghuis

Terry Albertson & Kathleen Blackburn

David Boon

Ann & Kenneth Bowler

Katherine Burns

James Cain

David D. Celentano

Pamela Chappell

Dr. Robert T. Chasse

Erin & Andy Chrest

Diana Christiansen

Susan Cohn

The Cover Family Giving Fund

W. Thomas Curtis

The Irene C. & Mitchell J. Diamond

Charitable Trust

Elizabeth A. Curren & Dwain L. Winters

Letitia Davidson

Misti Dayton

Theodore Schmitt & Ann Marie  
DeBiase

Ruth Dix

Maureen Duignan

James Edmonds

Akram R. Elias

W. Keith Felts

Catherine Fiddes

The Roger & Katherine Feintheil  
Charitable Fund

Nathan & Esther Finkelstein

Larry & Joanie Friend

James Gallagher

Ernest C. Geisler, Jr.

Caroline D. Gabel

Shelly Gardeniers

Mary & Harry Gatanas

Sandra Levi Gerstung

The Bill Gilmore & Ted Frankel Fund

Gertrude M. Glenn

The Samuel & Grace Gorlitz  
Foundation

Kathleen T. & Bart A. Hall

Elizabeth Hamberry

Thomas Hamilton & Christine  
Hamilton

Mary Hanning

Barbara Hart

The Hecht-Levi Foundation

Diane E. Heller

Jean Helz

Thomas Hess & Ms. Sandra Hess

Julia F. Holloway

Judith & Francis Holm

The Hutcheon Charitable Gift Fund

Susan Horst & Mr. James Locey

## Who are these (essential) masked men?

Carol Hughes  
 Janet Jones & Chris Cobb  
 Richard & Leanne Kaslow  
 The Steven J. Katz Philanthropic Fund  
 Mary & Michael Kozub  
 Irwin Kramer  
 Sandra Leichtman  
 Richard M. Lerner  
 Phoebe Levering  
 Kathryn Lindquist  
 Dan Longo & Nancy Longo  
 David E. Magarik, M.D.  
 Thomas & Carrie Maslen  
 Jeffrey Leco & Moira Mattingly  
 Linda L. Mayer  
 Laura McAuliffe  
 Susan McCarthy  
 Randall & Carolyn McFarlane  
 Nancy McGuire  
 Maureen & Michael McMurphy  
 Merrilee Miller  
 Skip & Fran Minakowski  
 Virginia Moore  
 Roy & Judy Nelson  
 Sheila S. & Lawrence C. Pakula  
 Rusty Palmer  
 Dale & Anthony Pappas  
 James D. Parker, M.D.  
 The O.L. Pathy Family Foundation, Inc.  
 Edward Pfeffer  
 Mary Lee Phillips  
 Barbara & Scott Price  
 Marjorie Rachlin  
 Celeste & Les Riddle  
 Judge Mary Ellen T. Rinehardt  
 Charles T. Robinson  
 Ruth A. Roush  
 Myrta & Kenneth Sale  
 Jean E. Samuels  
 The Lee & Sheila Shaw Charitable  
 Gift Fund



1] Michael Woodard, production editor, in tape room.

2] Brandon Holthaus, senior AVID editor, social distancing in an edit suite.

Eric Schlegel  
 The Sidewinder Charitable  
 Foundation  
 Maxine I. Smith  
 Carolan & Brian Stansky  
 Elizabeth Suarez  
 Margery & William Sullivan  
 Karen Sutter  
 Mrs. Doris Sweet, In Memory of Don  
 Sweet  
 Irma Tetzloff  
 The Time Group  
 Larry & Betty Thompson  
 Maurice & Teri Tosé  
 The Robb & Elizabeth Tyler  
 Foundation, Inc.  
 Jamie Gorelick & Richard Waldhorn  
 Crystal & David Walker  
 Beth Wehrle  
 Don & Kathy Westbrook  
 Jennifer White  
 Louise S. Widdup  
 Ellen C. Williams

*\* deceased*

## NATIONAL PRODUCTION FUNDERS

Agora Restaurant Corp./Molyvos  
 Restaurant  
 Alpha Estate Wine  
 American National Insurance Company  
 Athens International Airport  
 Avantis Estate Wine  
 Basques Hardwood Charcoal, Inc.  
 Big Green Egg, Inc.  
 Blue Rhino/Ferrellgas L.P.  
 Catholic Communication Campaign  
 Celestyal Cruises  
 Creekstone Farms Premium Beef LLC  
 Ethics & Excellence in Journalism  
 Foundation  
 Federation of Chians Cultural  
 Educational Fund, Inc.  
 Fire Magic Grills/RH Peterson Co.  
 Flying Olive Farms, LLC/Vrisi 36  
 Franciscan Friars, Province of St. John  
 the Baptist  
 George & Judy Marcus Family  
 Foundation  
 Gerovasiliou Estate Wine  
 Great Food 57th St LLC/Ousia  
 Restaurant

Grecian Delight Foods  
 Green Mountain Grills/GMG  
 Products LLC  
 Indiegogo (crowdsource) donors  
 Kalamazoo Outdoor Gourmet  
 Kendra Scott, LLC  
 Kenmore/Transform SR Brands  
 Management LLC  
 Lilly Endowment Fund  
 Mary Katherine Bunting  
 Maverick Industries, Inc.  
 Nick & Eleanor Chabraja Foundation  
 Novacert LTD/Feta PDO  
 Piraeus Bank  
 RockAuto, LLC  
 Rougette Bonfire Grilling Cheese/  
 Champignon North America, Inc.  
 Santa Maria Foundation  
 Shun Cutlery / KAI USA, Ltd.  
 Skip & Fran Minakowski  
 Smoke 'n' Fire Inc.  
 State Farm Mutual Automobile  
 Insurance Company  
 Stavros Niarchos Foundation  
 Stelios Vassilakis  
 The Behrakis Foundation  
 The Bunting Family Foundation  
 The Captain Vassilis and Carmen  
 Constantakopoulos Foundation  
 The Fillo Factory, Inc.

The National Hellenic Museum  
 The National Hellenic Society  
 Tire Rack  
 TuVuNu  
 Weber-Stephen Products LLC  
 Workman Publishing Co Inc.

## REGIONAL PRODUCTION FUNDERS

Alex Cooper Auctioneers  
 Delmarva Poultry Industry  
 Eastern Shore Higher Education  
 Center  
 Eddie-Mercer Agri-Services, Inc.  
 Mar-Del Watermelon Association  
 Maryland Agricultural & Resource  
 Based Industry Development  
 Corporation  
 Maryland Agricultural Education  
 Foundation  
 Maryland Association of Soil  
 Conservation Districts  
 Maryland Economic Development  
 Corporation  
 Maryland Farm Bureau

Maryland Grain Producers  
 Utilization Board  
 Maryland Nursery Landscape &  
 Greenhouse Association  
 Maryland's Best  
 MidAtlantic Farm Credit  
 Rural Maryland Council  
 Southern Maryland Agricultural  
 Development Commission  
 The Keith Campbell Foundation  
 United States Department of  
 Agriculture/Natural Resources  
 Conservation Service  
 Wegmans Food Markets

## CO-PRODUCTION PARTNERS

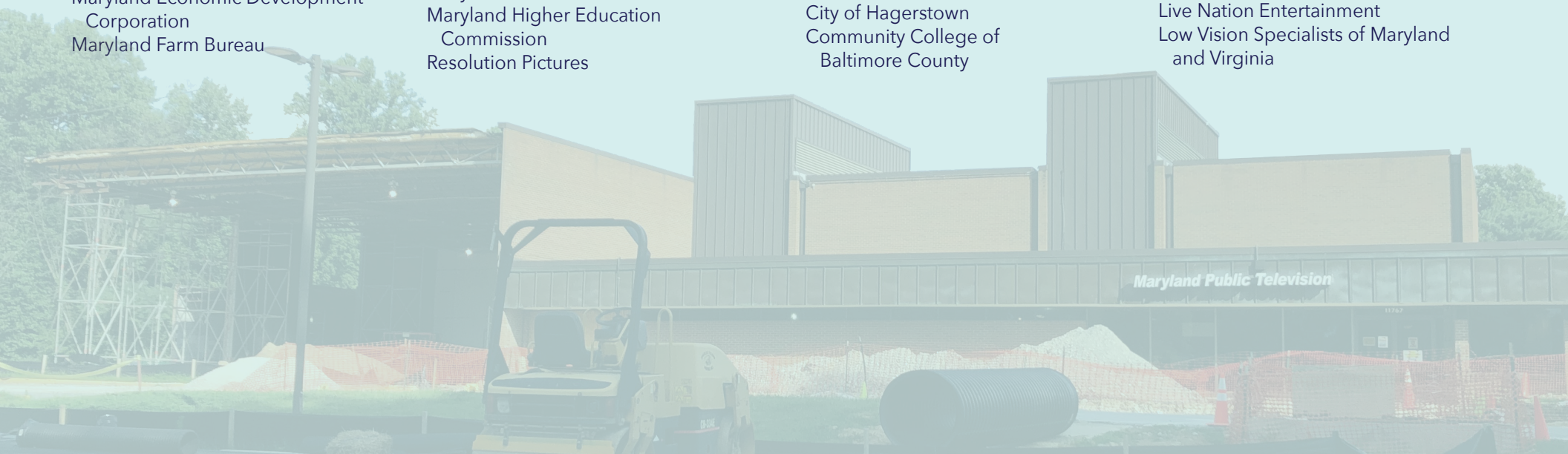
89.7 WTMD-FM  
 Barbacoa, Inc.  
 Cars.com, LLC  
 Maryland Department of Agriculture  
 Maryland Department of Natural  
 Resources  
 Maryland Environmental Services  
 Maryland Higher Education  
 Commission  
 Resolution Pictures

Samuel Riggs IV Alumni Center  
 University of Maryland Medical  
 System  
 WBAL News Radio 1090 & FM 101.5  
 WBAL-TV 11

## CORPORATE SPONSORS

Academy Art Museum  
 Alliance for the Chesapeake Bay  
 Annapolis Opera  
 Archdiocese of Baltimore  
 B&O Railroad Museum  
 Baltimore Area Chick-fil-A Restaurants  
 Baltimore Symphony Orchestra  
 Calvert County Department of  
 Economic Development  
 Carroll County Tourism  
 Catholic Charities of Baltimore  
 Chesapeake Bay Foundation  
 Chesapeake Bay Maritime Museum  
 Chesapeake Shakespeare Company  
 Theater  
 Chimes  
 City of Hagerstown  
 Community College of  
 Baltimore County

Cruise Maryland  
 Dorchester County Office of Tourism  
 Enoch Pratt Free Library  
 EPIC  
 Everyman Theatre  
 Folger Theatre  
 Frederick Speaker Series  
 FreedomCar  
 Ginger Cove  
 Girl Scouts of Central Maryland  
 Graves School of Business  
 Greater Wilmington Convention and  
 Visitors Bureau  
 Howard County Library System  
 Howard County Recreation and Parks  
 Idlewild & SoakZone  
 JxJ Festival  
 Kaiser Permanente  
 Kent County Economic Development  
 Keswick  
 Keystone Korner Baltimore  
 Leaders of Tomorrow Youth Center  
 Legacy Consulting LLC  
 Library of Congress  
 Lighthouse Senior Living  
 Live Nation Entertainment  
 Low Vision Specialists of Maryland  
 and Virginia



Mannheim Steamroller  
 Marstudio  
 Martinsburg-Berkeley County  
 Convention & Visitors Bureau  
 Maryland 529  
 Maryland Commission on Civil Rights  
 Maryland Courts  
 Maryland Department of Health  
 Maryland Department of Housing  
 and Community Development  
 Maryland Department of  
 Veterans Affairs  
 Maryland Energy Administration  
 Maryland Energy Management  
 Agency  
 Maryland Health Benefit Exchange  
 Maryland Higher Education  
 Commission  
 Maryland Humanities  
 Maryland Relay  
 Maryland State Board of Elections  
 Maryland State Department  
 of Education  
 Maryland State Library (MSLBPH)  
 Meals on Wheels  
 MedStar Health  
 Mercy Ridge  
 Modell Performing Arts Center  
 at The Lyric  
 Mosaic Theater Company  
 Moser Consulting  
 Murphy Fine Arts Center  
 NAMI  
 Outer Banks Visitors Bureau  
 PNC Bank  
 Prince George's County Memorial  
 Library System  
 Qlarant  
 Residences at Vantage Point  
 Roland Park Place  
 S&K Roofing Siding & Windows

## The most "uplifting" FY20 event

We never tire of sharing this photo of the July 30, 2019, replacement of the transmitter at MPT's Annapolis tower. A helicopter crew delivered a 16,800-pound spacer and antenna to the top of the tower, roughly 900 feet in the air. The Annapolis work was one of three antenna replacements prompted by spectrum repacking in FY20. The Oakland and Hagerstown towers were also impacted as MPT changed their broadcast frequencies as required by the FCC repacking process.



Sage Policy Group, Inc.  
 Salisbury University  
 Shakespeare Theater Company  
 Shen Yun Performing Arts  
 Shore United Bank  
 Solar Energy World  
 Southern Maryland Agricultural  
 Development Commission  
 Studio Theatre  
 Sun Nurseries  
 Talbot County Office of Tourism  
 The Collins Firm  
 The Maryland Zoo in Baltimore  
 The Mechanical Contractors  
 Association of Maryland  
 The University of the District  
 of Columbia  
 The Western Maryland City  
 Ballet Company  
 The Wright Firm  
 Theater J  
 Towson University  
 U.S. Oyster Festival  
 United States Census Bureau

United Way of Central Maryland  
 University of Maryland Art Gallery  
 University of Maryland Capital Region  
 Health  
 University of Maryland Center for  
 Environmental Science  
 University of Maryland Medical  
 Center  
 University of Maryland School of  
 Nursing  
 University of Maryland, Baltimore  
 University of Maryland, Baltimore  
 County  
 Vansant Mewshaw  
 Visit Hagerstown  
 Visit Harford  
 Washington County Convention  
 & Visitors Bureau  
 Waterfowl Festival  
 Weinberg Center for the Arts  
 Wild Birds Unlimited  
 Woolly Mammoth Theatre Company  
 York County History Center

## EDUCATION FUNDERS

Corporation for Public Broadcasting  
 Delaplaine Foundation, Inc.  
 FableVision  
 Jerome A. and Deena L. Kaplan  
 Family Foundation  
 Library of Congress  
 Maryland Department of Health  
 Maryland Humanities  
 Maryland State Department  
 of Education  
 PBS  
 Richard Eaton Foundation  
 WGBH Educational Foundation

## EDUCATION PROJECT PARTNERS

Baltimore City Public Schools  
 Baltimore City Recreation and Parks  
 Baltimore County Public Schools  
 Carrie-Murray Nature Center  
 EdCamp Foundation  
 Enoch Pratt Free Library,  
 Walbrook Branch  
 FableVision  
 Gateway to Success Learning Center  
 George Carver Center for Arts  
 and Technology  
 Judy Center at Liberty Elementary  
 School  
 Judy Centers, Frederick County  
 Laugh-n-Learn Family Daycare  
 Liberty Elementary School  
 Library of Congress  
 Maryland Department of Health  
 Maryland Humanities

Maryland State Department of Education  
 Montgomery College  
 PBS Education  
 Ready at Five  
 Towson University

## IN-KIND DONORS

### Auction & Flea Market donors

50/50 Company  
 A. Aubrey Bodine  
 Adventure Park USA  
 Alpine Lake Resort  
 American Helicopter Museum  
 American Visionary Arts Museum  
 Arena Stage  
 Ayers Creek Adventures  
 Ballet Theatre of Maryland  
 Baltimore Chef Shop  
 Baltimore Choral Arts Society  
 Baltimore Clayworks  
 Baltimore Museum of Industry  
 Basignani Winery  
 Beaver Dam Swim Club  
 Black Ankle Vineyards  
 Bobby McKeys  
 Captain James Landing  
 Carroll County Arts Council  
 Mike Cavaliere  
 Centerstage  
 Chanticleer  
 Charm City Ballet  
 Chesapeake Shakespeare Company  
 Christmas Tree Skirts by Patricia  
 Christmas Village in Baltimore  
 Citron Restaurant  
 CityFam, Inc.  
 Clayground  
 Coach Wootten's Basketball Camp  
 Coal Fire  
 Comfort Suites Chincoteague

Crayola Experience  
 Delaware Art Museum  
 Dover International Speedway  
 Earth Treks  
 Elite Island Resorts  
 Eurail  
 Evergreen Museum and Library  
 Everyman Theatre  
 Ford's Theatre  
 FX Studios  
 Glen Echo Park  
 Havre de Grace Arts Collective  
 Hidden Hills Farm and Vineyard  
 Hippodrome  
 Holiday Inn Oceanfront  
 Houghton Mifflin Harcourt  
 Jody Jenkins  
 Johns Hopkins Odyssey Program  
 Keith & Becky Kelley  
 Tom Kelly  
 Koco's Pub  
 Ladew Topiary Gardens  
 Land of Little Horses  
 Larriland Farm  
 Launch Trampoline Park  
 Linden Row Inn  
 M Power Yoga  
 Ma Petite Shoe  
 Madame Tussauds DC  
 Main Street Oriental Rugs  
 Maryland Ensemble Theatre  
 Maryland Historical Society  
 Maryland Jockey Club  
 Maryland Science Center  
 Meadow Mill Athletic Club  
 Merriweather Post Pavilion  
 Mid Atlantic Center for the Arts  
 Skip & Fran Minakowski  
 Miss Shirley's Café  
 Mouth Party Caramels  
 Nationals Great Blacks in Wax

## WHERE IN THE WORLD IS THE MPT STICKER?



**Bill Ferguson, president of the Maryland Senate, had just the right decoration for his laptop at the 2020 Maryland General Assembly session in Annapolis in this photo snapped by MPT's Sue Kopen, who was on hand to cover the session for *State Circle*.**



**Julie Drizin, executive director of the public broadcasting newspaper *Current*, illustrated a March 2020 article about stations' adapting to the pandemic by showing her own teleworking routine.**

## Essential workers mask for the task



1] Production Services' Bob Mixer, post production supervisor, is masked and on duty in the tape room.

2] In Master Control, Jeff Wachter, supervisor, gives the thumbs-up.

3] Rob Michaud performs essential duties in an edit suite.

Olney Theatre  
 Philadelphia Chamber Music Society  
 Port Discovery  
 Queenstown Outlets  
 Rachael's Dowry Bed & Breakfast  
 Rams Head On Stage  
 Retropolitan  
 REV Cycle  
 Richmond Symphony  
 Ripley's Believe It Or Not  
 River Riders  
 Rosebud Perfume Co  
 Route One Apparel  
 Royal Sonesta Harbour Court  
 Sagamore Spirit  
 Salted Vines Vineyard  
 Sandy Spring Museum  
 Santoni's  
 Sesame Place  
 Smyth Jewelers  
 Socksmith  
 Soul-utions Hypnosis  
 Springhill Suites Annapolis  
 Sweet Elizabeth Jane  
 Tara Mulder  
 Taste of Frederick Food Tours  
 The British Players  
 The Nest on Main  
 Third Eye Comics  
 Valley View Farms  
 Ward Museum  
 Watermark  
 Way Off Broadway  
 Weinberg Center  
 Westin Annapolis  
 WGBH  
 Winterthur  
 ZavaZone

### Event support

Cinemark  
 Classic Catering

DJ Royce Ball  
 Rhea Feikin  
 Full Tilt Brewing  
 Irvine Nature Center  
 Kate Pearl Tea Room at Gypsy's  
 Michael Ross  
 VFW Post 5118  
 Visit Harford  
 Water's Edge Event Center

## 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](http://mpt.org/support/volunteer).

## PLEDGE VOLUNTEER GROUPS

MPT is grateful to have the assistance of organizations that pitch in to help on our on-air fundraising appeals. For FY20, our pledge phones were staffed by the following groups:

AIA Baltimore | The American Institute of Architects,  
 Baltimore Chapter  
 American Red Cross  
 Backwater Angler  
 Coppin State University  
 Dulaney High Key Club  
 Maryland Women's Expo  
 MPT Alumni  
 MY MD Area/Fells Point Festival  
 Women's Leadership Forum

## VEHICLE DONATIONS

MPT expresses its appreciation to donors in Maryland, northern Virginia, and Washington, D.C. who generously donated vehicles to us in FY20. All told, 85 vehicles (primarily cars and SUVs but some trucks, too) were donated and yielded \$69,430 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 FY20 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:

Baltimore Center Stage  
 Baltimore Humane Society Dog Fest  
 Baltimore Symphony Orchestra  
 Black Cherry Puppet Theater  
 Bridges to Opportunity  
 Bridging the Gap  
 Children's National Hospital  
 Chimes International, Ltd  
 Everyman Theatre  
 Heart Smiles  
 Hippodrome Theater at the France-Merrick Performing Arts Center  
 Leaders of Tomorrow Youth Center  
 Maryland Film Festival  
 Model Performing Arts Center at the Lyric  
 Olney Theatre Center  
 Quarry Theatre  
 Young Audiences



*Sesame Street's Elmo took precautions in a time of pandemic, too, as he joined in greeting visitors to the MPT lobby in spring 2020. (photos by Keith Kelley)*

## MPT STAFF RESPONDS TO CORONAVIRUS CONDITIONS

Our full- and part-time staff members do their jobs well. But in FY20, many went beyond their job duties to demonstrate exceptional community spirit and generosity. This is a brief recap of our employees' personal commitments to good citizenship and support for important community causes.

Staff efforts centered on generous blood donations the American Red Cross (57 employees and others, July 2019, January 2020), participation in the Health and Wellness initiatives (16 separate in-person events and others

online), and contributions to worthy nonprofits through the Maryland Charities Campaign.

Beginning in March 2020, MPT's Human Resources team stepped up in the face of the COVID-19 crisis to offer weekly fitness and mental health virtual classes/meetings to help colleagues deal with and respond to the new remote working environment.

## Take an MPT history tour online

The MPT 50<sup>th</sup> anniversary exhibit is still on display at the University of Maryland's Hornbake Library, but the library had not reopened from the coronavirus shutdown as of annual report press time. Happily, there's a way to tour the entire exhibit. You can still see the sights and read the text about MPT's beginnings, its programming through the years, how MPT's video and artifacts are preserved, and enjoy some other special features. Just visit <http://lib.umd.edu/mpt-turns-50> and enjoy a walk-through of the exhibit called "Made Possible By Viewers Like You: Maryland Public Television Turns 50."



# THE YEAR IN PHOTOS



1] The crew of the MPT series *Artworks* gathers around host Rhea Feikin in January 2020 at the conclusion of taping for Rhea's final show before her retirement. Senior Producer Susanne Stahley (on Rhea's right) and team marked the occasion with a reception and presentation of roses to the longtime "First Lady" of MPT.

2] Steven Schupak (left), MPT chief operating officer, receives the 2019 Distinguished Alumnus Award, the highest accolade for alumni at the University of Maryland Global Campus (formerly University of Maryland University College) from Michael Freedman, president of the National Press Club and journalist-in-residence at the college.

3] Flanked by MPT CEO Larry D. Unger (left) and Pat Butler, president and CEO of America's Public Television Stations (APTS), Maryland State Senator Nancy J. King accepts the APTS Champion of Public Broadcasting Award in February 2020. Senator King authored Maryland Senate Bill 1034, a groundbreaking law that carries important provisions for the funding of the Maryland Public Broadcasting Commission, the governing body of MPT. Senator King is the first state legislator to ever receive the Champion of Public Broadcasting Award from APTS.

4] Larry D. Unger, MPT CEO (center), is flanked by (left to right) Dr. Laura Schnitker, curator of the exhibit "Made Possible by Viewers Like You: Maryland Public Television Turns 50" at the University of Maryland's Hornbake Library, and Adriene Lim, Ph.D., dean of University Libraries at College Park. The trio was photographed at the UMCP-hosted opening reception for the exhibit in October 2019.

5] Staff and students from The Harbour School visited MPT in September 2019 to present a Maryland-themed quilt that the students made to show their appreciation to MPT. For the past dozen years, the school has brought volunteers to MPT studios from among its student body, and MPT has supplied on-campus work opportunities for them. The Harbour School provides a rigorous, project-based curriculum to students with autism, Asperger's syndrome, and other learning challenges.

# THE YEAR IN PHOTOS



6



7



8



9



10

6] MPT videographer Dave Earnest along with the network's DJI Inspire 2 ("the big drone") prep for a day of lighthouse shooting for the MPT documentary *Chesapeake Beacons* in October 2019. The drone features retractable landing gear that enables MPT operators to achieve 360 degree camera rotation without obstructions. This aircraft recorded the majority of the aerial video for the MPT documentary that debuted during the 2020 Chesapeake Bay Week observance. Dave is an FAA-certified sUAS (small Unmanned Aircraft Systems) pilot. (photo by Tim Pugh)

7] In October 2019, the Baltimore County Commission on Disabilities presented an award to MPT as its "Volunteer of the Year." MPT was nominated for the honor by Douglas Smith of The Chimes, Inc. For many years, MPT has welcomed clients of Chimes, The Harbour School, and Itineris for on-campus work benefiting many of its departments. On hand for the ceremony were (left to right) Baltimore County Executive Johnny Olszewski, MPT's Larry Unger, and representatives of the commission.

8] Appreciative MPT fans gathered around actress Karolyn Grimes (seated) who played Zuzu in the 1947 film *It's a Wonderful Life*. Ms. Grimes came to MPT in September 2019 as part of a work-for-hire job performed by MPT Production Services for independent TV producer Wonderful Living Media for its series *Angels Among Us*. Ms. Grimes is host of the series.

9] In October 2019, CEO Larry D. Unger (center, with microphone) and Chief Operating Officer Steven Schupak (on CEO's left) traveled to Tokyo to visit the headquarters of NHK, Japan's public broadcasting network. MPT has carried NHK's English-language channel NHK WORLD-JAPAN since 2017. In addition to signing a new contract to extend its presentation of NHK WORLD-JAPAN on MPT's fourth broadcast channel for three years, the MPT representatives discussed current programming on the channel and explored collaborative co-production concepts with their Japanese counterparts.

10] Sometimes MPT's commitment to community involvement brings an organization to the MPT campus. In fall 2019, MPT hosted a meeting for three dozen members of the Baltimore Public Relations Council and provided an information panel to respond to the members' many questions about the network. Furnishing the answers on MPT's behalf were (left to right) Joe Ligo, Sarah Sampson, Mark Keefer, and Linda Castrilli.

# ➤ A STUDIO FOR THE NEW CENTURY



Work on the major expansion of MPT's largest production studio began in early 2020 with the dismantling of walls and interior demolition. Construction moved into high gear in early summer, and by September an observer could clearly see the full scope of the project, which will grow the studio footprint from 4,800 to 8,500 square feet.

When complete in late 2021, the expanded Studio A will be LEED-certified and feature much-needed production enhancements, as well as updated safety features and cost-saving mechanical systems. The studio will also have for the first time a flexible seating structure for 165 audience members. On top of all that, the remodeled studio will display a new name – The Irene and Edward H. Kaplan Production Studio – in honor of two of MPT's most generous benefactors.

We can't wait to open the doors and invite you to see this outstanding facility!



# STATION LEADERSHIP

## Maryland Public Broadcasting Commission (as of 7/1/20)

Edward H. Kaplan, **Chair**, Real estate developer/investor, Chesapeake Management Corporation

Betty Molina Morgan, Ph.D., **Vice Chair**, CEO, Morgan Education Group

Richard J. Bodorff, Partner, Wiley Rein, LLP

Debra A. Bright, Ed.D., Associate Dean of Student Affairs, Montgomery College

Shelly L. Gardeniers, Owner, Artis Strategic Consulting, LLC

Irwin R. Kramer, Managing Partner, Kramer & Connolly

Howard J. Rosen, CPA, Partner, Rosen, Sapperstein &

Friedlander, Chartered

Karen B. Salmon, Ph.D., Superintendent of Schools

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 7/1/20)

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

Richard Bodorff, Partner, Wiley Rein, LLP

H. King Corbett, Executive Vice President/Chief Lending Officer, CFG Bank

W. Thomas Curtis, CFP (R), EA, Managing Director, FSP and Associates, LLC

Sheldon Dagurt, Of Counsel, Fedder and Garten Professional Association

Robert C. Douglas, Esq., Partner, DLA Piper

Rhea Feikin, freelance actor

Elaine Freeman, Vice President for Communications (retired), Johns Hopkins Medicine

Shelly Gardeniers, Consultant/Owner, Artis Strategic Consulting, LLC

William B. Gilmore, former CEO, Baltimore Office of Promotion and the Arts

Edward H. Kaplan, *ex officio*, Chairman, Maryland Public Broadcasting

Commission; Real estate developer/investor, Chesapeake Management Corporation

Harry Kassap, Principal, Kassap Investments, LLC

Joy Thomas-Moore, President & CEO, JWS Media Consulting

Betty Molina Morgan, Ph.D., CEO, Morgan Education Group

Mary Louise Preis, Esq., The Platt Group, Inc.

Stanley F. Rodbell, CFP®, Associate, Academy Financial, Inc.

Richard Rynd, President, Rynd Enterprises

Beth E. Suarez, Director, Development, Navy-Marine Corps Relief Society

Paul G. Ullmann, Vice President, SunTrust Investment Services, Inc.

Ellie K. Wang, Contracting physical therapist; freelance actor

Patrick Butler, Chair Emeritus, President & CEO, America's Public Television Stations (APTS)



Joining a private celebration of the retirement of MPT's First Lady, Rhea Feikin (center), in February 2020 were (left to right) Patrick Butler, chair emeritus, MPT Foundation; Irene Kaplan; MPT CEO Larry D. Unger; and Edward H. Kaplan, chair, Maryland Public Broadcasting Commission.

## MPT Management (as of 7/1/20)

### Executive Management

Larry D. Unger, President & Chief Executive Officer

Steven J. Schupak, Executive Vice President, Chief Operating Officer

George R. Beneman II, Senior Vice President, Chief Technology Officer

Travis Mitchell, Senior Vice President, Chief Content Officer

Suzanne 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, On-Air Fundraising & Development Productions

Kate Pearson, Programming & Acquisitions

Kristen Penczek, Audience Engagement

Krista Respass, Early Childhood Education Services

Vera Turner, Membership

Harry Vaughn, Production Services

Jennifer White, Digital Fundraising

Tom Williams, Communications

Susan Wolfinger-Schmitt, Human Resources

### Other

Andy Levine, Legal

Fran Minakowski, Senior Advisor to the President

## WORKPLACE GIVING BENEFITS MPT

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.

Combined Federal Campaign, Chesapeake Bay Area	# 60868
Combined Federal Campaign, National Capital Area	# 60868
Combined Charity Campaign for Baltimore City	#1995
United Way of Central Maryland Private Sector Campaign	#1995
United Way of the National Capital Area	(donors write in "MPT Foundation, Inc.")
Maryland Charities Campaign	(donors write in "MPT Foundation, Inc.")

The MPT Foundation, Inc. holds registration #485 and charity designation code #112612 issued by the Charities and Legal Services Division of the State of Maryland's Office of the Secretary of State.



MARYLAND  
PUBLIC  
TELEVISION

11767 Owings Mills Boulevard || Owings Mills, Maryland 21117-1499  
(410) 356-5600 || [mpt.org](http://mpt.org)

Writers/editors: Fran Minakowski, APR, Fellow PRSA;  
Tom Williams, APR

Photo coordinator: Michael MacFee

Design: It's A Snap Design

Principal photography: Larry Canner Photography

Editorial and production assistance: Jim Bigwood, Becky Kelley

For additional copies, please call (410) 581-4138.

© 2020. Maryland Public Broadcasting Commission