

Reinvention.

2021 Annual Report & Honor Roll



MISSION

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

GUIDING PRINCIPLES

Integrity

We'll pursue truth, transparency, and accuracy in all our actions on behalf of those we serve. We'll earn and keep the trust placed in us.

Respect

Each staff member will treat others inside and outside our organization as each of us wishes to be treated. We will demonstrate impartiality and compassion, patience and understanding in all our dealings with others.

Servant leadership

We won't forget that we are a staff who exists to serve the people, institutions, and organizations of Maryland and beyond. We'll be good citizens and cultivate good citizenship in others.

Innovation

We are journalists, storytellers, and curators who shall constantly pursue new, engaging ways to entertain, educate, and inspire our audiences.

Collaboration

In our program content, education services, and events, we won't act alone but shall seek out partners to enrich our activities, give voice to an array of viewpoints, foster dialogue, and enhance our ability to reach audiences everywhere.

CUSTOMER SERVICE PLEDGE

MPT is a public service and educational media organization that serves members, donors, viewers, and the community at large. We pledge to serve these individuals and their families first by listening closely to fully understand their needs, concerns, and requests.

We want our constituents to know they are important to us and that they are appreciated. We do this by demonstrating patience, respect, and responsiveness. Whether a caller gets in touch for just a friendly chat or needs help with a problem, we'll listen closely and be sincerely interested, never forgetting that our constituents also deserve fast, efficient service. We are an organization that values kindness and understanding more than formal business protocols.

MPT will do its utmost to help our constituents understand our services, technology, and systems so they can fully appreciate and engage with our content.

We strive to be timely in our responses, say "yes" whenever possible, always fulfill what we promise, and apologize when something goes wrong. MPT will work to exceed expectations, always thanking our members, donors, and viewers and soliciting their feedback at every opportunity. This is our customer service pledge.

ON THE COVER

Longtime public affairs host Jeff Salkin converted a comfortable den in his Howard County, Maryland, home into a broadcast studio, a reinvention prompted by the pandemic. From these quarters, he hosts the weekly series Direct Connection and State Circle among other programs. Jeff looks appropriately dignified for this annual report cover photo. Please see the back cover, however, for his normal COVID-19-prompted broadcast attire.

Message from the president and the station manager

Reinvention.

The pandemic that changed the world and this statewide network in FY21 sparked innovation and creativity. It was not possible to operate as we had since 1969 with dozens of skilled craftspersons and administrators routinely coming to campus for productive days and nights, making television and using platforms old and new to tell stories and engage citizens.

Instead, the pandemic prompted what quickly became routine in for-profit and nonprofit organizations alike around the globe: teleworking. But how to operate a multi-million-dollar business and produce memorable content for our audiences from nearly 150 locations throughout Maryland, the home-based “offices” of our staff? Answer: reinvention. We learned to go about our work differently, embracing a “new normal,” and adapting to ever-changing circumstances.

This annual report examines a reinvented Maryland Public Television and is dedicated to the members and viewers who backed us along the way. As we write this, we still don't know what the future brings, but we're supremely confident that this team – buttressed by our donors, members, and viewers and guided by our commission and foundation board – will step up and stand out. Thank you for reading this 12-month recap of our year of reinvention.



Larry D. Unger
President & CEO

Steven J. Schupak
Executive Vice President
& Station Manager

Larry D. Unger
Steven J. Schupak

MPT by the numbers

Operates **4** channels 24/7



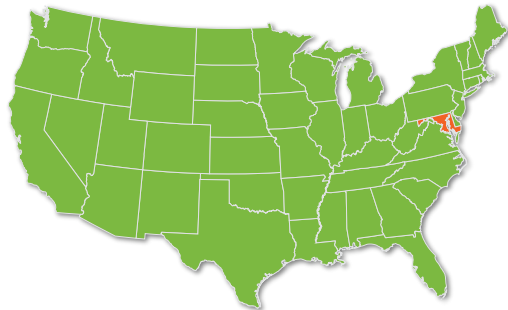
mpt | digital studios

198
web-exclusive features
(58 added in FY21)

185 regional Emmys®
(4 national Emmys)



12th in revenue among
151 PBS stations



on-demand views
594,200

on-demand watch time
12,000 HOURS
livestream viewers

21,174
livestream watch time
50,092 HOURS

On-demand streaming
(via MPT video player)

<i>video.mpt.tv</i> streams	<i>video.mpt.tv</i> users
441,535	410,977



5 decades delivering resources
for early childhood and
pre-K-12 education

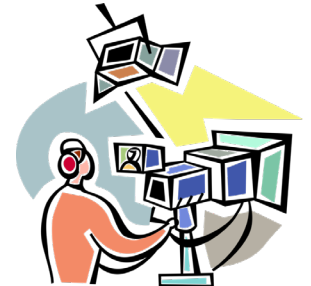


69,888 paid members
(20,471 sustainers)



Broadcast TV
MPT-HD & MPT2/Create®

1.34
million
monthly
viewers



... and still more FY21 numbers

Long-running series

MotorWeek

Television's Original Automotive Magazine

broadcasting nationally
since 1981



weekly regional public affairs
since 1982

OUTDOORS
Maryland

weekly regional nature/environment
since 1988

**direct
connection**

with Jeff Salkin

weekly regional public affairs
since 2001

MotorWeek

YouTube channel

subscribers

350,000

on-demand views

27.3 million

on-demand watch time

1.5 million hours



online streaming
(via MPT video player)

pbs.org/show/motor-week streams

457,338

podcasts

motorweek.org/features/podcasts

26 episodes

270,603 downloads

Website pageviews



mpt.org

2,753,265

motorweek.org

2,683,900

October 5, 1969

first broadcast

870+
productions over
50+ years

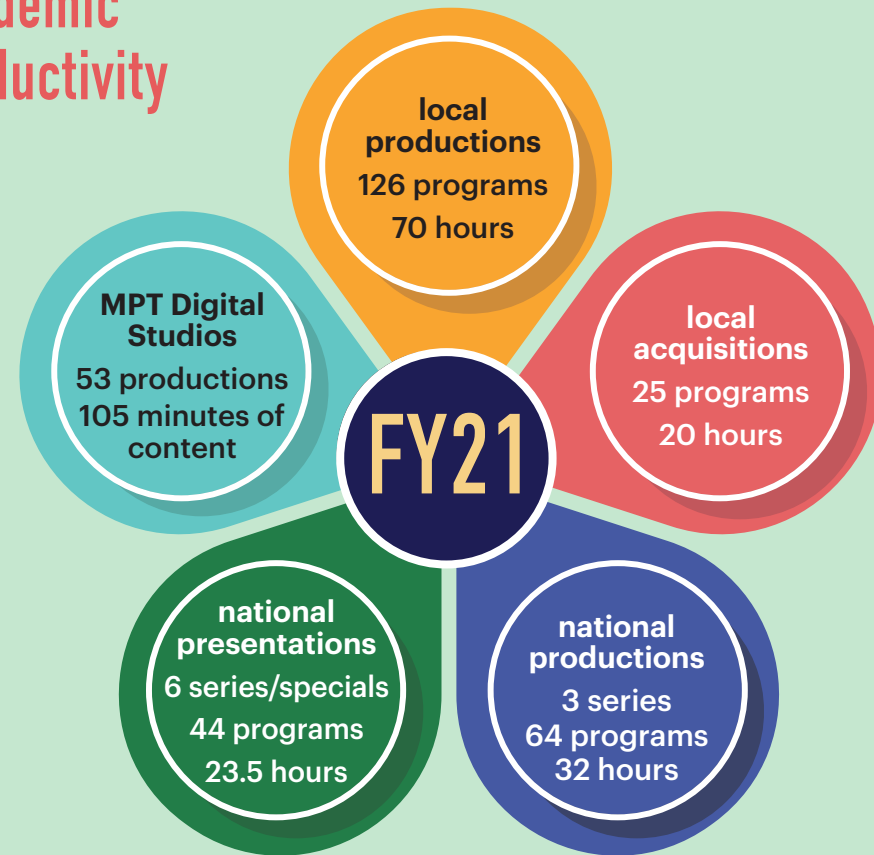


Content during COVID-19 demands new production techniques

It's unthinkable that even a worldwide virus could stall the storytelling and public affairs programming for which MPT has been known since 1969. But what a virus *can* do is induce producers, writers, videographers, and talent to tackle their assignments in novel ways.

In FY21, the content intended for air on MPT's two primary channels, MPT-HD and MPT2/Create®, or destined for online viewing thanks to MPT Digital Studios, was frequently taped remotely or – if in person – recorded by masked personnel at safe distances. Rooms in a family home became ersatz TV studios, and mobile devices became surrogates for expensive studio robotic cameras. High-flying drones – inherently at safe distances – zeroed in on interview locations. Reinvention was the order of the day.

Pandemic productivity



Creatures of the Chesapeake was a cornerstone production of 2021's Chesapeake Bay Week.



Host Frank Sesno takes a momentary break in the taping of FY21's *Chesapeake Bay Summit*.



The following is a recap of the programs that viewers enjoyed during FY21:

Local productions

Ranging from 30-minute programs to two-hour specials, these productions were made here for MPT's primary statewide audiences.

Arts/culture

Baker Artist Awards 2020
Celebrate: Artworks and the BSO
Chesapeake Collectibles
The BSO Honors Marin Alsop

News/public affairs

A Conversation on Race and Policing
Commitment 2020: Baltimore Mayoral Debate
Direct Connection
Direct Connection Election Special
Direct Connection: Staying Safe During COVID-19
Direct Connection: What's Next for Racial Justice?
MLK Speaks: A Conversation with America State Circle

Natural history

Chesapeake Bay Summit
Creatures of the Chesapeake
Maryland Farm & Harvest
Outdoors Maryland



Education

Maryland Teacher of the Year
Ways to Pay For College 2021

Local acquisitions

While not made by the MPT team, these productions from independent producers or distributors were secured by MPT programmers for our viewers to enjoy.

After the Storm: Pollution in the Potomac
Anyone Like Me
Book By Its Cover
By Any Means Necessary: Stories of Survival
CRI: The Story About Juan Pineda
David Susskind: MLK Interview 1963
Deserted
Five Days in August
Gatherings
Mr. Besley's Forest
Nobody Wants Us
Painted City
Pieced Together
Pip and Zastrow: An American Story
Power of the Paddle
Run Wild Run Free: 50 Years of Wild & Scenic Rivers
Shaw Rising
SPENT: Discussing Dementia
SPENT: The Hidden Cost of Dementia
Tales of Belair at Bowie
The Beaver Believers
The Invalid Corps
The Mountain Minor
The Sentinels

MPT's Al Spoler (left), host of "The Local Buy" segment on *Maryland Farm & Harvest*, chats with farmer Jim Lindauer during an FY21 taping of the popular MPT series.

National productions

In FY21, an MPT cast and crew made these series for national – and international – distribution.

MotorWeek, Season 39
MotorWeek, Season 40

The *MotorWeek* crew increasingly relies on drone cameras for aerial footage for the national series.



Pandemic ponderings:

"We roll with the punches so much at MPT these days we are becoming circular!"

– John Davis, Host, *MotorWeek*

National presentations

MPT was honored to serve as "presenting station" for these programs, distributed by American Public Television (APT) to public television stations nationwide.

Frozen Obsession
My Greek Table with Diane Kochilas, Season 3
Spiritual Audacity: The Abraham Joshua Heschel Story
Steven Raichlen's Project Fire, Season 3
The Kalb Report, Season 13
The McLaughlin Group, Season 38
To Dine For with Kate Sullivan, Season 3



MPT videographer Isaiah Gibson captures a Chesapeake Bay Maritime Museum crew salvaging local wood for the construction of the new Maryland Dove. MPT is producing a documentary for 2022 about the early 17th century English trading ship that made the first expedition from England to Maryland.

A special initiative stimulates dialogue on racial issues

The tragic death of George Floyd on May 25, 2020, produced enormous upheavals and protests across the nation. It also sparked the need for all citizens to recommit themselves to racial justice and alliance with their African American brothers and sisters.

At Maryland Public Television, we embrace a mission that calls on us to enrich lives and strengthen communities. During summer 2020, we embarked on a content initiative called Standing Against Racism: Fostering Unity Through Dialogue to help deliver on that mission. As a first step, we formed an internal Diversity Council with staff representation from across the organization.

In the days following Mr. Floyd's death, MPT's programming unit quickly began scheduling thought-provoking programs on our air and

created a Standing Against Racism program block that continues every Monday in primetime. The network also expanded its public affairs coverage and dialogue focused on racial issues.

On top of that, MPT fostered two-way communications with citizens across the state. This was accomplished by organizing and conducting a series of online outreach activities and interactive engagement programs that stimulated thoughtful discussion and understanding of race-related issues.

Here are highlights of our Standing Against Racism initiative:

- Weekly films and documentaries on MPT's main channel
- Virtual program screenings and discussions

with members through our Conversations for Change event series (8 over a 12-month period)

- Town hall forums on MPT's social media platforms (4 during the year)
- *Direct Connection* specials addressing important topics on racial justice and police reform (two to date) and ongoing coverage on both *State Circle* and *Direct Connection*
- First HBCU Week, placing a spotlight on the contributions of our region's historically Black colleges and universities
- MPT Digital Studios web-exclusive content under the Voices of Baltimore content banner
- A dedicated website, mpt.org/racism, offering a selection of programs to watch via on-





MPT's Charles Robinson (left) conducts a remote interview featuring Morgan State University President David Wilson, Ed.D., for *MLK Speaks: A Conversation with America* that aired on MPT in October 2020.

demand streaming and resources to provide insight and promote understanding

- Curated educational content on *Thinkport.org* to help teachers, students, and parents

As part of MPT's ongoing commitment to meet the needs of our 1.34 million monthly TV viewers, we will continue our efforts to foster unity through dialogue and to be counted among all those who stand against racism in our culture.



Volunteer council charts course for network's DEI initiatives

As part of MPT's Standing Against Racism initiative, the organization established its external Diversity, Equity, & Inclusion (DEI) Advisory Council in early 2021. This team of civic leaders and businesspersons guides the implementation of the network's strategy to foster greater organizational and civic concord through both internal and external communications and engagement.

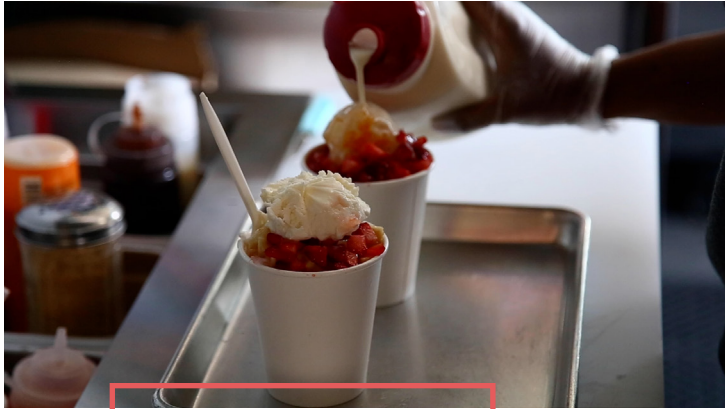
The group, whose members serve three-year terms, also advises leadership on how to enhance the organization's structures, systems, and operational goals supporting diversity and inclusion at MPT and in the wider community.

More specifically, the advisory council:

- Seeks to understand and define MPT's specific issues, stands, and goals against racism
- Helps to champion diversity and inclusion by reflecting upon the communities the statewide network serves and by examining content, programming, audience engagement, and staff orientation
- Serves as a point of accountability for MPT's action plan, tasks, and commitment to eradicating deficiencies in diversity, equity, and inclusion, and ensures that MPT reflect its commitment to DEI issues in its strategic plan
- Serves as a liaison to address community needs or DEI issues, raises funds for the network's Standing Against Racism initiative, and helps diversify the MPT Foundation Board and the network's supply chain (procurement, contractors, etc.)
- Participates in meetings led by Larry Unger, president and CEO, and Steven Schupak, station manager, three times each year

The Diversity, Equity, & Inclusion Advisory Council met for the first time in FY21. Its membership roster appears on the inside back cover of this report.

MPT Digital Studios: Short, succinct storytelling for online viewing



One special in the ongoing series *The Dig* was *Ice Queens*, a look at snowballs, a favorite summertime treat.

- Maryland 5 Star – 5 segments made for MPT social media to educate viewers on the then-upcoming 2021 Maryland 5 Star equestrian event
- *Maryland Underground* – 5 segments featuring archaeologists at the Maryland Department of Transportation who dig for clues to Maryland's past
- *The Dig* – Continuing this series on subjects great and small, a 2021 light-hearted look at snowballs
- Women's History Month – 4 separate segments produced for MPT social media on aspects of women's history in the U.S.

Again in FY21, MPT Digital Studios created web-exclusive content and engaging features of varying lengths on a variety of topics. Included in the production roster for the year were:

- Be Informed Campaign – Developed for MPT social media, 6 segments dealing with topics as varied as voting and estate planning
- Be Inspired Campaign – 18 separate segments highlighting the civic and charitable work of a number of Marylanders and nonprofits in a time of pandemic
- HBCU Week 2020 – 19 segments about historically Black universities and colleges in Maryland and beyond



Maryland Underground explored the site of the cabin in which Harriet Tubman's father resided on Maryland's Eastern Shore. Here a team of scientists and archaeologists excavate a field on the Newtowne Neck property in St. Mary's County as part of efforts to locate the former homes of enslaved people.

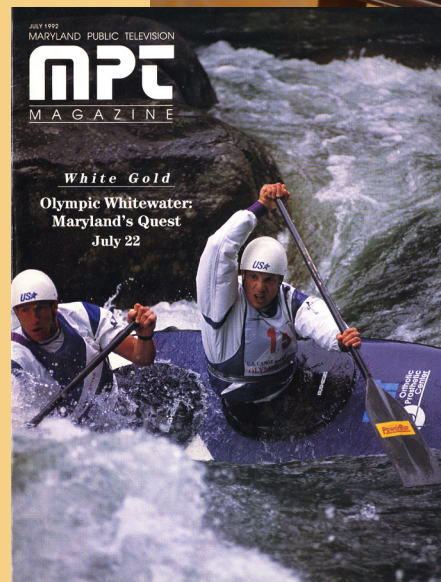
MPT Classics – bringing historic programs to modern screens

Dozens of local or national programs produced by the Maryland Center for Public Broadcasting and Maryland Public Television in the early decades now have a new lease on life thanks to FY21 efforts to make them available for online viewing.

These older productions have found their way onto a special, separate channel in MPT's online video player, under the heading of MPT Classics. In FY21, 13 programs were added to the library.

Now accessible 24/7 to the general public free of charge, the MPT Classics inventory includes:

Artworks This Week: Jim McKay Special
Baker Artist Awards
Bob the Vid Tech: Big City Adventure
Brewed on the Bay: Craft Beers of Maryland
Covered Bridges: Spanning Time
Direct Connection Edgar Allan Poe Special
Hodgepodge Lodge (several episodes)
In Person (several episodes)
Love Our Parks: An Outdoors Maryland Special
Madeleine Cooks (several episodes)
Maryland Generations - The War
MotorWeek: The First Episode
Music for the Seoul: A Maryland State of Mind Special
Ocean City At War with Nature
Olympic Whitewater: Maryland's Quest for the Gold
Private Yankee Doodle: A Dialogue on Early American Military Life
The Buddy Deane Scrapbook: Shake, Rattle & Roll
The New Europeans



Remote and robust: MPT education

The pandemic created challenges and disruptions in most aspects of contemporary life. Particularly hard hit were the education and childcare systems, impacting student learning and care for young children. MPT worked to support families, educators, and child care professionals as they struggled to find resources and strategies to boost learning.

MPT responded with a number of new programs, collaborating with community partners who came together to strengthen the efforts.

Early childhood

MPT's At-Home Learning initiative centered on three main components: an on-air educational broadcast schedule featuring PBS KIDS, connected online resources to extend the learning at home, and toolkits for parents and educators.



Thinkport, MPT's education website, served as the centerpiece for digital learning content and viewing guides that connected each PBS KIDS broadcast with active at-home learning extensions. Online digital toolkits curated for both educators and parents led to rich resource collections of articles, websites, tips, and strategies supporting social and emotional well-being and a learning-at-home environment.

Summer On! featured a 10-week, theme-based activity collection that combined fun and learning while children day-camped from home.

Camp Counselor Krissy introduced parents and caregivers of children ages 2-8 to dozens of screen-free summer games and hands-on activities. Favorite themes included dinosaurs, cooking and animals.



Early Learning Social is a new virtual space created for early educators in response to a need for peer-to-peer support and learning. On the first Thursday of each month, this professional development and networking series featured free, credit-bearing workshops and opportunities to learn, discuss, and share together. The series is growing as providers are appreciating this low-barrier entry to a collegial fun and lively network.

Your Digital Backpack brought together trusted organizations across the state to share free early learning resources and information for parents and caregivers. MPT, together with PNC Grow Up Great, launched this initiative during the height of coronavirus infections to help all Maryland families find the information they needed during a challenging time.



Informed by community partners, more than a dozen video messages were produced and disseminated among partners, across platforms statewide, to share important information to support family's health, safety, and early learning at-home.

On the Early Learning Social:

"This training was excellent! This is my first meeting. I am so happy to be able to communicate with others in my field. Thank you very much for this opportunity. After spending so many hours in the classroom each week, this is a break, and a winding down moment for me with adult conversations."

– Participant, May 6, 2021

Media literacy and remote activity

The pandemic caused children to increase their screen time inordinately because of remote learning. MPT had a measured and ongoing commitment to support parents and early childhood educators in taking charge of media's impact and influence on children's learning and development. Through online courses, workshops, and digital resources, in FY21 MPT shared skills and strategies in media literacy, all grounded in best practices.

The Fredrick County Judy Centers held a series of virtual family engagement activities in English and Spanish that promoted STEM (science, technology, engineering and math) concepts through PBS KIDS programs matched with hands-on activities, thanks to the generosity

of the Delaplaine Foundation. Media literacy principles were modeled throughout.

Families enjoyed *Ready Jet Go*, *Wild Kratts*, *The Cat in the Hat*, and *Elinor Wonders Why* then expanded their knowledge and vocabulary of STEM by building a robotic arm, inventing their own planet, testing the strength of spider webs, crafting a pinwheel, creating a flying disc and building a rocket launcher.

On the Cat In The Hat Family and Community Learning Virtual Training / Frederick County Judy Center:

“Thank you for your time and effort to present the materials. In the COVID-19 era it is helpful to obtain new resources that can be used on a virtual platform and how to share resources with families and maintain the required regulations.”

– Participant, June 3, 2021

K-12 teaching and learning

Virtual learning was a mainstay in FY21. MPT worked to support teachers with high-quality digital resources that provided interactive and engaging ways for students to learn.

Through collaborative partnerships and grants from the Library of Congress, MPT offered several online experiences to teach civics with a historic lens and primary source analysis.

- ***Civics! An American Musical*** was a new interactive game that brought inquiry-based learning center stage. MPT partnered with education media producer FableVision to create this whimsical approach to teaching

On the professional development workshop “Resources to Support Virtual Instruction in ELA Classrooms”:

“Thank you both so much for your wonderful presentation today! The information was clear, engaging, and very specifically targeted to our audience of middle school and high school department chairs. We have already gotten very positive feedback about how they can’t wait to dig into the resources and share them with their teachers. It was a huge win for us and for them that your presentation provided immediate take-aways that they can implement into their lessons. We really appreciate your generosity in sharing your time and expertise with us. We look forward to a continued collaboration with you both!”

– Baltimore County Public Schools, Office of English Language Arts

civics. Students analyzed primary sources from the Library of Congress, integrated into a musical production as they explored school desegregation, the creation of the National Parks, the establishment of the FDA, and the Chinese Exclusion Act. The game wrapped with a musical performance and a final curtain call in recognition of the students’ efforts.

CASEMAKER

- ***Case Maker*** drew on students investigative and inquiry skills using primary sources in middle grade civics class. Students were presented with a challenge, found evidence in the sources, and made a case with the Case Maker presentation tool.
- ***Inquiry Kits*** offered students collections of curated primary sources in close to 200 history and civics topics to use in beginning a research project. A series of self-paced lessons

led students through the research process. Developed in partnership with Maryland Humanities, the kits were heavily utilized in collaboration with Maryland History Day in schools statewide.

Professional learning

Thinkport offers a catalog of credit-bearing online courses for Maryland K-12 teachers and childcare providers. Approximately 1,200 educators in FY21 maintained their teaching certification and childcare licensure through MPT courses in partnership with the Maryland State Department of Education (MSDE).

Online course development

During the fiscal year, MPT began production of seven online student and two professional development courses in a number of academic areas for the MSDE. Student courses were being developed for both online and blended learning environments and will be available to Maryland students in a staggered roll out beginning in the fall of 2022.

In addition, professional development modules for Maryland teachers supporting the instruction of several critical health topics have been developed and are now available for self-paced learning.



What virus? MPT Development team engages the community—differently

In FY21, through the efforts of its Audience Engagement team, MPT interacted with no fewer than 12,000 persons at 71 separate, station-hosted virtual events. These remote activities attracted remote participants, too, since geography was no longer a barrier to attendance. It wasn't all virtual, however; two in-person (and COVID-19 safe) outdoor events were staged, as well.

Audience engagement activities in FY21 most often were supporting national broadcast programs or public broadcasting initiatives and promoted viewing of and a deeper examination of the televised production.

To make all this engagement possible, MPT partnered with dozens of community organizations, and for most of the events, free admission was the order of the day.

All told, MPT sought and secured eight grants that enabled Audience Engagement to plan, promote, and stage the events. The grant-funded FY21 events included:

- supporting the PBS documentary **Age of Nature**: a nature hike, screening event, and “Evening On the Bay” virtual discussion with conservation experts
- supporting the docuseries **American Portrait**, a PBS national storytelling project: a screening event, a localized *American Portrait* MPT special featuring 27 Marylanders

- supporting **The Big Read**, a National Endowment for the Humanities initiative: library book discussions, a “Women in STEM tour” and a keynote event featuring Hope Jahren, author of *Lab Girl*
- supporting **The Black Church**, a PBS documentary tracing the 400-year-old story of the Black church in America: a premiere screening event, a digital series called *The Baltimore Black Church*, and a cooking demo
- supporting **Finding Your Roots**, the eight-season PBS series: sold-out genealogy workshops, and a screening event
- supporting the Ken Burns documentary **Hemingway**: a screening, an online reading of passages “in your own words,” a writing contest, and an open mic night
- supporting **Oliver Sacks**, an American Masters documentary on the British neurologist, naturalist, and writer: creation of a career video and two interstitial spots
- supporting **The Gene**, a Ken Burns film: a multi-day screening event for Public Health Genetics Week.

Thursdays, Fridays, whenever – screenings draw attendees for viewing and talk

In FY21, MPT continued its popular monthly Friday Freeview screening series, 11 in all and all virtual. Most of the Friday Freeviews ended with live Q&A sessions between attendees and producers of the screened productions.

Newer on the roster of screening events were Throwback Thursdays, a pandemic-prompted noontime series that began weekly and eventually became a popular monthly event. In all, 17 Throwback Thursdays were staged during the year with online viewers bringing their own lunch and watching an MPT classic program before chatting with other viewers.

Finally, the Conversations for Change series – eight programs in all in FY21 – explored a variety of films and prompted thoughtful discussion among participants about race, empowerment, leadership, growth, and other topics.





Fundraising auctions, raffle raise fun and funds during sequestering

More than 1,000 bidders competed for some 150 items during the fall 2020 and spring 2021 fundraising auctions mounted by MPT's Audience Engagement team, earning in excess of \$28,000 for the station and some prized items for participants.

The bi-annual 45-day raffles attracted more than 1,200 ticket purchasers who scooped up in excess of 2,500 tickets and earned \$75,000 for the network in the process.

Growing the membership roster in the face of COVID-19

A pandemic and the housebound citizens who coped with it didn't mean it was time to relax the ongoing quest for paid members. If anything, the cultivation of new members ramped up with the FY21 establishment of a "Focus on 70" goal – a

campaign to enlist at least 70,000 paid members by the fiscal year's end.

An ambitious goal in a time of coronavirus – or anytime – moving the membership needle from 63,000 (cited in the FY20 annual report) to 70,000 meant that MPT needed to reinvent its member cultivation and retention practices.

Stepping up to membership innovations

One fundraising executive pointed out that the pandemic accelerated the development of innovations in how PBS member stations recruit and retain their members. Always in search of better ways to perform even the most routine of tasks, MPT seized on a number of such advances to make it easier for donors – particularly younger, would-be members – to contribute.

The introduction of quick response (QR) codes – a type of barcode that can be read easily by a digital device – was a boon to those who scanned MPT's on-screen or direct-mailed QR code with their smartphones or tablets and were ushered immediately to a sign-up form to become new members.

Similarly, in late 2020, PBS rolled out – and MPT adopted – a one-click donation feature through a PBS Passport video-on-demand member benefit on Amazon Fire TV. The new feature now prompts Amazon Fire TV users without PBS Passport access to select MPT for a one-time or recurring monthly donation to view MPT Passport programming.

Member retention is as important to MPT as is the recruitment of new members. A new text-to-

give feature lets current members renew their expiring memberships quickly by clicking on a provided link in a text message.

Of course, tried-and-true donor/member cultivation efforts were heavily in use during FY21. The matching gift program enabled new or renewing members to reference their employers' matching gift programs and thus provide even more revenue from their single generous gifts. Membership contributions also came in – in increasing numbers during FY21 – from donors' use of IRA rollovers and donor-advised funds, both longtime sources of membership for the network.

Selective use of free membership offers

As FY21 was in its waning months, an offer went out from MPT to State of Maryland employees and retirees, extending a free, one-year basic membership to these audiences. Some 6,000 persons responded, and from this pool MPT hopes to convert the "free" members to paying members when their one-year membership expires. The FY21 offer set the stage for similar opportunities afforded to other nonprofit groups in FY22.

A pandemic-prompted helping hand to area nonprofits

Several area nonprofit organizations shared in the proceeds from the periodic pledge drives

conducted on MPT air during FY21. Viewers were told that some of their contributed dollars would be supporting statewide nonprofits that themselves were impacted by the coronavirus. More than \$32,000 was directed to the Maryland Food Bank, the Maryland SPCA, Extra-Ordinary Birthdays Inc., the Capital Area Food Bank, and Wounded Warriors Day on the Bay Inc.

Similarly, some local institutions and community organizations – unable to reach their normal audiences during the pandemic – get a helping hand from MPT. The network introduced an on-air feature called *MPT Arts Minutes* – and continued its long-running *MPT & Your Community spots* – to give broader exposure to the featured nonprofits. In all, 29 different spots were created and aired on MPT supporting these organizations.



Workplace giving programs offer MPT support opportunities

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.")



Roughly 200 studio lights were removed from the Studio A ceiling in late 2020 in preparation for the expansion of what now becomes the Irene and Edward H. Kaplan Production Studio. Approximately five dozen lights, upwards of 40 years old, were recycled for their glass and metal content, but the rest were carefully inventoried and stored away. More than 200 lights – old tungsten-type and several dozen light-emitting diode (LED) lights – will be installed in the Kaplan Studio in advance of its reopening in spring 2022. The use of LED lights and other energy-saving equipment will help MPT earn LEED (or Leadership in Energy and Environmental Design) certification for the facility.

The Kaplan Studio takes shape

Despite the impact of the pandemic, construction on the major expansion of MPT's largest production studio and the plaza in front of the Owings Mills headquarters building continued in earnest during the past year. As of this report, the multi-year project stood at 90 percent complete. It is anticipated that the contractor will turn over the studio to MPT by the end of calendar year 2021.

MPT staff members then will begin their work to make the space – when complete nearly double its original size – into a functional production studio. Tasks will include hanging lights, installing audio equipment, bringing in cameras, linking studio equipment to the production control room, and other related work. In addition, for the first time the studio will feature a flexible seating structure for 165 audience members.

We are grateful to state government leaders for their financial commitment to this project and the future of Maryland's statewide public TV network. We'll look forward to welcoming guests to the newly named Irene and Edward H. Kaplan Production Studio – named in honor of two of MPT's most generous benefactors – in the new year! [Editor's note: Next year's MPT annual report will include extensive coverage of the studio's completion and opening activities.]



Inside of the Kaplan Studio during construction in June 2021.



Maryland State Ad Agency: Important messages effectively delivered

One year into its new service for State of Maryland agencies and governmental units, the Maryland State Ad Agency (MSAA) division of MPT achieved remarkable milestones in both the number of clients served and campaigns conducted. The agency grew an impressive 28% in billings year-over-year from the prior year.

As the fiscal year ended, MSAA was serving 13 clients, all agencies or units within the State of Maryland government. The single-largest client based on billings was the Maryland Department of Housing and Community Development (DHCD), which hired MSAA in 2021 for the first time and has conducted campaigns for emergency rental assistance, the Maryland Mortgage Program, and energy-related messaging.

Other FY21 clients included the Maryland Department of Health's Behavioral Health Administration (for opioid and problem gambling campaigns), the Maryland Higher Education Commission



(a "near completer" campaign), the Maryland Department of Aging (a senior call-check campaign), and the Maryland Department of Labor (an unemployment insurance campaign), among others.

In a departure from its normal clientele, MSAA in FY 21 also executed a campaign for the Daniel Carl Torsch Foundation, a community-based

nonprofit that serves and supports individuals and their families who struggle with substance use, addiction, and mental health issues. For this client, MSAA produced five separate videos and two commercials, incorporating subtitles in English and Spanish and versions with American Sign Language embedded in the video.



John Torsch (left) and Joshua Shetterly were in Studio B for the taping of commercials on behalf of the Torsch Foundation.

Work-for-hire work done well

Apart from client advertising assignments handled by the Maryland State Ad Agency, MPT's Production Services and Special Projects units continued their multi-year traditions of tackling jobs under work-for-hire contracts.

Here's a rundown of some of the units' FY21 projects:

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

Special Projects staff members interviewed all 24 contenders for the "Teacher of the Year" title, bringing them safely into MPT's studios for taping. The interviews, classroom photos, and other visual elements were blended into video "packages" that aired during the 30-minute

October TV broadcast on MPT2, which also included remarks by Maryland Gov. Larry Hogan.

- **Freedom Car**

This Baltimore-based chauffeured transportation service tapped MPT to create a 30-second television commercial.

- **Patapsco Heritage Greenway and Ellicott City 250**

In FY21, production continued on a video project celebrating the 250th anniversary of the Howard County town of Ellicott City, an observance slated for 2022. The work focused on compiling stories for the client – the Patapsco Heritage Greenway – for a new documentary *Pioneering Along the Patapsco*. The film will explore the ingenuity and innovations that contributed to the story of Ellicott City over the years.



Maryland Superintendent of Schools Karen Salmon (left) chats with the Department of Education's Darla Strouse during the taping of the Maryland Teacher of the Year production

Production Services furnishes 2021 legislative session coverage

Each year's coverage of a Maryland General Assembly session includes MPT reporting on the weekly series *State Circle* where the analysis is cogent and comprehensive on the part of anchor Jeff Salkin and Annapolis correspondents Sue Kopen, Charles Robinson, and Nancy Yamada.

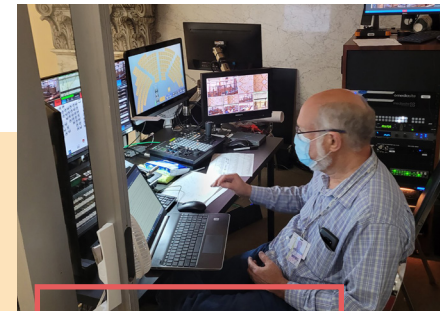
But an equally important Maryland General Assembly focus is the significant work-for-hire performance on the part of the Production Services team that in FY21 delivered on 90 days

of streaming of proceedings from the Maryland Senate and House of Delegates chambers. The agreement with MPT and the cameras, controls, and streaming capability were planned and installed before COVID-19; it turned out to be perfect timing to enable MPT to bring the proceedings to citizens since the chambers themselves were sealed from public witness.

The assignment: provide the technical expertise, staffing, and execution over a span of 13 hours

daily and make that coverage available by streaming to citizens statewide. The sessions were viewed on the Maryland General Assembly's website.

What made this assignment particularly challenging were the day-to-day variables of starting and ending times, the unknown duration of sessions, the incredibly difficult camera work due to the partitions erected around senators' and delegates' seats, and the unpredictability of what would happen from minute to minute. It called for reinvention, and MPT delivered.



Dwight Phillips was one of the MPT directors on duty at the 90-day session in Annapolis.



MPT's Noel McNealy-Webster and Isaiah Gibson in their "studio" in the Maryland State House.

A technological reinvention: NextGen TV

The new antenna is lifted to the top the Owings Mills (WMPB) tower during a recent installation.

In June 2021, six leading local TV stations – MPT among them – became the first in the nation to begin broadcasting with NextGen TV, the revolutionary new digital broadcast technology. Based on the same fundamental technology as the Internet, digital applications, and other web services, NextGen TV supports a wide range of features that are currently in development. In addition to providing a new, improved way for MPT to reach viewers with advanced emergency alerting, NextGen TV allows a viewer to be immersed in stunning video with brilliant color, sharper images, and deeper contrast.

NextGen TV service is already on the air in more than 20 U.S. cities. The Baltimore stations joined the early adopters in rolling out the new third-generation digital TV broadcast technology that has the potential to revolutionize how viewers interact with their home screens.

Other technology advancements for MPT in FY21 included:

Antennas replaced

Antennas on the transmission towers in Frederick (WFPT), Salisbury (WCPB), and Owings Mills (WMPB) were replaced in late FY21 and early FY22. The new antennas are more compatible with and yield a stronger signal for the coming ATSC 3.0 transmission on those channels. While funding for the three antennas was provided in MPT's capital budget for FY21 from the state, the antennas on the remaining three towers were replaced using FCC-provided funds during the recent repacking process after the spectrum auction.



MPT's chief technology officer, George Beneman, on the Kaplan Studio construction site.

Microwave radios upgraded

In FY 21, MPT secured funding to replace its 15-plus year-old microwave radios. These radios provide bi-directional connectivity, carrying the network's four program streams from MPT's master control in Owings Mills to our transmitters in Oakland, Frederick, Hagerstown, Annapolis, and Salisbury.

The MPT financial picture

The Maryland Department of Budget and Management (DBM) approved MPT's FY21 budget covering the period July 1, 2020, through June 30, 2021. Revenues and expenses are shown below. Dollar amounts are in millions.

Government investment

\$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

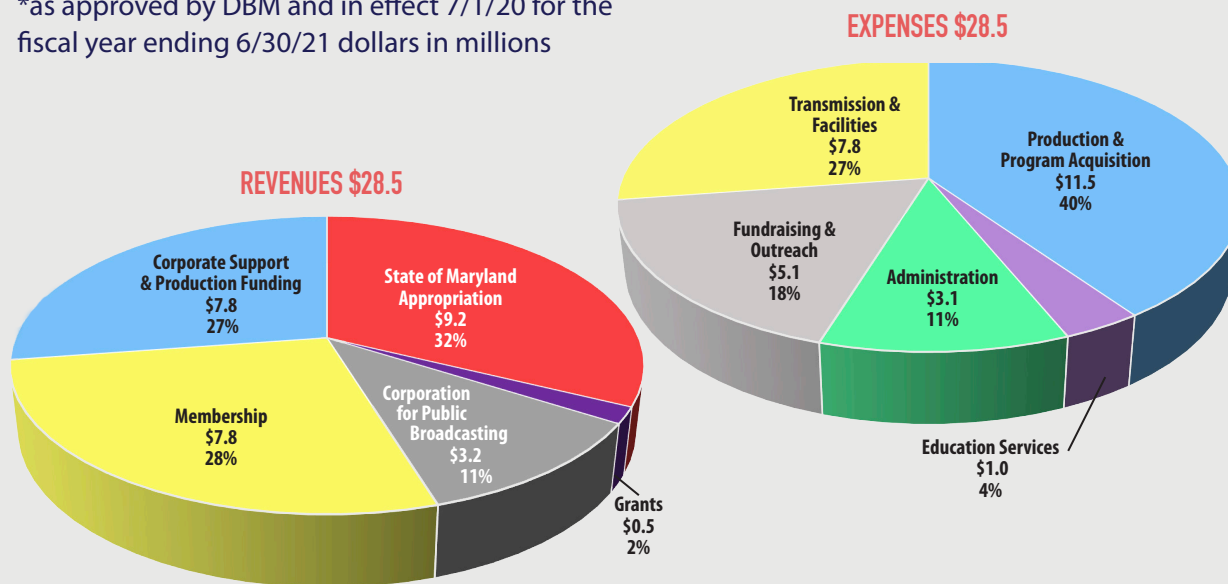
in the form of Community Service Grants to public TV stations, is truly essential to the survival and success of noncommercial, educational public service media in America. Independent studies validate that, in considering the use of their tax dollars, Americans judge PBS to provide an excellent value 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 FY21 Budget

*as approved by DBM and in effect 7/1/20 for the fiscal year ending 6/30/21 dollars in millions



Communicating during the pandemic

The pandemic moved MPT and its Communications team to find new ways to engage with the organization's internal and external stakeholders.

Communication with MPT's employees pivoted from a daily pop-up message as staffers logged into their office computer to the creation of a more detailed e-news bulletin. These regular bulletins, produced by MPT Communications staff and published four times every month, offer timely information about institutional news, content being produced by MPT and its production partners, updates from internal departments, staff appointments and accomplishments, and COVID-19 updates and other information from the organization's Human Resources unit. Distribution was expanded to include the network's commissioners, foundation board members, and former employees who opted-in to receive these messages.

During the past year, 47 issues of *The (not quite) Daily* were produced. Each issue is distributed to some 500 recipients. These email communiques are supplemented by periodic video conferences during which members of the MPT leadership team engage with internal stakeholders on important topics.

Interactions with external audiences during the last year also necessitated a number of adjustments. MPT leaders continued to participate in industry and professional association events but, as part of the "new



From a studio at MPT, CEO Larry D. Unger makes a virtual presentation to attendees at the APTS Public Media Summit in February 2021.



Tuesday, April 20, 2021

Chesapeake Bay Week is underway

MPT is once again celebrating the nation's largest estuary with its 17th annual Chesapeake Bay Week. This wide-ranging broadcasting initiative is part of our ongoing commitment to both celebrate the bay and examine critical issues faced by communities throughout the Chesapeake Bay watershed.

CHESAPEAKE
BAY WEEK.

normal," these interactions took place in virtual settings. Examples include giving conference presentations via Zoom supplemented by video content and attending board of directors and industry group meetings via Google Meet.

In addition, the Communications team moved nearly all of the interviews MPT staff conducted with print and broadcast journalists, used to publicize the network's productions or other initiatives, from in-person engagements to phone and video interviews.

Whatever the case, throughout the pandemic MPT leaders and staff have found ways to effectively connect and interact with audiences important to the state's public TV network.

A look at the numbers

- **455** items of news coverage secured over 12-month period
- **52** news releases/media advisories issued
- **24** media interviews performed by MPT staff
- **47** issues of *The (not quite) Daily* e-news bulletin (approximately 400 articles)

Honors and awards

Awards earned by MPT productions & personnel

Maryland Senior Citizens Hall of Fame
Doris Sweet, MPT volunteer, inductee

**National Academy of Television Arts & Sciences
National Capital Chesapeake Bay Chapter**
Silver Circle induction
Steven J. Schupak, MPT Executive Vice President & Station Manager

**National Academy of Television Arts & Sciences
National Capital Chesapeake Bay Chapter**
2021 Board of Governors Award
Sue Kopen Katcef, Reporter, *State Circle*

**National Academy of Television Arts & Sciences
National Capital Chesapeake Bay Chapter**

- category: Chesapeake Heritage - Long Form Content
Chesapeake Beacons
John Paulson, Producer
Sarah Sampson, Producer
Frank Batavick, Executive Producer
- category: Historical/Cultural - Long Form Content (longer than 10 minutes)
Maryland Mystery Lady
Amy Oden, Producer



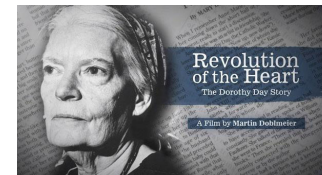
A scene from the MPT Digital Studios' award-winning, long-form digital series *Maryland Mystery Lady*.

- category: Technology - Short Form Content (up to 10 minutes)
Maryland Farm & Harvest: Future of Farming: Drones
Stefanie Robey, Producer
- category: Lifestyle - Short Form Content (up to 10 minutes)
Maryland Farm & Harvest: Goats for Hire - The Four Legged Landscaping Crew
Harpreet Kaur, Segment Producer
- category: Magazine Program (Series)
Maryland Farm & Harvest Episode 711: Maryland-Made Drinks
Joseph Ligo, Series Producer/Director
Harpreet Kaur, Segment Producer
Stefanie Robey, Segment Producer
Abigail Sussman, Associate Producer
Frank Batavick, Executive Producer
- category: Business/Consumer - Short Form Content (up to 10 minutes)
Maryland Farm & Harvest: Farmer Makes Firewood A "Blazing" Success
Harpreet Kaur, Segment Producer

The Emmy-winning MPT production *Chesapeake Beacons* served as the focal point of 2020's Chesapeake Bay Week.



- category: Photographer: Long Form Content (longer than 10 minutes)
Chesapeake Beacons
Dave Earnest, Aerial Photographer
John Paulson, Photographer
Richard MacDonald, Aerial Photographer
Timothy Pugh, Photographer
Benjamin Zschunke, Photographer
Michael Estrabillo, Photographer
Michael Sobola, Aerial Photographer



Taylor Branch, Pulitzer Prize-winning author of *America in the King Years* and Baltimore resident, confers with Martin Doblmeier (left) before the taping of Mr. Branch's interview for the award-winning documentary *Spiritual Audacity: The Abraham Joshua Heschel Story*.



National Capital Radio & Television Museum
Ed Walker Lifetime Achievement Awards, 2020
Rhea Feikin

Public Relations Society of America, Maryland Chapter
Best in Maryland awards, 2019
category: Events and observances, more than seven days
Made Possible By Viewers Like You: Celebrating 50 Years of Maryland Public Television

Society of Professional Journalists, D.C. Chapter
2021 Dateline Awards
category: Television / Non-Breaking News
Sue Kopen Katcef, Reporter, *State Circle*: "Floyd Protest Historic Ties"

Awards earned by MPT-presented productions

Religion Communicators Council
2021 Wilbur Awards
category: Films & Video (30 min.+)
Spiritual Audacity: The Abraham Joshua Heschel Story
Journey Films; Martin Doblmeier, filmmaker

Catholic Media Association
2021 Gabriel Awards
category: Special or Documentary
Revolution of the Heart: The Dorothy Day Story
Journey Films; Martin Doblmeier, filmmaker

The Honor Roll

Members of Maryland Public Television

Nearly 70,000 persons support MPT as voluntary contributing members. Although space prevents us from listing each by name, we thankfully acknowledge their endorsement of our work. We send special thanks to more than 20,000 donors 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

\$100,000+

The Estate of Franklin Cooper
Irene & Edward H. Kaplan
Clarisse Mechanic Foundation

\$50,000 - \$99,999

Anonymous
Catholic Communication Campaign

\$25,000 - \$49,999

Baltimore County Commission
on Arts and Sciences
The Kassap Family & Leo V.
Berger Fund
The Lord Baltimore Capital
Corporation
Reiter Family Trust
Betsy R. & George M. Sherman

\$10,000 - \$24,999

Anonymous (2)
The Earle & Annette Shawe Family
Foundation
The Keith Campbell Foundation for
the Environment
E. Rhodes & Leona B Carpenter
Foundation
Howard P. Colhoun Family Foundation
The Delaplaine Foundation, Inc.
The Richard Eaton Foundation
Virginia Fulton
NEA Big Read
The Revada Foundation
Carolyn Rimes
Constance & Brooks Robinson
Charitable Foundation
Barbara & Arthur Rothkopf
Gordon Smith
Barbara Sollner-Webb & Denis Webb

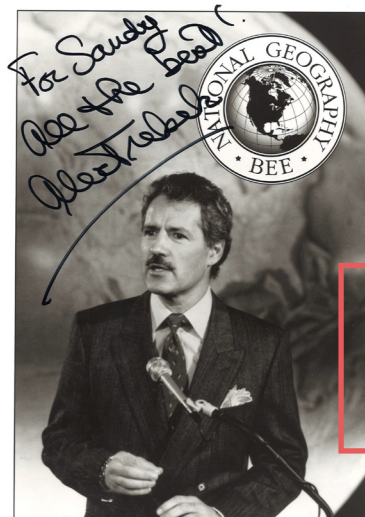
\$5,000 - \$9,999

Anonymous (3)
AK & Chyelan Arcomona

Richard J. & Ellen G Bodorff
Charitable Foundation Inc.
The Bresler Foundation
Mary Catherine Bunting
B.J. & Bill Cowie
The A.M. DiGiulian Foundation Inc.
The Nelson & Sara Fishman Family
Foundation
Virginia Geoffrey & John Andelin
Phyllis A. Hartman
Hyle Family Charitable Fund
Barbara Kelly
Carol Marrion
Harvey M. Meyerhoff Fund, Inc.
Beverly & John Michel
Robert C. Musser & Barbara L. Francis
Stavros Niarchos Foundation
O.L. Pathy Family Foundation, Inc.
Jacob S. Shapiro Foundation, Stanley
& Jane Rodbell
Lynne Wittstadt
John Anthony Wolf
John Wood

\$2,500 - \$4,999

Anonymous (4)
Penny Bank
Darlene M. Bennett & Robert Bennett
Pamela Blair & Mark S. Fiumara



The passing of *Jeopardy!* host Alec Trebek in 2020 prompted an internal salute to this multi-year host of the MPT production, *National Geography Bee* (1989-2014). Following one year's production, Mr. Trebek thanked Sandra Harney, associate producer, with this pictorial souvenir.



In a FY21 photo reminiscent of many pandemic productions, Tim Pugh, videography supervisor for MPT, demonstrates typical social distance and attire.

Wayne Coleman, in memory of
Gina Coleman
Louisa C. Duemling
Marjorie Givarz
Julie Hamre
Julia F. Holloway
Ron & Cathleen Jordan
Barbara Katz
Isabelle Katzer
Richard M. Lerner
Linda L. Mayer
Col. & Mrs. Walter J. Mitchell, Jr.
Michael & Cathy Mosman
Katherine E. Nardone
David Newburn
The Orokawa Foundation
Mary Beth & Robert Otto
Frederick & Mary Louise Preis
Timothy & Joanne Regan
Riepe Family Foundation
Rusty Palmer
Jean E. Samuels
Dr. & Mrs. David M. Schwaber
The Lee & Sheila Shaw Charitable
Gift Fund
Richard Shepard
Jennifer Stanley
Larry D. & Sherry L. Unger
Kendall C. Valentine
Stylios Vassilakis
Donna M. Waechter
John & Cindy Weber
Beth Wehrle

\$1,200 - \$2,499

Anonymous (4)
Ali Abbas

Terry Albertson & Kathleen Blackburn
Duane C. Andresen
Bentley Andrews
Jean Anwyll & Miskit Airth
Katherine & Richard Arendt
Caroline & Myron Arms
Bera Arnn & Gene Ostrom
Anne & Donald Ayer
John Barr
Lillian Bauder
Carol & Jim Becker
Amy & Warren Belasco
Tina & George Beneman
Heidi & Brian Berghuis
Ellen & Edward Bernard
Patrick Besel
Kristen & Robert Birch
Sharon Bishop
Patricia Blanton
David Bliden & Susanne Brogan
David Boon
Ann & Kenneth Bowler
David W. Briggs & John F. Benton
Jean B. Brown
Fleur Brown
Donna Brown
David & Helen Buchner
Richard Burnham
Laura & Derek Byerlee
James Cain
Marti Carvell
Peggy & Robert Cassidy

Catherine Garland
 David D. Celentano
 Pamela Chappell
 Dr. Robert T. Chasse
 Erin & Andy Chrest
 Diana Christiansen
 Mary & Walter Collison Jr.
 Mary Combs
 Col. (Ret) James Compton
 Anne Cook
 Patricia & H. King Corbett
 John Corso
 Cover Family Giving Fund
 Michael J. Crosswell
 Katherine Crump-Wiesner
 W. Thomas Curtis
 Sheldon Dagurt*
 Edward Delaplaine & Todd Wilson
 Irene C. & Mitchell J. Diamond
 Charitable Trust
 Ruth Dix
 Robert C. Douglas, Esq. & Candace
 Chandler, MD
 Debbie Driesman & Frank F. Islam
 Maureen Duignan
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 Peter Finkel
 Nathan & Esther Finkelstein
 Julie Finley
 Charles Flocco
 Elaine Freeman
 Larry & Joanie Friend
 Mary & Harry Gatanas
 David Goldner
 Kathleen T. & Bart A. Hall
 Carl & Karen Haller
 Thomas & Christine Hamilton
 Rebecca Hanson & Sudhir Rajkumar
 Barbara Hart
 The Hecht-Levi Foundation



New Faces, Part 1 – A musical artist and Peabody professor, Wendel Patrick joined MPT in FY21 as host of the Artworks series.

Jean Helz
 Hoenes Family Foundation Inc.
 Cynthia Hoover & Roland Hoover
 Susan Horst & Mr. James Locey
 Randolph Hudson
 Carol Hughes
 Calvert Foundation
 Janet Jones & Chris Cobb
 Michael S. Karas
 Richard & Leanne Kaslow
 Steven J. Katz Philanthropic Fund
 Erna & Michael Kerst
 Georgia Kirsner
 Kathleen Knepper
 Dana & Ray Koch
 Mary & Michael Kozub
 Irwin Kramer
 Stephen Kramer
 Hans Walter Lange
 Kim Lebel
 Jeffrey Leco & Moira Mattingly
 Estelle Lee
 Sandra Leichtman
 Kelly Leong
 Eva Lilienthal
 Kathryn Lindquist
 MacNicholl/Lombardo Charitable
 Fund

Dan & Nancy Longo
 David E. Magarik, MD
 Thomas & Carrie Maslen
 Susan McCarthy
 Randall & Carolyn McFarlane
 Maureen & Michael McMurphy
 Michael & Carolyn Meredith
 Diane Michault
 Merrilee Miller
 Skip & Fran Minakowski
 Judy & John Mitchell
 Ellen & Alan Mogol
 Betty Morganstern
 Carlos Nixon
 Cherie O'Keefe & Shawn O'Keefe
 James O. Olfson
 Michael Orticari
 Gerald Page
 Sheila S. & Lawrence C. Pakula
 Dale & Anthony Pappas
 James D. Parker, M.D.
 Mary Lee Phillips
 Tom Potter
 The Rackham Foundation
 George & Jennifer Reynolds
 Celeste & Les Riddle
 Tona Riggio
 Roz Ridgway & Ted Deming
 Tammy Rivera
 Eveline & William Roberts
 Charles T. Robinson
 Kevin Rogers & Jackie King
 Ruth A. Roush
 Phaedruso Ruiz
 Jeffery M. Russell
 Richard Rynd
 Myrta & Kenneth Sale
 Eric Schlegel
 Theodore Schmitt & Ann Marie
 DeBiase
 Leonard & Celia Schuchman
 Susan Shubin
 Hanan & Carole Sibel Family
 Foundation
 The Sidewinder Charitable

Foundation
 Katherine Simpson
 Maxine I. Smith
 Nisha P. Soprey
 Carolan & Brian Stansky
 Nancy Stepp
 Dan Watson & Brenda Stone
 Elizabeth Suarez
 Connie & Neal Sullivan
 Margery & William Sullivan
 Karen Sutter
 Mrs. Doris Sweet, in memory of
 Don Sweet
 Linda E. Taggart
 Stanley Tevis
 Betty L. Thompson
 Greg & Tracy Thor
 The Time Group
 Maurice & Teri Tosé
 Alexandra Totten
 Bruce A. Wahl
 Marilyn J. Wald
 Ellie K. Wang
 Warner Charitable Gift Fund
 Jennifer Upton Watts
 Don & Kathy Westbrook
 Ellen C. Williams
 Martha Myers Yeager
 Ellen & Bernard J. Young

This list includes donations of \$1,200 or more made during calendar year 2020. We greatly appreciate each gift given, and we have made every effort to ensure the accuracy of this listing. Please notify Nickole Scroggins at 410-581-4361 or nscroggins@mpt.org of any inaccuracies or omissions.

REGIONAL PRODUCTION FUNDERS

Alex Cooper Auctioneers
 CFG Bank
 Eddie Mercer Agri-Services

Kaiser Permanente
 Maryland Agricultural Education Foundation
 Maryland Agriculture & Resource-Based Industry Development Corporation
 Mar-Del Watermelon Association
 Maryland Department of Commerce
 Maryland Farm Bureau
 Maryland Grain Producers Utilization Board
 Maryland Soybean Board
 Maryland's Best
 Maryland Association of Soil Conservation Districts
 Medco: Maryland Economic Development Corporation
 MidAtlantic Farm Credit
 Maryland Nursery, Landscape & Greenhouse Association
 Rural Maryland Council
 Seafood Marketing Fund
 Specialty Crop Block Grant
 The Keith Campbell Foundation for the Environment
 United States Department of Agriculture, National Resources Conservation Service
 Wegmans Food Markets, Inc.

CO-PRODUCTION PARTNERS

Maryland Department of Agriculture
 Maryland Department of Commerce Office of Tourism
 Regional Manufacturing Industry of Maryland
 University of Maryland Medical Systems

NATIONAL PRODUCTION FUNDERS

Agora Restaurant Corp./Molyvos Restaurant

A.J. Fletcher Foundation
 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
 Cosette Charitable Fund
 Door Dash
 Ethics & Excellence in Journalism Foundation
 Federation of Chians Cultural Educational Fund, Inc.
 Fire Magic Grills/RH Peterson Co.
 Flying Olive Farms, LLC/Vrasi 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



New Faces, Part 2 – Former Orioles play-by-play announcer Jim Hunter came on board in early '21 as a new member of the network's talent pool.

Green Mountain Grills/GMG Products LLC
 Heising- Simons Foundation
 Indiegogo (crowdsource) donors
 Lilly Endowment Fund
 Louis Grossman
 Kudu Grill
 Marc & Michelle Gary
 Mary Catherine Bunting
 Maverick Industries, Inc.
 National Science Foundation
 Nick & Eleanor Chabraja Foundation
 Novacert LTD/Feta PDO
 Ocean Spray
 Piraeus Bank
 RockAuto, LLC
 Rouquette Bonfire Gilling Cheese/Champignon North America, Inc.
 Santa Maria Foundation
 Shun Cutlery / KAI USA, Ltd.
 Skip and Fran Minakowski
 Stavros Niarchos Foundation
 Stelios Vassilakis
 The Behrakis Foundation
 The Bunting Family Foundation
 The Captain Vassilis and Carmen Constantakopoulos Foundation
 The E. Rhodes and Leona B. Carpenter Foundation
 The Fillo Factory, Inc.
 The Gary Bialis Family Foundation
 The National Hellenic Museum
 The National Hellenic Society
 Tire Rack
 TuVuNu
 Tyson
 Workman Publishing Co Inc.

CORPORATE SPONSORS

211 Maryland
 Academy Art Museum

Major & Planned Giving efforts pay off in a time of pandemic

The team in MPT's Major & Planned Giving unit raised more than \$2.5 million from major donors and through bequests and grants in FY21. What's more, with the introduction of a new tool on MPT's planned giving website, more than 300 people created their wills – at no charge – with 66 of them including MPT in those new wills. Such bequests total more than \$1.1 million.

On the grant front, during the fiscal year, MPT secured grants from the following organizations:

- Baltimore County Commission on Arts and Sciences
- Campbell Foundation
- Cornell Douglas Foundation
- Delaplaine Foundation, Inc.
- E. Rhodes and Leona B. Carpenter Foundation
- Heising-Simons Foundation
- Lockhart Vaughan Foundation, Inc.
- Maryland Higher Education Commission
- Middendorf Foundation
- National Endowment for the Arts & Arts Midwest
- PNC Foundation
- Richard Eaton Foundation
- Maryland Agriculture Education and Rural Development Assistance Fund
- Truist Foundation



MPT master electrician Mark Duby performs some FY21 outdoor tune-up by installing energy-efficient LED light heads on the main parking lot. Over the past four years, the network's Facilities unit has upgraded all the Owings Mills campus parking lots' lighting to LED with further upgrades to come in FY22.

Allegany County, the Mountain Side of Maryland
 Archdiocese of Baltimore
 B&O Railroad Museum
 Baltimore Area Chick-fil-A Restaurants
 Baltimore County Department of Health
 Baltimore County Golf
 Baltimore County Public Library
 Boutique Air
 Calvert County Department of Economic Development
 Carroll County Tourism
 Chesapeake Bay Foundation
 Chesapeake Bay Maritime Museum
 Community College of Baltimore County Chesapeake Conservancy
 Consumer Credit Counseling Services Maryland
 Edward A. Myerberg Center
 Enoch Pratt Free Library
 FreedomCar
 George Washington's Mount Vernon
 Girl Scouts of Central Maryland
 Global Medical and Health Services, LLC

Greater Wilmington Convention & Visitors Bureau
 Harford County Public Library
 Housing Initiative Partnership
 IDEALS Institute The Johns Hopkins School of Education
 Johns Hopkins Alzheimer's Resource Center Center
 Johns Hopkins Alzheimer's Resource Center Center for Minority Aging Research
 Kent County Economic Development
 Kent County, Maryland Tourism
 Keswick
 Leaders of Tomorrow Youth Center
 Library of Congress
 Low Vision Specialists of Maryland and Virginia
 Maryland 4-H Youth Development, University of Maryland Extension Program
 Maryland 529
 Maryland Alliance of Public Charter Schools
 Maryland Department of Health
 Maryland Department of Housing and Community Development
 Maryland Department of Labor
 Maryland Department of Veterans Affairs
 Maryland Energy Administration
 Maryland Health Connection
 Maryland Higher Education Commission
 Maryland Humanities
 Maryland Relay

Maryland State Board of Elections
 Maryland State Department of Education
 Maryland Zoo in Baltimore
 Meals on Wheels of Central Maryland, Inc.
 Mechanical Contractors Association of Maryland Maryland Emergency Management Agency
 Mercy Ridge
 Montgomery County Department of Health and Human Services
 Morgan State University
 On Our Own of Maryland, Inc.
 PETA
 Pioneer
 PNC Foundation
 Qlarant
 Residences at Vantage Point
 Roland Park Place
 S&K Roofing, Siding and Windows
 Sage Policy Group, Inc
 Salisbury University
 Shore United Bank
 Solar Energy World
 Sun Nurseries
 Talbot County Visitor Center
 The Gordon Center
 The Greater Maryland Chapter Alzheimer's Association
 Thurgood Marshall College Fund
 Towson Orthopaedic Associates
 Towson University
 UHY LLP
 University of Maryland Center for Environmental Science
 University of Maryland Eastern Shore
 University of Maryland Global Campus
 University of Maryland School of Nursing

Susanne Stahley, producer in the cultural affairs unit of MPT's Content Division, masked up to help ensure safety during the shoot for the FY21 Baker's Artist Awards production in August 2020.

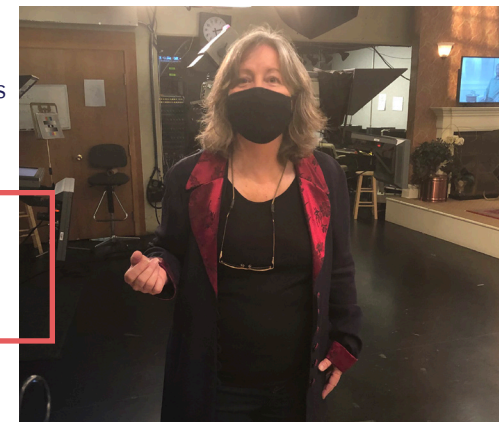
University of Maryland, Baltimore
 University of Maryland, Baltimore County
 University of the District of Columbia
 Visit Dorchester
 Visit Hagerstown-Washington County Convention & Visitors Bureau
 Visit Harford! Inc.
 VSM Wealth Advisory, LLC
 Washington College
 Waterkeepers Chesapeake
 Wild Birds Unlimited

EDUCATION FUNDERS

Corporation for Public Broadcasting
 Delaplaine Foundation, Inc.
 FableVision
 Library of Congress
 Lockhart Vaughan Foundation
 Maryland Department of Health
 Maryland Humanities
 Maryland State Department of Education
 PBS
 PNC Bank
 Richard Eaton Foundation
 Truist 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
 Judy Center, Somerset County
 Laugh-n-Learn Family Daycare
 Learning in a Box
 Liberty Elementary School
 Library of Congress
 Maryland Department of Health
 Maryland Humanities
 Maryland Roundtable for Education
 Maryland State Department of Education
 Maryland State Libraries
 PBS Education
 Ready at Five
 YMCA, Frederick

IN-KIND DONORS

AAA Mid-Atlantic
 Able Hands Mobile Massage, Inc.
 American Visionary Art Museum
 Ayers Creek Adventures
 B&O Railroad Museum
 Ballet Theatre of Maryland
 Baltimore Clayworks
 Baltimore County Golf
 Baltimore Symphony Orchestra
 Basignani Winery
 Black Ankle Vineyards
 Black Walnut Point Inn
 Boordy Vineyards
 Brick Bodies
 Cabot Creamery Cooperative
 Captain James Landing

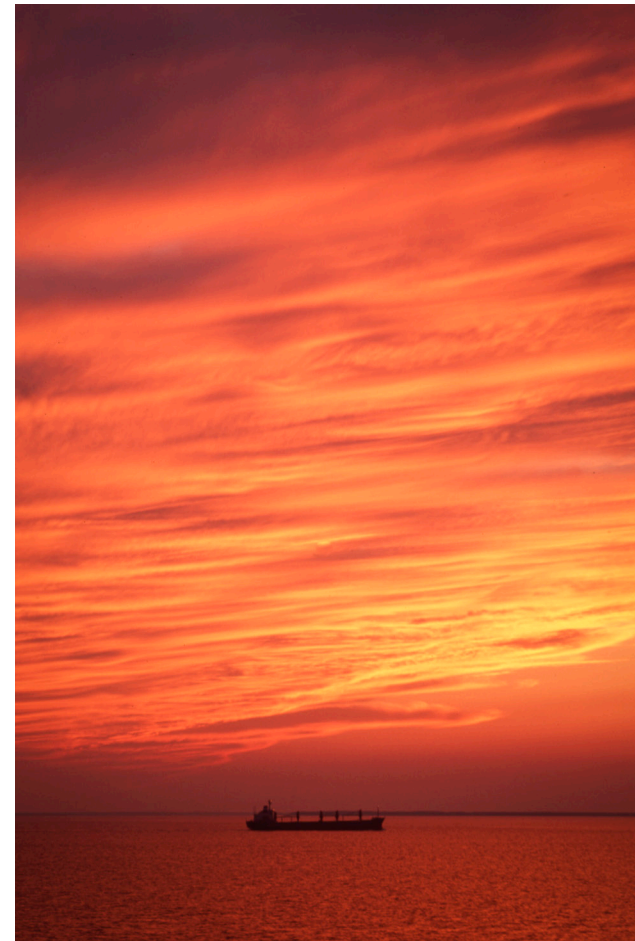
Center Stage
 Chanticleer Foundation
 Chesapeake Bay Maritime Museum
 Crayola Experience
 Cutco Corporation
 Dover International Speedway
 Elite Island Resorts
 Elmwood Farm Bed and Breakfast
 Federal Hill Fitness
 Figg's Ordinary
 Fish Tales Bar & Grill
 Flavor Cupcakery
 Florentine Films
 Hammond-Harwood House
 HART for Animals
 Houghton Mifflin Harcourt
 Janet Pfeffer Quilts
 Jewish Community Center of Greater Baltimore
 Ladew Topiary Gardens

In-kind donors include representatives of organizations who generously donated time to serve as speakers for numerous MPT-sponsored events. These include men and women from:

- Anne Arundel Community College
- Compass Government Relations Partners, LLC, representing The National Alliance on Mental Illness, Maryland
- Harford County Public Library
- National Alliance on Mental Illness
- Sheppard Pratt
- The Carnegie Institution for Science
- University of California Irvine

CHESAPEAKE BAY WEEK®

April 18 - 24, 2021



RED SKY AT NIGHT

Photo by Bill Band, Maryland Pilots
 Northbound ship in the lower Chesapeake Bay at sunset



Larriland Farm
 Let's Roam
 Linden Row Inn
 Main Street Oriental Rugs
 Maryland Center for History and Culture
 McCormick & Company
 Mid-Atlantic Center for the Arts & Humanities
 Mouth Party Caramels
 Olney Theatre Center
 Rick Steves' Europe, Inc.
 Roads and Rails Museum
 Robinson Nature Center
 Rosebud Perfume Company, Inc.
 Royal Sonesta Harbor Court Baltimore
 Sagamore Spirit
 Salted Vines Vineyard & Winery
 Sandy Spring Museum
 Showtime at the Drive In
 Smyth Jewelers
 Socksmith Design Inc.
 SpringHill Suites Marriott Annapolis
 Studio 1 Pilates n Movement
 The Charmery
 The Historical Society of Harford County
 The Y in Central Maryland
 Tops by Andrea
 Tree Skirts by Patricia
 Troyce Gatewood & Partners
 Movie Nights

Vaccaro's Italian Pastry Shop, Inc.
 Winterthur
 Zavazone

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.



With the "Take My Hand" mural as a backdrop, historian Tony Cohen speaks with a group outside the Harriet Tubman Museum and Educational Center in Cambridge. Videographer Bryan Contreras filmed the conversation during the production of the MPT special *Destination Maryland*.

Vehicle donations grow revenue

MPT expresses its appreciation to donors in Maryland, northern Virginia, and Washington, D.C. who generously donated vehicles to us in FY21. All told, 116 vehicles (primarily cars and SUVs but some trucks, too) were donated and yielded \$147,821 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.



Kim Holcomb, director, Special Projects, was part of the MPT crew for a very special FY21 project – the June 2021 broadcast of *The BSO Honors Marin Alsop*.

MPT & Your Community

The following organizations were featured during FY21 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.

Bread and Cheese Creek Cleanup
 BUGSS
 Children's National Hospital
 Chimes International
 First Fruits Farms
 Harford County Public Library
 Leaders of Tomorrow
 Loyola Early Learning Center

Maryland Humanities
 National Electronics Museum
 Reginald F. Lewis Museum
 Waterkeepers Chesapeake

MPT Arts Minutes

The following arts organizations were the subjects of features during FY21 in 60-second on-air segments within MPT programming. MPT is pleased to provide visibility to these Maryland-based groups:

Allegany Arts
 An Die Musik
 Art League of Ocean City
 Baltimore Center Stage
 Baltimore Summer Arts Passport
 Baltimore Symphony Orchestra
 Black Cherry Puppet Theater
 Columbia Festival of the Arts
 Hippodrome Theatre
 Keystone Korner
 Maryland Film Festival
 Wide Angle Youth Media

Network leadership

Maryland Public Broadcasting Commission

(as of 7/1/21)

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Ellie K. Wang, Contracting physical therapist; freelance actor

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Outgoing commissioner Paul Berry (left) receives a congratulatory resolution from Richard Bodorff, current commissioner. The resolution from the Maryland Public Broadcasting Commission thanked Mr. Berry for his years of service on MPT's governing body.

Rebecca J. Hanson, Esq., media technology executive, Summit Ridge Group, LLC

Edward H. Kaplan, *ex officio*, Chairman, Maryland Public Broadcasting Commission; Real estate developer/investor, Chesapeake Management Corporation

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Jennifer White, Digital Fundraising

Tom Williams, Communications

Bob Wilson, Digital Content & Operations

Other

Andrew H. Levine, General Counsel

Fran Minakowski, Senior Advisor to the President

2021 Annual Report & Honor Roll

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