

Annual Report & Honor Roll



MARYLAND
PUBLIC
TELEVISION

FY2011



Mission Statement

MPT's mission is to educate, entertain and enlighten the people of Maryland and beyond through creative programs and services of the highest quality, delivered through traditional public broadcasting and new multimedia technologies. MPT's commitment to excellence, innovation, diversity, and the values of Marylanders is essential to this mission.

Why Public TV?

Public television stations such as MPT are a free classroom, a free stage for the arts, and a trusted window to the world. Especially among underserved groups such as rural populations or those unable to afford cable, satellite, or mobile transmission, public TV brings entertainment and enlightenment as well as coverage of local and state issues that affect citizens and communities nationwide.

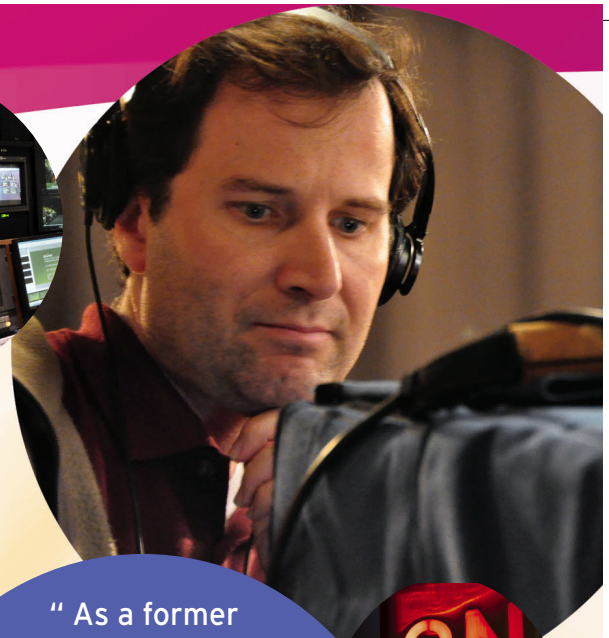
For the seventh year in a row, the Roper Poll found public broadcasting to be the most trusted institution in America, across all ideological and partisan lines. From candidate debates and coverage of state legislatures to Ken Burns and *American Experience* documentaries, public TV is committed to programming that showcases what is special about our country.

MPT prides itself on being a safe harbor of children's educational programming. Numerous studies of public TV programming indicate that children who watch shows such as *Sesame Street*, *Martha Speaks*, *SuperWHY!* and *Word World* show marked improvement on key literacy and social skills. What's more, public TV is cited as the number one source of media content among preschool teachers. The online educational content and resources provided by public television has become one of the top Internet destinations for children.

Beyond the programming for the youngest of viewers, MPT is the source for local productions which educate, entertain, and enlighten citizens of all ages – from classic documentaries and nature programs to creative explorations of Maryland towns and tourist destinations or interview programs that provide examination and context for pressing civic issues.

Some 170 million Americans regularly rely on public broadcasting each month for its educational and information resources, its thoughtful exploration of diverse religious and cultural issues, and the window on the world stage that it opens to urban and rural communities across our nation.

Maryland Public Television – on its air and in the vastness of its online presence – lets our citizens experience travel, arts, discoveries, and adventures they might not encounter on their own. Maryland Public Television is free and accessible. It invites curious minds. Thank you for supporting and endorsing our work.



" As a former history museum director, historic preservation advocate, and classical literature fan, I love MPT's historical, cultural and nature programs, but I'm also addicted to literature and mystery series. MPT has something for everybody... "

—Patricia Sullivan, Annapolis, MD,
Member, MPT Heritage Society

ON
AIR



A
message
from the
President
& CEO



Dear Friend of MPT,

Just like in households across Maryland and the nation, Maryland Public Television has had to look at its obligations and its resources with a fresh pair of eyes.

Probably like you, we've had to adjust to changing economic times. The adjustments haven't always been easy (discontinuing popular activities, laying off staff, and learning to do without), but we have made them.

It's in the context of these challenging times that I write to express MPT's sincere gratitude to the individuals, families, foundations, and corporations who've endorsed our work. This endorsement has taken the form of memberships, contributed dollars, production collaborations, and corporate sponsorships. We thank you for fueling our work in fiscal year 2011, the period of this annual report.

Most important, we recognize our obligation to account to you on how we've taken your investment and translated it into programs, outreach, educational efforts, and events that help us fulfill our mission to Maryland citizens. It's my hope that the pages of this report will demonstrate that we've been wise stewards of your investment and have earned the confidence you've placed in us.

With thanks,

Larry D. Unger
President & CEO



What we do – and why

Maryland Public Television is a public tool and a repository of public trust. Our business goes beyond television, and our reach extends far beyond the physical location of our six transmission towers. MPT reaches into all corners of Maryland to reflect and serve citizens of all ages. We are literally the *public's* television – a local resource, an adept storyteller, and an improver of lives.

- **MPT is a television station with a free statewide broadcast signal and an educational institution specifically dedicated to Maryland and its citizens.**

Writer E. B. White opined that noncommercial TV should seek “the ideal of excellence, not the idea of acceptability.” He held that TV ought to be the “visual counterpart of the literary essay, should arouse our dreams, satisfy our hunger for beauty, take us on journeys, enable us to participate in events, present great drama and music, explore the sea and the sky and the woods and the hills.”

Mr. White's ideas resonate at MPT where a free broadcast signal covers the state and is available to all who own a TV set. MPT is locally operated, and decisions about our on-air and online content are made by people who live within Maryland communities. They work to create the words and pictures that arouse dreams, create journeys, present drama, and explore the world.

MPT is the state's largest classroom. From pre-school through college and beyond, we play a role in the educational enterprise – preserving and sharing history; providing arts and culture; helping advance learning in science, technology, engineering and math; and contributing to civic discourse.

Particularly through our super-website *Thinkport*, we open the minds of children and partner with educators in innovative – sometimes unpredictable – ways.

- **As state licensee of the Public Broadcasting Service (PBS), MPT is a conduit for disseminating quality PBS programming to all corners of Maryland along with MPT's own locally produced shows.**

Television is an instrument that can be used for good or ill – raising the level of discourse in society or degrading it; broadening horizons or narrowing our worldview; bringing us together or leaving us isolated and self-absorbed. From its inception, PBS has chosen to embrace the ideal of excellence – not merely acceptability. PBS has brought music, theatre, dance – virtually all the arts – to people who might never have had a chance to experience them. PBS cameras have traveled to lands that most of us will never see in person. MPT's tickets to travel destinations, theatre stages, sporting events, and lecture halls are free of charge and accessible to all.

But PBS programming produced by or simply carried on Maryland Public Television does more: it respects viewers' intelligence. MPT is television for the curious mind – inspiring, piquing interest, and enlivening daily life.

- **MPT is a free learning hub for students, teachers, parents, daycare providers, and other citizens.**

Teachers are four times more likely to become members of



“ MPT provides a depth of information that I can't find anywhere else ... The *PBS NewHour* offers intelligent insight ... while *Outdoors Maryland* celebrates the richness of Maryland's natural resources. ”

–Gary Horowitz , Frostburg, MD,
Co-chair, MPT Society for
Excellence in Television

mpt
maryland
public
television



a public television station than are individuals in the general population. Why? Because educators understand and appreciate the difference that public TV makes in the lives of the children entrusted to their care. Whether it's technology, literacy, or assisting childcare providers, MPT is on-air, online, and in the community with education resources for teachers and parents to help children reach their full potential.



Thinkport.org, MPT's comprehensive website developed for Maryland's K-12 education community and families, provides a rich collection of multimedia resources for the classroom, including interactive online field trips, downloadable video clips, and a searchable database of standards-based lesson plans.

A wealth of online professional development offerings and an innovative suite of technology tools aid teachers in their profession; and an area for families builds connections and communication between schools and homes.

Caregivers for young children are not overlooked in MPT's educational enterprise. Training and resources for childcare providers has been a mainstay of our activity for decades, enriching pre-school learning and children's readiness for their K-12 experience.

" Music is my passion. MPT's opera broadcasts and concerts educate people on an emotional level. They entertain us, appeal to our hearts and bring us all together. "

—Miriam Dorf, Towson



Impact on the community

It's said that if an organization does not measure and quantify, then it's not properly accounting for its service to its stakeholders and constituents. Each year, MPT tabulates its activity in areas such as attracting viewers or producing local programs or reaching out to the communities it serves. We offer these measures of achievement on the next page to illustrate the breadth of MPT's work as a resource, community partner, content producer, and educator.

MPT's future

The future of Maryland Public Television will reflect the commitments we've identified in our strategic plan but also will be influenced by the amount and sources of revenues we receive. That's a fact of life in public television and in most of our state's for-profit and nonprofit organizations.

Our plan calls for increasing emphasis on local productions so that MPT can tell even more stories about Maryland citizens, history, natural resources, and civic challenges. To this end, we'll be aggressive in seeking out content, funding, and production partners from across the state.

We know that our future will likely include some tools that don't exist today. For this reason, we will watch for opportunities to adopt emerging technology that may enable us to better engage our shared community. The email-delivered newsletters we publish today and the updates on our Facebook and Twitter sites will perhaps give way to other communication channels, and we intend to be ready for them.

We must keep current, too, where our television transmission is concerned. The future will undoubtedly bring improved mechanisms for delivering media, and we can't afford to fall behind on such emerging technology.

Finally, we offer a profound thank you to the individuals, businesses, and foundations listed on these pages.

Their support – both in spirit and financial investment – is the driving force in everything we do. The future at MPT will be determined by their continued partnership with the men and women who create programs, appear on our air, devise our websites, represent us in the community, and maintain our far-flung facilities. It is a joyful, collaborative effort and one that will continue to produce the best service possible for our members, donors, and viewers.



Measures of achievement

July 1, 2010 thru June 30, 2011 (FY11)

Monthly viewing

- 700,000 households
- 1+ million viewers

Local program hours

- produced 105.5 hours of original, local programs

Service to viewers/members

- free statewide broadcast signal
- 11,700 telephone inquiries handled by MPT Audience Services
- 7,479 email inquiries handled by MPT Audience Services
- statewide legislative coverage in weekly *State Circle* and special "Ask the Governor" editions of *Direct Connection*

Online activity

- 10,096,813 page views on www.mpt.org
- 1,020,848 unique visitors to www.mpt.org
- expanded content areas including: Afternoon Tea weekly and monthly columns by "Tea Lady" Heather Sanderson and development of new website for *MotorWeek*
- 1,874 Facebook fans
- 1,776 followers on Twitter @marylandpubtv (at 9/27/11)



Outreach

- 14,517 volunteer hours raised by MPT to help Chesapeake Bay preservation groups
- 12 *MPT & Your Community* spots highlighting local public service organizations
- 1 community forum in *Conversations Around Maryland* series
- 40 tours of MPT studios for local groups

Partnerships

- 60,508 contributing members
- 65 regularly volunteering groups
- 720 volunteers

Awards

- 1 International Academy of the Visual Arts 2011 Silver Communicator Award of Distinction
- 6 National Academy of Television Arts & Sciences National Capital Chesapeake Bay Chapter, Emmy® Awards
- 1 New York Emmy® Award
- 1 TIVA-DC Peer Award
- 1 Park City Film Music Festival award
- 1 National Friends of Public Broadcasting Volunteer in Fundraising Award
- 1 National Friends of Public Broadcasting Grassroots Advocacy Award



Funding overview

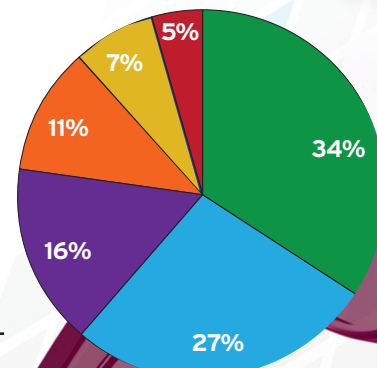
The financial information below represents the combined budgets of Maryland Public Television and its affiliated 501(c)(3) foundation, the MPT Foundation, Inc.

Revenue

- State**
- Membership**
- Corporate support & other**
- Corporation for Public Broadcasting (CPB)**
- Grants**
- Production**

\$8,455,000
6,654,343
3,891,003
2,757,654
1,732,000
1,083,000

\$24,573,000



Education: primary purpose, continuing mission

From the time President Lyndon B. Johnson signed into law the Public Broadcasting Act of 1967 to establish public broadcasting in the United States, a primary purpose of the then-new institution, the Corporation for Public Broadcasting, was to give a "stronger voice to educational radio and television by providing new funds for broadcast facilities." President Johnson continued, "(The Act) will launch a major study of television's use in the Nation's classrooms and their potential use throughout the world." From such hopeful beginnings, public television did indeed become a resource for the American classroom.

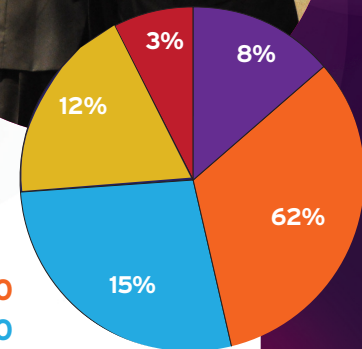
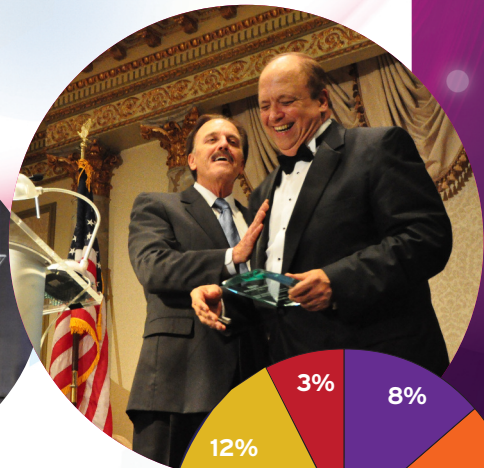
Since MPT's establishment in 1969, our long-standing commitment to education has continued to touch schools, families, and the child care community as we work to provide high-quality programs and services.



A cornerstone of MPT's education service is *Thinkport.org*, a comprehensive, Web portal well-known throughout Maryland as a trusted gateway to dynamic digital learning resources; professional development opportunities and training; online courses; and community outreach in both early child care and the K-12 education communities. MPT and its educational partners continue to collaborate to help teachers teach and students learn. This was our mission in 1969, and it remains our mission today.

Education measures of achievement

- 18 million+ *Thinkport* page views
- 1.4 million+ *Thinkport* visits
- 150 pre-K-12 presentations / 3,200 educators trained
- 49 early childhood educators enrolled in online courses for MSDE certificate for credential
- 993 K-12 educators enrolled in online courses for MSDE professional development or graduate credit
- 1,200 hours of instructional television aired on MPT2



Expense

Production, program acquisition, transmission	\$15,108,000
Marketing & development	3,593,000
Administration	3,010,000
Education services	2,043,000
Communication, promotion, outreach	819,000
	\$24,573,000

Honor Roll

Individuals and Family Foundations

Members of Maryland Public Television

More than 60,000 persons support MPT by becoming annual members. Although we are unable to list them by name in this report, we wish to acknowledge their endorsement of our work. Their calls and messages to us throughout the year are welcome reminders that – from the Eastern Shore or Southern Maryland to the most distant points of Western Maryland or the northern counties – MPT has active viewers who turn to us for entertainment, enlightenment, and education. We'll continue to work hard to merit their confidence and support.

Leadership Circle

These philanthropic donors provide pacesetter gifts to MPT.

Visionary Circle -

\$250,000 and above

Irene and Edward H. Kaplan

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\$50,000 - \$99,999

Anonymous

President's Circle -

\$25,000 - \$49,999

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The Leo V. Berger Fund

The Society for Excellence in Television (SET)

MPT's Society for Excellence in Television giving levels reflect core elements of the visual spectrum and our appreciation of these valued donors.

*SET co-chairs: Gary Horowitz
and Kathryn Lindquist*

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The Heritage Society comprises members of MPT since 1969 or individuals who have made legacy gifts to the MPT Foundation, Inc.

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 Solar & Wind Expo 2011
 SOLgenics, Inc.
 St. Gregory Hotel & Suites, Washington, DC
 St. Mary's College of Maryland
 St. Mary's County Historical Society
 Stonehouse Publications
 Style Magazine
 Taos Ski Valley Resort



TAUCK
 The Piano Man
 The Y of Central Maryland
 Tidewater Vacations
 Truffles Catering
 Virginia Opera
 Washington County
 Museum of Fine Arts
 WCBM Talk Radio 680 AM
 WEAA 88.9 FM
 Weinberg Center for the Arts
 Woodhall Wine Cellars
 WYPR 88.1 FM
 Yucatan Holidays

Education Funders

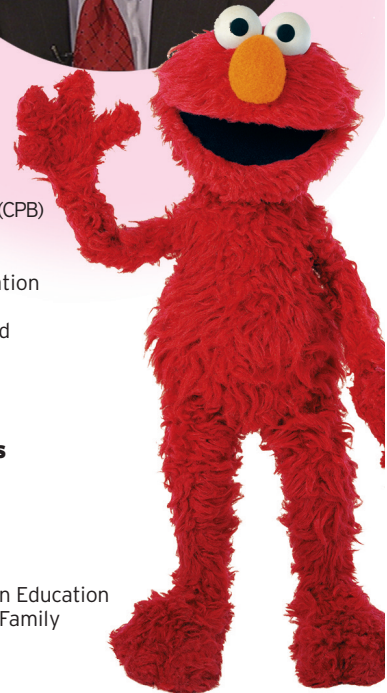
Alabama Public Television
 Baltimore Community Foundation
 Corporation for Public Broadcasting (CPB)
 Friends of Fort McHenry
 Living Classrooms Foundation
 Maryland State Department of Education
 National Science Foundation
 NOAA's Bay-Watershed Education and
 Training (B-WET) Program
 Public Broadcasting Service (PBS)
 Verizon Foundation

Education Project Partners

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 Baltimore City Public Schools
 Enoch Pratt Free Library
 Frederick Douglass High School
 International Society for Technology in Education
 Judith P. Hoyer Early Child Care and Family
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 Maryland Head Start Association
 Maryland Public Libraries
 Maryland Society for Educational Technology
 Maryland State Child Care Association
 Maryland State Department of Education
 Maryland State Family Child Care Association
 Math Forum at Drexel University
 National Middle School Association
 National Oceanic and Atmospheric Administration
 NorthBay Adventures
 Port Discovery Children's Museum
 Ready at Five

Volunteers

Individuals and organizations who support MPT through volunteerism embrace the ideals of public television and public service. We appreciate the contribution of our volunteers. Whether it is helping with a pledge drive to support our programming or by volunteering to clean up the Chesapeake Bay, MPT volunteers are making an impact. Thank you!



Why give to the MPT Foundation, Inc.?

Your gifts to the MPT Foundation bring you the very same membership benefits as gifts to MPT – and more!

Often, a donor's employer, donor-advised-fund administrator, or personal foundation may require that a charitable gift be made to a recognized 501(c)(3) organization. The MPT Foundation, Inc. (tax identification number 52-1224503) is a 501(c)(3) nonprofit organization whereas Maryland Public Television is an agency of the State of Maryland.

Similarly, if you want a bequest, IRA, or other planned gift to work for the good of the community in perpetuity, you must direct your gift to the foundation, where it will be applied toward The Maryland Public Television General Endowment Fund; or you may choose to restrict your legacy gift to any one of these more targeted endowment funds:

- The **MPT Regional Programming Endowment Fund** to support projects and programming relevant to the region we serve
- The **MPT Educational Programming Endowment Fund** to projects and programming in support of children, students, teachers and their families
- The **MPT Program Acquisition Endowment Fund** to enable MPT to acquire high-quality programming from a wide variety of public and private sources.

These funds are housed at the MPT Foundation, Inc. Donors can be confident that all donations received by the MPT Foundation will be directed only to MPT in support of its educational and public service programming and community outreach.



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 National Educational Telecommunications Association (NETA)
 National Television Academy
 Organization of State Broadcasting Executives (OSBE)
 Public Broadcasting Management Association (PBMA)
 Public Broadcasting Service (PBS)
 Public Television Major Market Group, LLC

Charity Campaigns Supporting the MPT Foundation, Inc., a 501(c)(3) organization

Combined Federal Campaign, Chesapeake Bay Area - code #60868
 Combined Federal Campaign, National Capital Area - code #60868
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