

## **Diversity Report for Maryland Public Television FY2022**

Maryland Public Television (MPT), and its nonprofit entity, MPT Foundation, Inc., present this report to highlight MPT's staff and board diversity. Maryland Public Television is an agency of the State of Maryland that exists to provide informational, educational, and cultural programming to the citizens of Maryland. MPT operates from a free-standing 19-acre campus in Owings Mills, MD, with a 150,000-square-foot headquarters building. The remodeled and expanded 8,500square-foot production studio which replaces its 52-year-old predecessor opened in April 2022. In addition to the remolded and expanded studio, MPT has two studios that are 30'x 40'; a master control suite; a control room; and our editing process includes eight AVID HD Symphony suites with AVID Media Composer version 8.4.5 with symphony option.

MPT owns six digital transmission towers and building sites located throughout Maryland. Our digital transmitters reach viewers in Maryland as well as portions of Pennsylvania, Delaware, Virginia, West Virginia, and the District of Columbia. The statewide network's transmitters also reach viewers who fall within four distinct Designated Market Areas (DMAs) – Baltimore, Pittsburgh, Salisbury, and Washington, D.C.

MPT's station governance remains under the purview of the Maryland Public Broadcasting Commission (MPBC) will meet 10 times during the FY22 to oversee the operational, fiscal, and technological performance of the station to ensure its faithfulness to its mission. By statute, the MBPC comprises 11 individuals (one ex officio), and by year-end FY22, all 11 positions remain filled by talented men and women from the business, civic, and cultural communities of the state.

The Board of Directors for the MPT Foundation is comprised of 25 directors (one emeritus). Thirteen of the Board members are men and twelve are women. In addition, there are two African American women on the board, one Asian Pacific American woman, and one Latinx woman.

The MPT Management team is made up of twenty-one staff, nine men and twelve women. In addition, there are five African Americans and sixteen Whites on the management team.

For MPT, diversity and inclusiveness are critical to the success of our workplace. MPT is more effective, stronger, and has greater credibility because of our commitment to diversity in programming and hiring practices. The relationship that MPT enjoys with the public is built upon trust that we will honor our viewers through a diverse array of programming. To successfully do so, MPT realizes the need to embrace cultural diversity and to assemble a staff that not only reflects our diverse communities, but that embraces it. We realize that the diversity of our workplace serves to strengthen our ability to serve the community.

In 2020, MPT established the Standing Against Racism Initiative in response to the injustices and systemic racism amplified throughout our nation. MPT created a staff-led

internal Diversity, Equity, and Inclusion Advisory Council, as well as an external Diversity, Equity, and Inclusion Advisory Council, comprised of MPT Foundation, MPT Commission, and community members in the industry. The internal DEI Council has 13 members from all divisions within MPT. The external DEI council has 12 members, 2 executive ex-officio members, and 1 staff liaison. Both councils will work together to uphold the point strategic plan in the following areas:

#### Standing Against Racism 10- Point Plan

1. Creating safe spaces for staff to listen and learn.
2. Expanding public affairs coverage.
3. Providing informative educational content and discussion guides.
4. Engaging the community through outreach and education.
5. Scheduling thought-provoking prime-time programs.
6. Forecasting demographic trends.
7. Positioning MPT to reflect our region's shifting demography.
8. Partnering to expand our audience.
9. Widening and deepening the pipeline.
10. Hiring strategically.

Maryland is poised to become a majority-minority state within the next five years resulting in the demographics of our potential donor base shifting dramatically. MPT is making a commitment to continued mission-driven programming to address and explore systemic racism. The Standing Against Racism initiative's purpose is to foster and increase thoughtful discussion and understanding of race-related issues in communities across the greater Maryland area.

#### ***Hiring Practices:***

This report will also reflect the steps taken to ensure that MPT's hiring practices, employment guidelines, and statistics are aligned with the requirements as outlined in CPB's Communications Act Certification Requirements for Community Service Grant Recipients.

Maryland Public Television is committed to employing a culturally diverse workforce. MPT's hiring practices are based on merits which include qualifications, education, and experiences resulting in the hiring of the qualified applicants. MPT hires without regard to a person's race, ethnicity, sexual orientation, nationality, religion and/or physical ability.

MPT staff is comprised of 132 employees of which 40 employees are Officials and Administrators; 53 employees are Professionals; 16 employees work in the Technical Category; 17 employees are also in the Office and Clerical Category; 3 employees in Skilled Craft Workers and then 3 also in Service Maintenance.

During this reporting period, 09 applicants were reviewed for 02 vacancies that were filled. MPT used the following recruitment resources:

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|---|---|
| • LinkedIn  | 3 |
| • Indeed.com  | 1 |
| • State HR Office Physical Bulletin Board*  | 1 |
| • Glassdoor   | 1 |
| • MPT Employee  | 2 |
| • State of Maryland Job Openings Website<br><u><a href="http://www.jobaps.com/MD/">www.jobaps.com/MD/</a></u> | 1 |

### **Actions:**

MPT's diversity initiatives are applicable, but not limited to our practices and policies on recruitment and selection, compensation and benefits, professional development and training, promotions, transfers, social and recreational programs, layoffs, and terminations. In addition, our diversity initiatives are applicable to the ongoing development of a work environment built on the premise of gender and diversity equity that encourages and promotes: employer/employee contributions to the diverse communities we serve to promote a greater understanding and respect for diversity; respectful communication and cooperation between all employees; work/life balance through flexible work schedules to accommodate employees' varying needs within State guidelines; and teamwork and employee participation, permitting the representation of all groups and employees perspectives.

### **Commitment to Diversity**

MPT's commitment to diversity can be found in our staff, programming, and viewership.

- MPT has a staff of 132, and 27% are people of color and 47% are women;
- MPT offers programming that is diverse, from early morning children's programs to various entertainment segments that include soul, folk, classical and jazz music;
- MPT's viewers range in age from toddlers who enjoy our early morning line-up of children's programs; to elementary through high school students and educators who visit our Thinkport.org educational portal; to adults and seniors who enjoy the MPT primetime television viewing experience; and
- MPT's programming has told the passionate stories of the Latino community, the African American community, the Asian, and the Italian community.

### **Extent to which the Station Reflects Such Diversity**

MPT's print materials such as the Annual Report, reflect diversity so that our programming can appeal to a wide range of viewers. In addition to the Annual report, MPT offers the following electronic newsletters to viewers: (1) MPT Viewer Extra – A bi-monthly e-newsletter with inspirational stories, upcoming events, day trip ideas, recipes, pets, and more; (2) Weekly Spotlight - Every Friday evening, you'll receive an email with the coming week's programmatic highlights, on-air, online, on MPT Passport, and more; and (3) Standing Against Racism Programming a monthly newsletter showcasing programming aligned with MPT's initiative to foster unity through dialogue

To ensure that we offer our viewers a diverse lineup, MPT now offers four free channels for viewers: MPT-HD, MPT2/ Create (Do-It-Yourself programs, cooking, arts, gardening, and travel programs); NHK (Japanese programming highlighting the Japanese culture in English and focusing on travel, cooking, and the arts) and the 24 hour PBS Kids channel.

MPT is aware of the emerging trends in technology and public television and has responded accordingly. We have learned that our viewers and members respond favorably to being able to access content that includes online, on mobile devices and on-demand. In addition, MPT maintains a variety of file-based, non-broadcast services. Often called “over-the-top” technologies, these services include video on demand (VOD); Comprehensive Online Video Ecosystem (COVE); YouTube; and the MPT App for both IOS® and Android®-based devices.

The outcome is to expand MPT’s audience by utilizing new technologies to make our programming available beyond the television set.

Viewers now access MPT programming on mobile devices, tablets, and DVDs that are available through our online store. Selected clips of MPT’s programming can be found on YouTube. MPT’s Technology Division professionals are responsible for the operation of these and other computer-driven systems.

MPT’s Education Division conducts community-based work and provides hands-on technology experiences for families that reside in Baltimore’s most impoverished communities. Many of the families we serve are indigent and live below the poverty level. Our family-centered activities are attended by families who are White, Latino, African American, and sometimes Asian.

## **Diversity in Education**

### **Thinkport**

Thinkport.org serves Maryland families and educators with growing collections of teaching and learning resources that support diverse audiences including the early childhood community, K-12 students, and educators at home and in the classroom. Throughout the 21-22 academic year, MPT will continue to create new content and curated national resources to meet the ever-changing educational needs of our community.

### **Media Literacy**

Media Literacy for Early Childhood Professionals is a comprehensive program to train and support early educators, families, and early childhood education stakeholders in building and honing media literacy skills for themselves and their children.

MPT is working collaboratively with educational organizations across Maryland, including; public libraries, the Maryland State Department of Education, and Ready at Five, among others, to provide resources and services in five key areas. These

components support media literacy education in formal learning environments, in homes, and throughout the community.

Each component is described as follows:

**Learn** - Early childhood professionals will have access to state-approved FREE and low-cost professional development on media literacy and will find resources to develop a learning environment that supports media literacy skills.

**Play** – Educators and families will find standards-aligned activities that support hands-on learning integrated with media that further explore learning concepts and model best practices.

**Connect** – Educators and families will find opportunities to connect with others in the early childhood community to share information and resources about media literacy and to explore events and activities to build media skills.

**Create** - Educators will find tools and resources to use to build practical skills for communication using different forms of media to support early learning instruction, family engagement, and business marketing.

**Browse** – The community at large will find research and information about the influence of technology on children’s growth and development and the importance of developing media literacy skills.

MPT is currently creating and curating content within each of these five components to reach children, families, and educators throughout Maryland. The generous grant provided by your foundation has supported content creation, webpage development on Thinkport.org, and the cultivation of new partnerships.

In addition, MPT is developing a new project under the **Connect** component of the program to expand our reach into communities at the local level:

### **ELMA -Early Learning Media Ambassadors (ELMA)**

MPT is also designing a new program to build media literacy skills among early childhood educators and to help children develop healthy media habits. In partnership with Maryland Public Libraries, the *Early Learning Media Ambassadors* program (ELMA) will recruit and train early childhood educators within communities across Maryland to model best practices for teaching and learning with educational media in early childhood programs and share media literacy tips and resources with families and educators throughout their communities.

#### *Who is an Early Learning Media Ambassador?*

Early Learning Media Ambassadors are child care providers and other early childhood educators with a strong desire to support families of young learners in navigating and understanding media’s role in early learning and development.

They are trained to utilize and share the suite of MPT and PBS KIDS early education resources, as well as media literacy resources available through libraries and other Maryland education organizations, with early educators and families in their communities.

An Early Learning Media Ambassador will...

- Empower educators and families to take charge of media's influence and impact on children's learning and development by building healthy media habits.
- Share MPT's media literacy framework along with dynamic, media-rich activities from PBS KIDS to engage learners and spark their curiosity.
- Distribute hands-on, screen-free educational materials from Learning in a Box, in partnership with education non-profit Improving Education, to extend learning away from screens.
- Develop and/or facilitate family and community engagement events within their respective county.
- Cultivate partnerships with local organizations, schools, and libraries to share additional resources and/or programs to support media literacy education.
- Provide verbal and/or written feedback to MPT for reporting purposes, to determine the impact and the success of the engagement.

### Diversity in Programming:

MPT's Digital Studios debuted in 2015 with a focus on the Freddie Gray story: Voices of Baltimore: Black, White, and Gray. Since that time, MPT has created "**the DIG**". The DIG turns up information on contested topics, undiscovered gems, and cutting-edge issues. Some of the most recent stories that viewers will find in the DIG include: The B-more Club which describes how Baltimore's unique music and dance genre is poised for a post-pandemic comeback. Another Dig special is Artesanas which highlights a local organization that helps educate the public about Latinx arts and culture. Locals Only: Roslyn Vera owns Cocina Luchadoras in Baltimore's Fells Point community. Her food represents the two Mexican states where her family is from—la comida autentica de Oaxaca and Puebla.

Further diversifying the MPT line-up of programming is the award-winning Maryland Farm & Harvest. In 2013, MPT developed and debuted *Maryland Farm & Harvest* to help Marylanders learn more about agriculture, the state's number one industry. Hosted by Joanne Clendening and produced in partnership with the Maryland Department of Agriculture, *Maryland Farm & Harvest* takes viewers on journeys across the state to see and experience what it's like to run a 21<sup>st</sup>-century farm – from technological advances and conservation challenges to age-old complications such as weather hardships.

Amber Moore is the host for *Destination Maryland*, Maryland Public Television's new multiplatform travel guide that takes viewers to some of the most unique and interesting places in the state. Viewers can get insider tips on where to go and what to see, and join culinary segment host Adrianna David for a taste of some of the best cuisine Maryland has to offer. *Destination Maryland* takes viewers from the known to the surprising—at times veering off the beaten path, introducing viewers to places, performers, shops, shows, festivals, and experiences that are guaranteed to please both tourists and life-long Marylanders. It's a travel guide for the digital age—dynamic, fresh, and fun.

During the fall of 2022, MPT marked its third year of promoting historically Black colleges and universities (HBCUs) through content that is produced locally and acquired from producers who do not work with MPT. Historically Black colleges and universities are institutions of higher education in the United States that were established before the Civil Rights Act of 1964 with the intention of primarily serving the African-American community. There are currently 101 HBCUs, with 27 offering doctoral programs, 52 offering master's programs, 83 offering bachelor's degree programs, and 38 offering associate degrees.

HBCU week offers films about the under-told stories of sacrifice, courage, innovation, and hope found in the archives of these important American institutions. The slate of programming this year includes *A Legacy of Opportunity: The History of Delaware State University*; *Shaw Rising*; *Back in Time: Langston University History*; *The Calvin Tyler Story*; *Our Blues Makes Us Gold*; *all the Difference*; *Afro Blue: A Year in the Life*; *Walk Together Children: The 150<sup>th</sup> Anniversary of the Fisk Jubilee Singers* and many other thought-provoking stories.

### **Becoming Frederick Douglass and Harriet Tubman: Visions of Freedom**

A generous production grant from the State of Maryland afforded MPT to begin the process of telling the stories of Harriet Tubman and Frederick Douglass. Partnering with Stanley Nelson and Lynn Robinson, who are African American filmmakers, MPT was able to begin making the documentary. Additional funding from Bowie State University, DIRECTV and Pfizer further supported the development of these films.

On September 8, 2022, MPT hosted a screening of both films that was followed by a roundtable discussion in the Oprah Winfrey Theater of the National Museum of African American History and Culture. The award-winning filmmaker, Stanley Nelson was joined by esteemed historians and journalists to discuss the impact of these two iconic figures of American history, and how their philosophies have influenced the civil rights movement and the modern-day social justice movement. *Harriet Tubman: Visions of Freedom and Becoming Frederick Douglass* are co-productions of Firelight Films and Maryland Public Television.

On October 4th and October 11<sup>th</sup> both films will air on PBS stations nationwide.

## **Efforts to increase diversity over the past 2-3 years and plans for the upcoming year.**

MPT will consistently examine the composition of the workforce; make a conscience effort to visit diverse schools, i.e., community colleges to recruit new staff and to provide information about the careers available in public television; continue to offer internship opportunities that will expose students to various careers in journalism; continue to participate in community events and job fairs; and expand efforts to inform a wide variety of educators about the positive outcomes of using technology in the classroom. Recruiting diverse Commissioners and members for MPT Foundation's Board of Directors will remain a high priority.

During FY22, MPT educated and entertained our diverse group of viewers through online activities. More than 1.2 million viewers tune into MPT monthly.

### mpt.org page views for FY 21 (Jan 1 - Dec 31, 2021)

- Total page views - 2,514,102
- Unique page views - 2,082,310

### MPT YouTube for FY 21 (Jan 1 - Dec 31, 2021)

- Views - 505,800
- Hours - 10,176

### *To increase diversity in the coming year:*

- MPT will host recruitment fairs at local colleges, including HBCUs (Historically Black Colleges and Universities) to attract a younger population and ethnic minorities. *This will be done during the next fiscal year;*
- MPT will advertise with local papers that serve diverse communities and organizations (i.e., the NABJ, Women in Film and Video, etc.). *This is to enhance recruitment efforts;*