



## 2023 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



“MPT was founded upon the principles of lifelong learning, and education is woven deeply into the fabric of our efforts. A trusted partner in education, MPT’s Education Division brings high-quality instructional content, programs, and media to PreK-12 educators, schools, families, and communities in Maryland and beyond.”—Larry D. Unger, President and CEO

**Mission statement:**  
**Maryland Public Television enriches lives**  
**and strengthens all communities through the power of media.**



In 2023, Maryland Public Television launched new initiatives and expanded special programming and educational projects to broaden impact and enhance our value to the community. With six regional Emmy Awards and a bevy of other honors including Telly and Muse awards, our high quality productions and presentations were widely recognized. Our DEI efforts also bore fruit under the leadership of our extraordinary advisory council, as we continued to diversify our staff with a 9% increase in minority individuals on our staff. Our commitment to local public affairs programming, education, and local engagement opportunities all spoke to MPT’s unique value to people and families across Maryland and in our broadcast area outside the state.

In 2023, MPT’s successful launch of the Center for Maryland History Films provided long-term organizational commitment to recording and telling Maryland’s unique history for generations to come. The national expansion of our home-grown HBCU Week initiative exemplified the innovative thinking and robust service that MPT provides to all Maryland communities. A suite of new programs for our annual Chesapeake Bay Week programming initiative continued to engage regional communities with a major ecological, economic, and recreational resource. And all-new productions and acquisitions such as *Hal Prince’s Broadway*, *Keeper of the Flame*, and *Go-Go City: Displacement and Protest in Washington D.C.* reflect MPT’s high-quality programming for local and regional audiences.

Our impact across Maryland continues to grow, as we present public affairs programming that keeps communities engaged with civic life, including our special *Ask The Governor* program with Governor Wes Moore, alongside 53 new episodes of *Direct Connection* and *State Circle*. HBCU Week garnered over one millions views across our YouTube channels, and our Conversations for Change engagement series presented 30+ events with thousands of participants. Our education team delivered on MPT’s commitment to expanding opportunity with programs like Ready to Learn, Thinkport, and Early Learning Social, alongside professional development programs for teachers such as Teaching with Primary Sources and Media Literacy for Early Childhood Professionals. MPT’s impact across Maryland and beyond is robust.



## 2023 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

# EDUCATION: CONTINUING THE TEACHING-LEARNING PROPOSITION

With a commitment to supporting educators across the state as a cornerstone of MPT's mission, our education team provides interactive resources for the classroom, quality educational videos, engaging online courses to support local educators and child care providers, and rewarding professional development opportunities to inspire teaching.

### **EARLY CHILDHOOD EDUCATION:**

>**Thinkport:** *Thinkport* is the centerpiece of MPT's digital learning content. In FY23, student instructional resources, online courses for professional learning, and early learning content for families were accessed by thousands of people throughout Maryland's education communities.

>**Ready to Learn:** MPT and its partners including Judy Centers, public libraries, and community organizations coordinated multigenerational learning experiences for children and families as well as professional learning opportunities for educators. *Ready To Learn "Learning Neighborhoods"* featured PBS KIDS resources focused on learning needs of young children, especially as they relate to functional literacy, computational thinking, and social emotional development. In FY23, *Ready To Learn* and other grant funding enabled MPT to connect with targeted communities, providing learning activities and materials to more than 500 children, families, and educators.

>**Early Learning Social** *Early Learning Social* is a free, virtual space for early childhood educators to learn together, network in interactive discussions, and share resources. Each month, MPT brought together early educators for facilitated trainings on Zoom. During FY23, 450 providers completed *Early Learning Social* sessions to earn up to 24 hours of state-approved training for child care licensing requirements and high-quality early education instruction. Early educators from more than half of Maryland's 24 jurisdictions participated in the sessions, as did individuals from other states plus Canada, Philippines, and the United Kingdom.

*"My ideas have expanded with what I learned about empathy. It can be used to help me work with a child and with parents who can use the same empathy at home."* — A Maryland Family Care Provider

*"It was fun learning how to use screen time for whole group active learning and select developmentally appropriate media to enhance learning skills."* — A Maryland PreK-12 Teacher

### **ADULT LEARNING:**

>**Teaching with Primary Sources (TPS) Collection:** Primary Sources program, which offers classroom materials and professional development to help teachers effectively use primary sources. MPT first unveiled *TPS Inquiry Kits* in 2016, and the collection has grown to more than 200 kits and 1,000 primary source materials organized into curriculum units and topics. In addition, the TPS collection on *Thinkport* includes civics resources funded by the Library of Congress, including *Research Learning Modules*, *Case Maker*, and *Civics! An American Musical*. Each of these inquiry-based interactives takes students on a learning investigation using primary sources to lead the way.

>**Media Literacy for Early Childhood Professionals:** This virtual hybrid professional development course uses self-paced lessons and synchronous workshops to teach early educators how to plan thoughtful, developmentally appropriate ways to use media and technology to foster active learning with young children. The course was piloted in FY22 and officially launched early in the next fiscal year. During the week-long course, participants earn six MSDE-approved Core of Knowledge clock hours required for licensure as well as valuable knowledge and skills to help create state-required screen time plans.

>**Professional Learning:** The Education Division serves the learning needs of Maryland early childhood educators and K-12 teachers by offering credit-bearing online courses and professional development trainings. In FY23, more than 1,000 educators participated in professional development trainings to earn Continuing Professional Development credits or Core of Knowledge clock hours. MPT completed a multi-year project with MSDE to develop a series of full-year online student courses. Each was developed by teams of subject matter and instructional content experts, along with a variety of rich media developed to enhance the learning experience. Courses are in elementary-level social studies and science as well as secondary-level algebra 1, geometry, data science, and Chinese language.



## 2023 LOCAL CONTENT AND SERVICE REPORT DELIVERING VALUE

### PRODUCTION AND PRESENTATION: TELLING LOCAL AND NATIONAL STORIES

Once again in FY23, MPT delivered a wide range of entertaining, educational, and inspiring content viewed by local, regional, and national public TV audiences. In total, the talented team at MPT was responsible for 199 separate local and national productions in addition to bringing to screens acquired programs and national series and specials.

MPT produced and aired 142 original productions, totaling nearly 81 hours of content. Additionally, MPT acquired 29 productions from independent producers and distributors and was honored to serve as “presenting station” for five programs and series, distributed nationwide to public TV stations by American Public Television (APT).

MPT also formally launched its Center for Maryland History Films, a content initiative designed as a platform for the continuation and growth of history-related productions. The Center for Maryland History Films is the springboard for upcoming short- and long-form content, telling stories of people, places, and events dating back to the Free State's original 1632 colonial charter. For 54 years, MPT has been covering history.

Now, with the debut of the Center for Maryland History Films, we're making more of our own.



### AWARDS UNDERSCORE SERVICE

Programs made or presented by MPT garnered six (6) National Capital Chesapeake Bay Emmy Awards for *Maryland Farm & Harvest: Carnivorous Plant Nursery* for Informational/Instructional Short Form Content; *Outdoors Maryland: Episode 3405* for Magazine Program; *Artworks: Dreamer* for Diversity/Equity/Inclusion Long Form Content; and *Outdoors Maryland: The Long Flight* for Technology Long form content; Mom and M, for Cultural/Topical Documentary; The Long Short for Chesapeake Heritage Long Form Content.

The Maryland Society of Professional Journalists Awards honored *State Circle: Preserving African American & Maritime Traditions in a Small Maryland Town* and *State Circle: Historic Church continues to honor its past and links to Maryland native Frederick Douglass*.

Additionally, 2023 Telly Awards honored *988 Crisis Hotline* and *Problem Gambling* for Health and Safety Programming alongside MSAA earned awards 2023 MUSE Creative Awards and 2023 Academy of Interactive & Visual Arts Communicator Awards for the same productions.

And MPT received numerous other accolades from a range of noted organizations.





## 2023 LOCAL CONTENT AND SERVICE REPORT IMPROVING PERFORMANCE

### TECHNOLOGY ENHANCEMENT BOOST PRODUCTION CAPABILITIES

During the past year, a major focus of MPT's Technology Division has been adding equipment and systems to enhance the content the network produces for its viewers.

After obtaining and installing new transmitters, antennas, and microwave radio systems in recent years at MPT facilities across the state, the division's engineers were busy again in FY23 procuring and preparing new technology assets used by MPT's production and post-production teams.

For the first time in some 20 years, MPT secured new Hitachi studio cameras. After being assembled and outfitted with studio configuration equipment, the eight cameras were available by late summer for use in MPT's three studios. The new cameras can record in 4K to provide better optics and have the latest computer chips to deliver improved imagery and resolution.

All 14 of MPT's editing suites were also updated with 4K monitors, increased shared data storage, and new, robust hardware enabling easier use of editing software products. Notably, each suite now has the same technology and capabilities, alleviating the need for staffers to switch rooms at different stages of the editing process.

The Technology Division also purchased equipment for MPT videographers to use on location, including new Sony hand-held cameras, GoPro action cameras, and Mavic drones. In addition, production staff has new LiveU bonded cellular equipment. During live, on-location productions, these portable units can send four separate camera signals simultaneously, in sync, back to MPT for programs such as the governor's annual State of the State address. LiveU also enables MPT to share its live feed with other TV stations or networks that have the same system.

### DIVERSITY, EQUITY & INCLUSION IN THE MPT COMMUNITY

After the death of George Floyd in May 2020, reverberations were felt nationally and internationally as societies came to grips with the criminal nature of his murder in the hands of police. In early 2021, MPT itself launched a formal effort to make a public stand against racism in all its ugly manifestations. To that end, the project called Standing Against Racism: Fostering Unity Through Dialogue got underway with the convening of an external Diversity, Equity, and Inclusion (DEI) Advisory Council and the establishment of an internal DEI working group. Chaired by two members of the Maryland Public Broadcasting Commission, the DEI Advisory Council recommitted MPT to pursue and advocate for racial justice. The council's members continue to serve as champions for diversity and inclusion in MPT content, programming, community engagement, and staffing.

Accomplishments during FY23 included a nine percent increase in minority individuals in the MPT workforce, staff training sessions focused on DEI themes, and the naming of two staff members as participants in the Public Media Diversity Leaders Initiative sponsored by the Riley Institute at Furman University. MPT hosted a 50-person "Conversations for Change" event for Hispanic Heritage Month, bringing members of the state's Hispanic community to the Owings Mills campus, and devoted Monday night primetime hours to productions based on DEI topics, some 15 hours in all during the fiscal year, complemented by 22 hours of airtime devoted to the network's third annual HBCU Week of programming in September 2022.

#### **Maryland Public Television External Diversity, Equity & Inclusion Advisory Council:**

MPT is grateful for the active involvement of its DEI council members (*as of 10/1/23*): Debra Bright (co-chair), Patrick Butler, Rebecca Hanson, Joy Thomas-Moore, Maggie Linton-Petza, Stanley Rodbell (co-chair), Donald Thoms, Ellie Wang, John Wolf, Sharon Pinder, and Tyrone Taborn.



## 2023 LOCAL CONTENT AND SERVICE REPORT SERVING THE PUBLIC

### SERVING THE PUBLIC THROUGH ROBUST PUBLIC AFFAIRS PROGRAMMING

MPT's award-winning local series *Direct Connection* produced 52 30-minute episodes in 2023, offering news, insights and analysis on governance, issues, and community priorities across the state. Highlights include: ***Making The Right Social Security Decisions*** (05/05/23), helping viewers to understand if they are getting everything they need from the program, ***Legal Arguments Surrounding Former President Trump*** (09/11/23) about whether former president Trump might be disqualified from serving again.

In 2022, MPT's acclaimed ***State Circle*** celebrated its 40th anniversary on air in Maryland. No other source brings Marylanders more legislative news during the General Assembly session and all year-round. Host Jeff Salkin and reporters Charles Robinson and Sue Koen Katcef bring you up-to-the-minute, in-depth analysis of major issues and pending bills. ***The Future of Harborplace*** (11/03/23) offered new insights about the relationship between people and their environment and ***Marylanders On the Edge*** (12/15/23) covered a hot economy that is not benefiting everyone and a housing squeeze facing renters as well as buyers.

#### Ask The Governor

Maryland Public Television produced *Ask the Governor: Examining Education* with **Maryland Governor Wes Moore** in front of a live studio audience on Wednesday, September 13. The one-hour townhall-style production, hosted by MPT news anchor Jeff Salkin, featured Gov. Moore addressing topics related to education in the Free State and the major education reform known as the Blueprint for Maryland's Future.

Harry Vaughn, managing director, Production Services, noted that for 90 days his team streamed proceedings of the legislative session from the Maryland Senate and House of Delegates chambers so that MPT could bring the proceedings to the citizens of the state. MPT provided the technical expertise, staffing, and execution over a span of 13 hours daily. The sessions were viewed on the Maryland General Assembly's website. As in earlier years, what made the assignment challenging for an MPT team of roughly four-to-eight men and women were the day-to-day variables of starting and ending times, the unknown duration of sessions and the difficult camera work to isolate speakers in the populated chambers.



#### Other

- **Inauguration Ceremony:** MPT broadcast the swearing-In ceremonies for Maryland Governor Wes Moore and Lieutenant Governor Aruna Miller, and Governor Moore's inaugural address live on MPT-HD on Wednesday, January 18. MPT's *State Circle* team, led by anchor Jeff Salkin, was in Annapolis to provide the statewide public TV network's coverage.
- **State of the State Address:** MPT presented a live broadcast on MPT-HD and its livestream of Maryland Governor Wes Moore's first State of the State Address on Wednesday, February 1. MPT's *State Circle* team, led by anchor Jeff Salkin, provided complete coverage. MPT also presented the Republican Party view of the state of the state as part of its broadcast (recorded). House Minority Leader, Delegate Jason C. Buckel (District 1B, Allegany County), offered those remarks.

#### Special Coverage



## 2023 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

### MPT's HBCU WEEK GOES NATIONAL

Two original documentaries shed light on the lives of a pair of towering icons in the struggle to end slavery



Having initiated the project across the state of Maryland and in MPT's other adjacent broadcast coverage areas in 2020, 2023 was the first year of MPT's national expansion plan, with funding from CPB.

The project's goals include: Educating a broader swath of Americans about the unique legacy of HBCUs; and build lasting relationships between local public television stations and HBCUs to involve HBCU students, faculty and alumni as part of the PBS family of viewers.

Our 2023 national project included:

- The launch of a new YouTube Channel for HBCU-related programming, called HBCU Week Now, which garnered over 950,000 views across a range of videos:  
<https://www.youtube.com/@HBCUWeekNow>
- The production of four (4) new short films in collaboration with other PBS affiliates (Louisiana Public Broadcasting, Howard University Television and PBS North Carolina) in partnerships with HBCUs in their broadcast areas.
- A series of national broadcasts of HBCU-themed programming on WORLD.
- A significant social media effort across multiple platforms, including an advertising initiative to promote the YouTube channel and other activities.
- A strategy meeting in November 2023 that included representatives from our partner stations, PBS, CPB and Black Public Media.



MPT's local and Maryland-wide HBCU Week celebration featured broadcast of 27 HBCU-themed programs, including special episodes of its flagship public affairs programs *State Circle* and *Direct Connection* and the original production *Sounds of the Game*.

MPT's HBCU Week initiative attracted partnership and sponsorship from a range of Maryland businesses and organizations, including Fulton Bank, Morgan State University, Maryland Stadium Authority, the Baltimore CIAA Tournament and Stem City USA.

On the engagement front, MPT's HBCU Week included two featured online events:

- HBCU Week Virtual Career Opportunity Forum on Friday, September 1, 2023
- Welcome to HBCU Week Virtual Screening on Monday, September 4, 2023

The initiative was anchored with a YouTube channel specific to MPT's local HBCU Week and a special section of the MPT website.





# 2023 LOCAL CONTENT AND SERVICE REPORT

## STORIES OF IMPACT



### 2023 CONVERSATIONS FOR CHANGE AND OTHER SCREENING EVENTS:

- 1/5/2023 @ 7:00pm – *All Creatures Great & Small* - Advance Screening [MPT Visitors Center]
- 1/19/2023 @ 7:00pm – USATH Remembrance Day Screening [JCC Greater Baltimore]
- 1/24/2023 @ 7:00pm – *Love in the Time of Fentanyl* Screening [Charles Theatre]
- 2/2/2023 @ 7:00pm – *A Time for Burning* Screening [OVEE]
- 2/10/2023 @ 10:00am – *Making Black America* Screening Event [Reginald F. Lewis Museum]
- 2/13/2023 @ 11:30am – Fulton Bank Screening: *Shaw Rising* [OVEE]
- 2/16/2023 @ 7:00pm – Learning from the Past, Leading Our Future, Part I - Frederick Douglass [Zoom]
- 2/23/2023 @ 7:00pm – Screening and Panel Discussion - *Becoming Frederick Douglass* with MWHC [OVEE]
- 2/28/2023 @ 7:00pm – *Driving While Black* Screening with Moving Us Forward [Delaplaine Arts Center]
- 3/8/2023 @ 7:00pm – Screening and Panel Discussion - *Storming Caesars Palace* [MPT & OVEE]
- 3/9/2023 @ 7:00pm – Screening and Panel Discussion - *Harriet Tubman: Visions of Freedom* with MWHC [OVEE]
- 3/16/2023 @ 7:00pm – *Sanditon* Screening [MPT]
- 3/21/2023 @ 7:00pm – Learning from the Past, Leading Our Future, Part II - Harriet Tubman [Zoom]
- 4/4/2023 @ 12:00pm – *Free Chol Soo Lee* Screening [OVEE]
- 4/6/2023 @ 7:00pm – *Water's Edge: Black Watermen of the Chesapeake* Screening [OVEE]
- 4/12/2023 @ 12:00pm – Chesapeake Bay Week Lunchtime Double Feature [OVEE]
- 4/14/2023 @ 6:00pm – *Discovering the Dove* Screening [Chesapeake Bay Maritime Museum]
- 6/6/2023 @ 7:00pm – *SABBATH: A Conversation* [StreamYard]
- 6/14/2023 @ 7:00pm – Screening and Panel Discussion: *Bridge Builders* [StreamYard]
- 7/12/2023 @ 7:00pm – *Iconic America* Screening and Discussion [StreamYard]
- 9/1/2023 @ 12:00pm – MPT's HBCU Week Virtual Career Opportunity Forum [StreamYard]
- 9/4/2023 @ 12:00pm – Welcome to HBCU Week Virtual Screening [YouTube & Facebook Live]
- 9/6/2023 @ 11:30am – *What's New at Your HBCU State Circle Special* (Fulton Bank Screening) [StreamYard]
- 9/21/2023 @ 7:00pm – *World on Fire* Screening [MPT Visitors Center]
- 10/11/2023 @ 7:00pm – *American Buffalo* Sneak Preview [StreamYard]
- 11/13/2023 @ 12:00pm – *A Town Called Victoria* Virtual Screening [Maestro]
- 12/20/2023 @ 7:00pm – *All Creatures Great & Small* Screening [MPT Visitors Center]

In 2023, the MPT engagement team held 95 events and activities including Screenings, trips, workshops, station tours, user-generated events, outreach activities, and production tapings. These special events served 9,800 people live and 1,600 on-demand.

An additional 3,000 participated in 50 more station tours, outreach activities, and events.

### Other engagement highlights projects included:

**The NEA Big Read** - a partnership between the National Endowment for the Arts and Arts Midwest broadens our understanding of our world, our neighbors, and ourselves through the power of a shared reading experience. Showcasing a diverse range of themes, voices, and perspectives, the NEA Big Read aims to inspire meaningful conversations, artistic responses, and discoveries and connections in each community. MPT, thanks to a grant from NEA, selected a book of poetry, *Catalog of Unabashed Gratitude*, by Ross Gay, and created a variety of outreach activities to engage the community.

- March 27 - May 12, 2023 – Poetry Writing Contest
- March 27 - May 31, 2023 – Free book giveaway
- March 27 - May 31, 2023 – Ten Days of Gratitude Challenge Submissions due
- March 27 - July 6, 2023 – Community Book Discussions
- April 15, 2023 @ 9am – Yoga + Meditation at the Mill
- June 1, 2023 @ 7pm – Open Mic Night at the Mill

**Iconic America** - Series creator David Rubenstein examines the history of America through some of its most iconic symbols, objects, and places, on location and in conversation with historical thinkers, community members and other experts. Together, they dive deep into each symbol's history and how its meaning has changed over time, using them as a gateway to understanding America's past and present. MPT, thanks to a grant from WETA, created a variety of outreach activities to engage the community.

- July 12, 2023 - Screening & Discussion
- August 2, 2023 - Harriet Tubman Underground Railroad Byway Field Trip
- August 26, 2023 - The National Museum of Civil War Medicine Field Trip
- September 1, 2023 - Photography Project

**WATER'S EDGE: BLACK WATERMAN OF THE CHESAPEAKE**

The unique relationship between African Americans and the Chesapeake Bay contains an abundance of untold stories, tales revealed in this new documentary. Mid-nineteenth century Maryland offered pseudo-freedom to African Americans who lived and worked on the water. Between 1790 and 1860, the population of free Blacks grew tremendously; some 58% of the Black population was free. This was the largest population of free African Americans in the entire United States, and watermen were central to the success of these communities. In Maryland, the tradition of seafood fed millions and offered an opportunity for innovation that extended to both the free and enslaved. Water's Edge: Black Watermen of the Chesapeake chronicles unsung Marylanders that revolutionized an industry, dreamed beyond their circumstance and are still keeping this tradition alive today. AIRED: April 17, 2023

**CHESAPEAKE BAY WEEK**

Maryland Public Television (MPT) celebrated the Chesapeake Bay region once again in April with its 19th annual Chesapeake Bay Week®, a slate of programs highlighting the beauty, importance, and fragility of the nation's largest estuary.

In 2023, MPT broadcasted and shared of 36 programs including 14 brand new programs. Notable titles included: *Water's Edge: Black Watermen of the Chesapeake*, *Kent County's Storied Landscape*, *Headwaters Down*, *Eatin' Blue Catfish: Chesapeake Style* and others.

**GO-GO CITY: DISPLACEMENT AND PROTEST IN WASHINGTON D.C.**

For decades, Washington, DC, aka "Chocolate City," has been a beacon for Black culture and community. Now, however, a wave of economic and cultural gentrification occurring at breakneck speed threatens to erase this history. This film follows as protesters for racial justice took to the District's streets in the summer of 2020. It included scenes of protest as displaced communities rally around the city's unique Go-Go music scene to retake the streets and make their voices heard. AIRED April 4, 2023





## 2023 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

### KEEPER OF THE FLAME

*Keeper of the Flame* follows the life and work of human rights activist Jack Healey. Working for a decade as the director of Amnesty International USA, Healey played a major role in bringing human rights awareness to a televised national and international audience through the fusing of popular music and activism, collaborating with the likes of Peter Gabriel, Sting, and Wynton Marsalis. Tracing Healey's activism back to the civil rights movement, the film lays the groundwork for his lifelong commitment to advocating for human rights. Learning from and working with mentors Dick Gregory, Fannie Lou Hamer, Father James Groppi, and John Lewis, Healey's activist spirit has continued and strengthened through the decades. AIRED December 10, 2023



### MARYLAND STATE AD AGENCY

Marking its sixth anniversary as a service to State of Maryland agencies and governmental units, the Maryland State Ad Agency (MSAA) served 11 different clients in FY23, several returning with new assignments or with ongoing campaigns.

As a division of Maryland Public Television, MSAA and its staff of four full-time professionals plus support from MPT at large, welcomed the Maryland departments of Transportation, Education, and Agriculture for first-time work in FY23. Other returning mainstay clients – the departments of Health and of Housing and Community Development – conducted several campaigns apiece during the 12-month



### HAL PRINCE'S BROADWAY

Singers, dancers and musicians from Young Artists of America pay tribute to Harold Prince's legendary 70-year career in this concert program examining the circumstances and fortune, both good and bad, that led Hal Prince to create some of the most beloved theater of all time, including *West Side Story*, *The Pajama Game*, *Cabaret*, *Follies*, *A Little Night Music*, *Sweeney Todd*, *The Phantom of the Opera*, *Evita*, and *Company*. AIRED October 14, 2023





## 2023 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

### MPT captures another major NETA award

For the second consecutive year, MPT has been named the winner in the overall “Excellence in Community Engagement” category of the National Educational Telecommunications Association’s (NETA) Public Media Awards. This year’s award, announced on Sept. 10, recognized MPT’s activities surrounding the national documentaries *Harriet Tubman: Visions of Freedom* and *Becoming Frederick Douglass*. The entry was organized by Kristen Penczek, managing director, audience engagement.

The Public Media Awards recognize NETA members’ work in the highest caliber of community engagement, content, education, and marketing and communications.

This year’s Public Media Awards was the 55th annual installment of the program. In addition to the overall “Excellence in Community Engagement” win, MPT was also named a finalist in the “Teacher Professional Learning” category for *Early Learning Social* and in the “Excellence in Content” category for local programming produced under the *Be Inspired* banner.



### MPT Sports Coverage

#### EQUESTRIAN

MPT’s sports coverage included the storied tradition of eventing at MARS Maryland 5 Star at Fair Hill presented by Brown Advisory, held at the beautiful Fair Hill Special Event Zone in Elkton, MD (Cecil County). One of only two 5 Star events in the United States, and seven worldwide, the prestigious 5 Star (CCI5\*) designation is the pinnacle of the sport of eventing, best described as an equestrian triathlon. A proud part of the state of Maryland’s prestigious horse and equestrian tradition, Maryland 5 Star showcases four days of competition in Dressage, Cross Country, and Show Jumping.

#### CYCLING

MPT will serve as the exclusive regional broadcaster of the Maryland Cycling Classic presented by UnitedHealthcare race, offering viewers up to six hours of live coverage on MPT-HD and the [MPT live stream](#). Considered America’s premier one-day professional cycling race, the event features competitive cyclists including Tour de France participants, world champions, national champions, Olympians, and cycling heroes from more than 25 countries.

#### BASKETBALL

MPT is proud to have been a promotional partner for the 2023 NCAA / CIAA tournament



PRESENTED BY Brown ADVISORY



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2023 LOCAL CONTENT AND SERVICE REPORT  
**STORIES OF IMPACT**

**MPT fulfills its promise to the statewide community by offering education, entertainment, and engagement to citizens of all ages. We understand our role as Maryland's chief storyteller, as an important public safety partner, and as a convener of community.**

## OUR 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**.

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