



2024 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



“In 2024, some 58 years after MPT’s founding legislation was enacted by the State of Maryland, we’ve continued to look back and learn from our own history, and we’ve coupled that remembrance with a sense of curiosity and creativity to craft new ways to deliver on our mission. History may not precisely repeat itself in our industry, but it surely influences and guides what we do.”—Larry D. Unger, President and CEO”

Mission statement:

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

LOCAL
VALUE



2024 KEY
SERVICES



LOCAL
IMPACT

MPT continues to be a leading content provider of educational, public affairs, cultural and entertainment programming to Marylanders across our state. In the process, we help connect our viewers to their communities, their state government, and to each other through thoughtful events, celebrations of the heritage and natural beauty of our state, and exciting cultural events including sports, the arts, and more. MPT provides these and other services for an annual investment that averages \$1.79 per Marylander—and extraordinary value by any measure. Underscoring our value, MPT earned fully fifteen National Capital Chesapeake Bay Emmy Awards alongside other honors.

In 2024, a pivotal election year both nationally and in our state, MPT provided top-tier public affairs programming to keep Marylanders connected to the democratic process and informed about their choices. MPT’s remarkable education programs reached thousands of teachers and students, including the launch of the new Maryland Center for Media Literacy & Education. When the state suffered the disastrous collapse of the Francis Scott Key bridge in Baltimore, MPT’s online and on-air information resource swung into action to help Marylanders cope with the loss of this critical piece of infrastructure. Our annual Chesapeake Bay Week provides a deep dive into one of the states defining resources and other nature-oriented programming connects viewers to Maryland in unique ways.

Our more than 67,000 members, four television channels, 2.68 million page views on our online education portal, signature series and rich engagement and education programs attest to the impact we deliver to communities across our state. Over 1,500 Maryland educators received professional development training in MPT’s acclaimed programs and 679 million impressions of our public service advertising through our Maryland State Agency and 199 national and local broadcast productions in 2024 are just some of the statistics that underscore the exceptional performance that impacts Marylanders statewide.



2024 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

EDUCATION: CONTINUING THE TEACHING-LEARNING PROPOSITION

MPT serves the teaching and learning needs of Maryland's early childhood and K-12 communities. A trusted partner in learning, MPT's Education Division brings high-quality instructional content and digital media to educators, schools, and families. The team provides engaging interactive resources for the classroom, and online courses and professional development opportunities to support educators and child care providers in best teaching practices.

Maryland Center for Media Literacy & Education

MPT officially launched the **Maryland Center for Media Literacy & Education** in November of 2024 with a one-hour live streamed event from our Owings Mills studio. The initiative and its mission were introduced by nationally known hosts, expert interviews, and student videos. Maryland's First Lady provided inspiring remarks recognizing MPT's leadership in establishing the Center and the administration's support. The Center debuted a dedicated [website](#) that provides information about the Center's Why, and tips, toolkits, and media literacy resources for young children, teens & tweens, adults and senior adults. The Center's approach incorporates four pillars, education, collaboration, communication and evaluation.

Carl the Collector

MPT's education team was extremely proud to be selected to create the education and outreach materials for the new PBSKIDS show *Carl the Collector*. The show debuted in the PBS KIDS block November 2024 and follows the everyday adventures of Carl, a warm-hearted autistic raccoon who loves collecting things. By portraying a close group of neurodivergent and neurotypical friends, CARL THE COLLECTOR models how all of us can be helpful, supportive and appreciative of each other's ways of thinking. The show focuses on social and emotional learning, emphasizing self-awareness, self-management, social awareness, and relationship skills. It also explores self-identity through Carl's perspective.

EARLY CHILDHOOD EDUCATION:

>MPT in the Classroom: MPT goes beyond broadcast with MPT in the Classroom. A new collection of learning resources features the best of MPT produced programs, including Maryland Farm & Harvest, Outdoors Maryland, MotorWeek and Chesapeake Bay Week®. MPT in the Classroom includes 70 standards-aligned lesson starters and student self-paced modules with anchor video clips from more than 14 MPT shows. In just the first 12 months from its launch the collection logged 21,000 views and 5,500 users. The collection's content and users continue to grow.

>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. Thanks to a Ready to Learn grant funded by the U.S. Department of Education and administered by the Corporation for Public Broadcasting, MPT's Education Division hosted a series of Family & Community Learning events in Somerset, Frederick, and other counties throughout the state. Parents received helpful employment and educational resources while children enjoyed activities featuring content and themes from PBS KIDS series such as Work It Out Wombats! and Daniel Tiger's Neighborhood .

>Early Learning 2024 was a year full of robust programs in early childhood education that coordinated multigenerational learning experiences for children and families across the state. MPT partners with Judy Centers, public libraries, and community organizations for hands-on learning with PBS KIDS programs that focus on learning goals for young children. In addition, MPT's unique Media STEPS framework introduces parents to critical medialiteracy skills to build healthy media habits in their homes as children grow.

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 and a catalog of online course offerings. In FY24, 1,493 learners completed credit-bearing courses and trainings, while nearly 200 adults enjoyed in-person media literacy training.



2024 LOCAL CONTENT AND SERVICE REPORT DELIVERING VALUE

PRODUCTION AND PRESENTATION: TELLING LOCAL AND NATIONAL STORIES

Once again in 2024, 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).

AWARDS UNDERSCORE SERVICE

Programs made or presented by MPT garnered fifteen (15) National Capital Chesapeake Bay Emmy® Awards for a range of programs across long form, short form, magazine and sports programming, including:

ARTS/ENTERTAINMENT - LONG FORM CONTENT <i>Artworks: The Art of Jazz</i> T.L. Benton, director/producer	CHESAPEAKE HERITAGE - LONG FORM CONTENT <i>Discovering the Dove</i> Stefanie Robey, producer; Frank Batavick, executive producer	CHESAPEAKE HERITAGE - LONG FORM CONTENT <i>Kent County's Storied Landscape: Place – Past and Present</i> Frank Batavick, producer; Susanne Stahley, producers
CHESAPEAKE HERITAGE - SHORT FORM CONTENT <i>Be Inspired: Magnet Fishing</i> Gina Ciardi, producer/director/editor	DIVERSITY/EQUITY/INCLUSION - LONG FORM CONTENT <i>Artworks: The Art of Curation, Part II (Execution)</i> T.L. Benton, director/producer; Wendel Patrick, co-producer	DIVERSITY/EQUITY/INCLUSION - LONG FORM CONTENT <i>Water's Edge: Black Watermen of the Chesapeake</i> Alexis Aggrey, director; Sarah Sampson, senior producer; Troy Mosley, executive producer
ENVIRONMENT/SCIENCE - LONG FORM CONTENT <i>Outdoors Maryland: Preserving Change</i> Sarah Sampson, producer	ENVIRONMENT/SCIENCE - SHORT FORM CONTENT <i>Outdoors Maryland: Shell Haven</i> Stefanie Robey, producer	INFORMATIONAL/INSTRUCTIONAL - LONG FORM CONTENT <i>Artworks: The Art of Curation, Part I (Conception)</i> T.L. Benton, producer/director
LIFESTYLE - LONG FORM CONTENT <i>Destinations Maryland</i> Troy Mosley, executive producer; Patrick Keegan, executive producer; Tony Coffield, producer; Sara Fiksdal, producer	LIVE SPORTING EVENT/GAME (SINGLE PROGRAM) <i>Maryland 5 Star</i> Troy Mosley, executive producer; Mark Keefer, producer; Katie Brader, field producer; Autumn Malhotra, floor director; Jim Carr, executive producer	MAGAZINE PROGRAM <i>Artworks: The Art of Theater</i> T.L. Benton, director/producer
MAGAZINE PROGRAM <i>Maryland Farm & Harvest: Ten Year Anniversary Special</i> Robert Ferrier, series producer; Jay McDonald, producer; Luke Fisher, producer	SPORTS STORY - SHORT FORM CONTENT <i>Rivalry: Inside the CIAA</i> Travis Mitchell, executive producer; T.L. Benton, producer/director	WRITER - LONG FORM CONTENT <i>Kent County's Storied Landscape: Place – Past and Present</i> Frank Batavick, writer; Susanne Stahley, writer

The Telly Awards, 45th Annual

SILVER AWARD

Category: Television – Documentary: Long Form

Jewish Delis: Something to Kvell About!

Patrick Shea, producer/editor

Eric Neumann, executive producer

Linda Taggart, executive in charge of production

Ethan Staple, producer

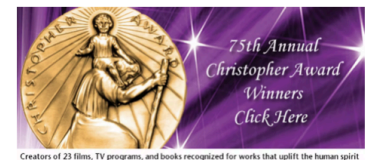
BRONZE AWARDS

Category: Television – Information

Social Security & You with Mary Beth Franklin

Maryland Public Television

2024 AWARDS BY PRESENTING ORGANIZATIONS



MotorWeek's John Davis (center left) and Development's Linda Taggart (center right) hold their NATAS-NCCB Gold and Silver Circle plaques during their 2023 induction. Davis and Taggart are flanked by (from left) Harry Vaughn, senior managing director, Production Services, and MPT Station Manager Steven Schupak, who entered the Silver Circle in 2021 and 2020, respectively.



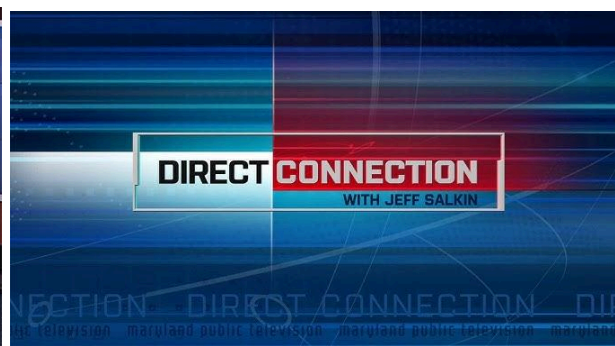
2024 LOCAL CONTENT AND SERVICE REPORT SERVING THE PUBLIC

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:

In 2024, MPT's acclaimed **State Circle** produced 44 episodes of unique public affairs programming. 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, and in 2024, significant coverage of the national election and Maryland's U.S. Senate race and other state and local offices.

Counting The Votes (10/18/24) explored the safety and accuracy of Maryland's vote count with guest *David Garreis*, Director, Anne Arundel County Board of Elections. **State Circle 9/27/24** An in-depth interview with new Baltimore Orioles owner **David Rubenstein**. **Harborplace Ballot Question (10/25/24)** explored whether voters would approve the new Harborplace with guests *Anirban Basu* The Inner Harbor Coalition and *Jon Laria*, Campaign For Question F. Our **Salute To Veterans (11/11/24)** invited viewers to meet some of the organizations that are helping veterans and some of the veterans who are making a difference in their communities.



Additional Special Public Affairs Coverage

The Baltimore Mayor Debate was presented on Friday, April 19, 2024 with participation from four leading candidates for mayor.

Direct Connection 10/21/24 Gambling Addiction

ANYONE WATCHING TONIGHT'S FOOTBALL GAME, WILL SEE TONS OF GAMBLING ADS, DRAFT KINGS, FANDUEL, THE BIG CASINOS. THE EXPANSION OF SPORTS BETTING IS ONE OF THE REASON GAMBLING HELP HOTLINES ARE BUSIER THAN EVER.

Jim Nowlin, Peer Recovery Specialist; *Mary Drexler*, Maryland Center of Excellence on Problem Gambling

Direct Connection 9/23/24 Vote 2024 - Question 1 Constitutional Amendment Declaration of Rights - Right to Reproductive Freedom

MARYLAND VOTERS WILL DECIDE QUESTION 1 ON THE BALLOT THIS YEAR, IT ADDS REPRODUCTIVE FREEDOM TO THE STATE'S DECLARATION OF RIGHTS.

Brooke Lierman, Maryland Comptroller; *Deborah Brocato*, Chair, Health Not Harm Maryland



2024 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT



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. In 2024, the project has continued to grow and flourish with new content, more viewers, additional partners, and other exciting developments.

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 2024 national project included:

- Continued growth of our branded YouTube Channel for HBCU-related programming, called HBCU Week NOW, which has garnered over 2.1 million views across a range of videos: <https://www.youtube.com/@HBCUWeekNow>
- The production of six (6) new short films in collaboration with other PBS affiliates (Louisiana Public Broadcasting, Howard University Television and PBS North Carolina, WABE, Atlanta and South Carolina Educational Television) in partnerships with HBCUs in their broadcast areas.
- A series of national broadcasts of HBCU-themed programming on WORLD via its acclaimed series Local, USA.
- A significant social media effort across multiple platforms, including the launch of a branded Instagram feed and an advertising initiative to promote the YouTube channel and other activities.

2024 Short Films Include

–*Beyond the Water-Howard University Swimming & Diving Team*, 171,000 views to date <https://youtu.be/x4mCY3UxePg>

–*Accelerating Dreams: The Road to Motorsports Excellence (NASCAR Rajah Caruth @WSSU)* 138,000 views to date <https://youtu.be/AAXe1WTBPQY>

–*SmartHOME-Clafin University*, 138,000 views to date <https://youtu.be/i40n4Xqvq1A>

–*Morehouse: We Expect Nothing Less-The Benjamin E. Mays Story*, 30,000 views to date <https://youtu.be/BDh5ho1hOS4>

Alongside our national project, 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*. The initiative was anchored with a YouTube channel specific to MPT's local HBCU Week and a special section of the MPT website.

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:

1. Journeys of Black Mathematicians: Forging Resilience (Air Date September 6, 2024 at 9pm)

Description: Tracing the role of HBCUs and mentors in growing the community of Black mathematicians.

2. The Historic HBCU Photograph (Air Date: September 2, 2024 at 10:30pm)

Description: Alumni from HBCUs across the country gather for the capturing of an advancing social justice and equality.

3. Artworks: The Art of Strings (Air Date: September 4, 2024 at 9:30pm)

Description: The Randolph String Quartet, a preeminent group of sibling instrumentalists and Howard University alums, teach about the classic string ensemble format.

Rounding out our programming block, our flagship public affairs series *State Circle* presented a special segment for HBCU Week featuring the presidents of four of Maryland's leading HBCUs: *Dr. Aminta Breaux* President, Bowie State University, *Dr. David Wilson*, President, Morgan State University, *Dr. Heidi Anderson*, President, University of Maryland Eastern Shore, *Dr. Maurice Edington*, President, University of the District of Columbia



2024 LOCAL CONTENT AND SERVICE REPORT

STORIES OF IMPACT

EVENTS & ENGAGEMENT



2024 SCREENINGS & EVENTS:

MPT offers a variety of screenings for viewers, members, donors, and various groups. Screening events are always free and may be in-person, virtual, or hybrid. In addition, MPT offers various workshops, lunches, and interactive events for a fee.

- 1/27/2024 - *Lyla in the Loop* Virtual Screening Preview
- 2/1/2024 - Sea Change in the Chesapeake's Black Maritime World
- 2/7/2024 - Rick Steve's Wine Tasting
- 4/6/2024 - Gettysburg Film Festival Ken Burns Lunch
- 4/12/2024 - Chesapeake Bay Summit Taping
- 6/7/2024 - *Grantchester* Screening
- 7/23/2024 - Social Security Webinar
- 9/22/2024 - *Pinkalicious* Virtual Event
- 9/28/2024 - Robert Van Camp, The Great Scenic Railroad Trip
- 10/10/2024 - *Marlow Murder Club* Screening
- 10/19/2024 - *Deconstructing the Beatles* in person event
- 10/22/2024 - Virtual Estate Planning Webinar
- 10/29/2024 - Bob Ross Paint Night
- 11/9/2024 - 6th Annual Flea Market & Bazaar
- 11/19/2024 - Maryland Center for Media Literacy & Education Launch Event
- 12/19/2024 - *All Creatures Great & Small* Screening (in person)

Station Tours - Visitors learn all about MPT's history and view displays of our achievements as Maryland's only statewide broadcaster. Highlights include an inside look at current TV technology with a visit to all three of our studios, including The Irene and Edward H. Kaplan Studio, Master Control, Edit Suites, Control Room, Color Correction Suite, Transmitter, and more.

- 21 tours with 330 participants throughout the year
- Groups included - senior citizen groups, homeschool groups, high school AV groups, scouts, and groups with adults with developmental and /or physical disabilities

Renegades Project - A multi-faceted, grant-funded project in December 2024 that included:

- *American Masters: Renegades* Screening & Discussion in partnership with The League for People with Disabilities, the Maryland Commission on Civil Rights, Maryland Department of Disabilities, and Women Embracing Abilities Now (WEAN). This included an in-person screening event that was recorded and available for viewing online with ASL and captions and without
- Email and social media campaign to promote the more than 2,000 programs with Audio Description

GOSPEL Project - A multi-faceted, grant-funded project in 2024 that included:

- Virtual first look at GOSPEL, followed by a conversation with filmmakers Stacey Holman and Shayla Harris, moderated by MPT's SVP and CCO, Travis Mitchell - January 24, 2024
- Gospel Storytellers was a hybrid musical and storytelling event held in MPT's Kaplan Studio and streamed live. Moderated by WTMD's Brooks Long, the event showcased the Legendary Ingramettes who have been telling stories and singing gospel music for more than six decades - March 18, 2024

Wild Hope Project - A multi-faceted, grant-funded project in 2024 that included:

- *Wild Hope* Field Trip to the University of Maryland (UMD) Arboretum and Botanical Garden - screening and education event about environmental stewardship and sustainable practices - April 23, 2024
- Woodpecker Wars Virtual Screening and Presentation - May 21, 2024

Special Events & Community Engagement Team

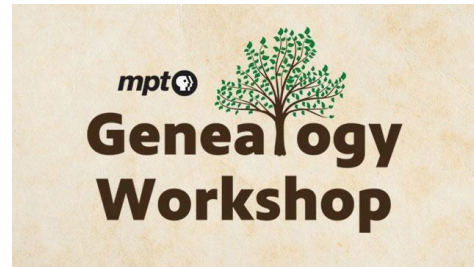
- Held 88 events and activities including Screenings, Trips, Workshops, Station Tours, user-generated events, outreach activities, production tapings, and many more special events.
- Served 11,800 people live and 6,500 on-demand

Member & Viewer Services Team

- Serviced with more than 8,000 members & viewers throughout the year, one-on-one
- Answered more than 10,000 calls throughout the year

Genealogy Workshop Series -MPT has partnered with the Maryland Genealogical Society to offer a variety of beginner-to-intermediate genealogy workshop series. Each workshop features a different component of genealogy research. *NOTE: There was a fee to participate in the workshop series.*

- **Finding Your Roots Online (Spring 2024 Series)**
 - Wednesday, April 17, 2024 @ 7pm
 - Wednesday, May 1, 2024 @ 7pm
 - Wednesday, May 15, 2024 @ 7pm
 - Wednesday, May 29, 2024 @ 7pm
- **Finding Your Roots Online: The Where and When (Fall 2024 Series)**
 - Wednesday, September 11, 2024 @ 7pm
 - Wednesday, September 25, 2024 @ 7pm
 - Wednesday, October 9, 2024 @ 7pm
 - Wednesday, October 23, 2024 @ 7pm



Indie Lens Pop-Up - MPT was a producing partner for the 2023-2024 Indie Lens Pop-Up screening series. Indie Lens Pop-Up is a neighborhood series that brings people together for film screenings and community-driven conversations featuring documentaries from Independent Lens. Indie Lens Pop-Up draws residents, leaders, and organizations to view and discuss what matters most, from newsworthy topics and social issues to family and community relationships. MPT partnered with individuals and organizations to host four screenings between November 2023 and June 2024.

- *Razing Liberty Square* virtual screening & panel discussion with representatives from Chesapeake Conservancy, South Baltimore Community Land Trust, Inc., and the National Fair Housing Alliance- January 30, 2024
- *Breaking the News* virtual screening & community-driven conversation - February 22, 2024
- *Matter of Mind: My Parkinson's* in-person screening and community-driven discussion that highlighted local stories of Parkinson's patients and provided support and resources for individuals affected by the disease. This event was held in partnership with the Parkinson's Foundation, AARP, Michael J. Fox Foundation, and Johns Hopkins Parkinson's Disease and Movement Disorders Center - April 8, 2024
- *The Tuba Thieves* virtual screening & panel discussion with two local artists and in partnership with the American Society for Deaf Children and Keystone Interpreting Solutions - June 3, 2024

Community Events - MPT participates in outreach events hosted by partner organizations where we can help promote attendance to the events as well as showcase MPT in person, in the respective communities.

- JCC Community Block Party - April 7, 2024
- Flower Mart - May 4-5, 2024
- Power of Age Expo - October 30, 2024



EXCEPTIONAL PROGRAMMING FROM MARYLAND PUBLIC TELEVISION IN 2024

1. *The Hoy Boys*

Producer: Shelter Hill Productions

Director: Dave Simonds

Air Date: July 21, 2024 at 6pm

Description: Working class twin brothers Tom and Frank Hoy hustled up copyboy jobs in 1953 and became White House news photographers for two major Washington D.C. newspapers. Their story is the story of American journalism when it mattered most.



2. *Kory Caudill & Wordsmith: Concert for the Human Family*

Producers: Rich D'Elia / The Episcopal Church & Inside Music Nashville

Director: Michael Collins

Air Date: December 20, 2024 at 10pm

Description: Pianist/composer Kory Caudill and songwriter/rapper Wordsmith collaborate on a concert exploration of the human experience.



3. *The United States Army Field Band: Sound the Bells*

Producer: The United States Army Field Band

Director: Habib Azar

Air Date: December 24, 2024 at 8pm

Description: The US Army Field Band presents a joyous all-inclusive holiday concert presented at The Lyric in Baltimore.





EXCEPTIONAL PROGRAMMING FROM MARYLAND PUBLIC TELEVISION IN 2024 (Cont.)

4. *Ben's Ten: Chattel Slavery on Maryland's Eastern Shore*

Producers: Lynne Robinson & Maryland Public Television

Director: Lynne Robinson

Air Date: February 21, 2024 at 9pm

Description: Archaeologists work to uncover what life may have been like for enslaved Marylanders.



5. *Undivide Us*

Producers: Carrie Konko, Morgan Twist Garvey & Kristi Kendall / TLDR Media

Director: Kristi Kendall

Air Date: August 5, 2024 at 9pm

Description: An exploration of toxic polarization in America and the potential for healing and respectful conversations as seen through six focus groups across three American cities.



MSAA mounted a comprehensive campaign during FY24 for the Maryland Department of Service and Civic Innovation to generate applicants for the department's Maryland Corps, Service Year Option program.

Chesapeake Bay Week 2024

For the 19th consecutive year, MPT presented Chesapeake Bay Week in April 2024, with more than 30 programs that explore the natural beauty, resources, history and culture of the Chesapeake Bay. The programming block was accompanied by the ***The Chesapeake Bay Summit***, hosted by noted journalist Frank Senso, which provides a deep dive into the ongoing serious issues facing the health of the Chesapeake Bay, North America's largest and most-studied estuary.





MSAA mounted a comprehensive campaign during FY24 for the Maryland Department of Service and Civic Innovation to generate applicants for the department's Maryland Corps, Service Year Option program

During FY24, the Maryland State Ad Agency earned recognition from a number of national and regional organizations for its client work. Here is a recap:

MUSE CREATIVE AWARDS

(established by the International Awards Associate (IAA), an award management services organization, to celebrate excellence in creative design, advertising, and digital media)

Gold awards

Best Small Agency (up to 25 employees)

Category: Branded Content - Fitness & Wellness
988 Lifeline public awareness

Category: Branded Content - Cause/Awareness
Good Samaritan Law campaign

Category: Branded Content - Public Service & Activism
Stigma of Addiction campaign

Category: Testimonial Branded Content – Other
Homeowner Assistance Fund campaign

Category: Branded Content - Public Service & Activism
Maryland Energy Administration awareness

Silver awards

Category: Branded Content - Cause/Awareness
Carry Naloxone campaign

Category: Branded Content - Cause/Awareness
Dangers of Fentanyl & Xylazine campaign

COMMUNICATOR AWARDS

(sanctioned by the Academy of Interactive & Visual Arts to honor work that makes a lasting impact)

Award of Excellence

Category: General – Government Relations
Homeowner Assistance Fund campaign, Maryland Department of Housing and Community Development

Award of Distinction

Category: General – Environmental & Sustainability
Maryland Energy Administration awareness campaign

MSAA mounted a comprehensive campaign during FY24 for the Maryland Department of Service and Civic Innovation to generate applicants for the department's Maryland Corps, Service Year Option program

TELLY AWARDS

(founded in 1979 to honor local, regional and cable TV commercials and, later, non-broadcast video and TV programming and digital video; receiving more than 12,000 entries globally)

Silver awards

Category: General – Public Service Announcement
988 Lifeline public awareness

Category: General – Local TV
Stigma of Addiction campaign

Category: General – Social Impact
Good Samaritan Law campaign

Bronze awards

Category: General – Non-Broadcast
Homeowner Assistance Fund campaign

Category: General – Government Relations
Homeowner Assistance Fund campaign

Category: General – Health & Safety
Carry Naloxone
National Capital Chesapeake Bay Chapter
National Academy of Television Arts & Sciences
66th Emmy® Awards

Nomination

Category: Public Service Announcement Campaign for Maryland Department of Health