

# PROFILE | Travis Mitchell

Senior Vice President  
Chief Content Officer



Travis Mitchell joined Maryland Public Television in early 2020 to oversee all content created, acquired, and aired on the statewide public television network's TV channels and digital properties.

Under Mr. Mitchell's leadership, MPT has been nominated for 174 Emmy® Awards and has earned 56 Emmys from The National Capital Chesapeake Bay Chapter of The National Academy of Television Arts & Sciences. As an executive producer, he is a five-time Emmy recipient and nine-time Telly winner. He is the founder of HBCU Week NOW, a multiplatform distributor of content about historically Black colleges and universities, and is the co-executive producer of the new national PBS film *Becoming Thurgood: America's Social Architect*.

Mr. Mitchell possesses more than two decades of media experience. Prior to his arrival at MPT, he served as chief content officer for University of North Carolina Television/UNC-TV (now PBS North Carolina). During his three years in this role with the public television station, he provided editorial vision and garnered support for UNC-TV's educational services and programming content on its four channels and online properties. Prior to being chief content officer, he was a UNC-TV Board of Trustees member for five years.

Mr. Mitchell was also executive vice president and chief operating officer for the Atlanta-based Black Family Channel, where he drove the channel's distribution growth from availability in two cities to more than 3,600 cities, 48 states, and 31 million homes while managing affiliate sales, advertising, programming, and launching sports and news divisions.

He earned an undergraduate degree in broadcast journalism from Morgan State University and a master's degree in entrepreneurship and education from the University of Pennsylvania Graduate School of Education in Philadelphia. He completed further executive education study at the Harvard Kennedy School of Government in Cambridge, Massachusetts.

Mr. Mitchell serves on the Board of Trustees at Shaw University in Raleigh, North Carolina, where he received an honorary doctor of humane letters, recognizing his more than 25 years of service to the community as a media and non-profit executive. He also served on the foundation board of Morgan State University and is the chair of the Board of Visitors for Morgan State University's School of Global Journalism and Communications. In 2023, he was Morgan State's Founder's Day Convocation speaker and received the university's Distinguished Achievement Award.

He has also contributed his expertise to the PBS Children's Media and Education Working Group and the National Cable Television Association Policy Issues Committee.



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