

PROFILE

Kristen L. Penczek

Senior Managing Director
Audience Engagement



Kristen Penczek joined Maryland Public Television's management team in 2015 and currently serves as senior managing director, Audience Engagement, within the network's Development Division.

In this role, Ms. Penczek oversees two MPT departments: Special Events & Community Engagement and Member & Viewer Services. She and her teams are responsible for a number of initiatives, including developing and overseeing fundraising-related special events; growing relationships with community partners through outreach activities; assisting with creative concept and logistical planning of internal events; and fostering deeper relationships with MPT viewers and members through daily conversations and community engagement functions and programs.

In FY26 alone, Audience Engagement was responsible for planning and hosting no fewer than 71 separate events attracting more than 18,000 attendees. Ms. Penczek's Member & Viewer Services cadre handles approximately 12,000 cases annually, assisting persons who reach out to MPT via phone, email, and other platforms.

Ms. Penczek and her team were also responsible for the *MPT Salutes Vietnam Veterans* initiative's public events during the period of 2015-2016 as well as a variety of internal and public activities and events celebrating MPT's 50th anniversary in 2019. More recently, she was responsible for station grant oversight as well as management of screenings and other events related to *Harriet Tubman: Visions of Freedom* and *Becoming Frederick Douglass*. Her teams play a substantial role in the events and logistical management of many content-related projects, such as *HBCU Week* and *Chesapeake Collectibles*.

Before joining MPT, Ms. Penczek led the Baltimore-based International Dyslexia Association (IDA) as its interim executive director for two years, having originally joined the IDA in 2008 as director of conferences. Prior to her IDA service, she worked as a graphic designer and events specialist for the American Lung Association of the Atlantic Coast, Inc., based in Hunt Valley, Md. Still earlier, she was assistant director of career services at Gardner-Webb University in North Carolina.

An alumna of Salisbury University, where she earned a bachelor's degree with a political science major, Ms. Penczek also holds a master's degree in sports science and pedagogy from Gardner-Webb University. She is a Public Media Diversity Fellow as a result of her participation in Furman University's Public Media Diversity Leadership Initiative. Ms. Penczek has been tapped by the National Educational Telecommunications Association (NETA) for committee roles for its community engagement and awards activities. She holds a number of volunteer roles with local sports organizations. She resides in Hampstead, Md., with her husband and three children.



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