

REPORT TO THE STATE



mpt  MARYLAND
PUBLIC
TELEVISION



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The CEO's Perspective:

Public Broadcasting, at 40, Continues to Grow and Serve

When President Lyndon B. Johnson signed the Public Broadcasting Act in 1967, he remarked, "Today, miracles in communication are our daily routine." Could he have imagined, as he signed the legislation that established the Corporation for Public Broadcasting, how well his vision of public service media would endure and grow in importance over the years? Local public television stations have been innovators in the use of content formats and platforms to connect communities, reach underserved audiences and enrich the quality of life for young and old.

For nearly 40 years, Maryland Public Television — as one of the first public television stations to go on the air after the signing of the Public Broadcasting Act — has been a leader in using noncommercial television broadcasting to serve our region. In recent years that service has expanded to digital multicasting, high-definition television and online platforms to fulfill our mission and vision.

As we look forward to celebrating MPT's 40th anniversary in 2009, your public television station is taking shape as a vital and essential community resource in ways beyond what might have been reasonably imagined in 1967.

President Johnson said television "has immense — even revolutionary — power to change, to change our lives." During the last year, through our Community Listening Project, we talked to members of our community about the role they expect MPT to play in community. We heard that our MPT programs and education services are highly relevant and valued by the public we serve, and we gained insights into where we can be most effective next year and beyond.

In 2007 MPT took the lead in partnership with several other public television stations to embark on an education initiative that will bring 21st century online education resources to American classrooms in the critical areas of Science, Technology, Engineering and Math. This so-called STEM initiative directly addresses important issues of student achievement and American competitiveness.

MPT demonstrated its capacity to inform, engage and inspire viewers to become "doers" through our Chesapeake Bay Week Volunteer-a-thon. More than a dozen hours of Bay Week programming raised



DAVID CORWELL

Robert J. Shuman

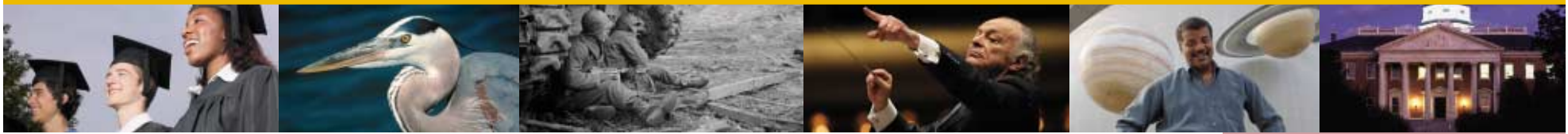


COURTESY OF CPB

November 7, 1967: President Lyndon B. Johnson is shown, approving the first appropriations to CPB. MPT's first president, Dr. Frederick Breitenfeld, Jr., is present (standing, second from right).

A Vision for the Community

We envision a region of dynamic communities where people — informed, inspired and moved by insights gained through use of MPT's public media services — engage in respectful dialog, develop common aspirations and together create a healthier and more vibrant society.



awareness about the health of the bay and its pivotal role in the life of our region. The Volunteer-a-thon created the opportunity for individual viewers and groups to commit a total of several thousand hours of volunteer time to regional organizations whose mission and expertise focus on restoring the health of our bay.

Public television is America's storyteller, and few filmmakers have conveyed important American stories like Ken Burns has on PBS. So when Ken Burns decided to take on the story of World War II, MPT brought the story home with our local *Maryland Generations* program, which captured for posterity the compelling stories of Maryland war veterans.

President Johnson said he wanted public television to "help make our nation a replica of the old Greek marketplace," a public forum for lively discourse and heated debate. MPT Public Square continues to fulfill that public television promise with nightly programs on regional arts, environment, politics, business and general interest reports, features and discussions.

Reaching toward a new generation of viewers, MPT is expanding to contemporary media platforms. We launched our very first blog this year—*The Buzz*—which invites both viewers and MPT staff to submit comments and entries about recent and upcoming MPT programming. In addition to the open discussion forum, *The Buzz* offers visitors access to special podcasts or audio segments; the documentary filmmaker Ken Burns (of *The War*) was recently interviewed for a *Buzz* podcast. To reach and engage new audiences, MPT also can now be found on MySpace and Facebook, popular online social communities, and on YouTube, a video sharing site.

These are just a handful of highlights of a very busy, successful and gratifying year of public service—well in keeping with the intent and vision President Johnson and the architects of public broadcasting had in mind when they launched public television more than 40 years ago. In the pages that follow, I hope you will enjoy reading about the many other activities, milestones and measures of the work our wonderful staff has turned out, thanks to the plurality of support from individuals, government, corporations and foundations.

Robert J. Shuman
President and CEO

The MPT Mission

Learning advances our society: children succeed, adults are renewed, communities benefit.

Through exposition, exploration and discovery, possibilities emerge, people connect and we are transformed. At MPT, we broaden horizons, lift spirits and engage our communities. We help build better lives and a better world.

***“We have learned
already that [television]
has immense —
even revolutionary —
power to change,
to change our lives.”***

—PRESIDENT LYNDON B. JOHNSON





A year in brief...



MPT

Jeff Salkin interviews Supreme Court Justice Sandra Day O'Connor on *Direct Connection*.

January:

- In a special edition of *Direct Connection*, retired Supreme Court Justice Sandra Day O'Connor grants host Jeff Salkin an exclusive interview in connection with the premiere of PBS's *The Supreme Court*.
- MPT launches around-the-clock access to Maryland General Assembly proceedings via video-on-demand and online audio at mpt.org/gap.
- The Campaign for Love & Forgiveness initiative, in conjunction with the Fetzer Institute, includes a Day of Love workshop held at MPT studios.

February:

- MPT presents a live concert at the Lyric Opera House in Baltimore featuring top recording artists of the doo-wop era.
- A decade of change is revisited through documentaries and music programs on MPT during *Sixties Week*.
- 22 hours of African-American History Month programming shed light on America then and now.

March:

- MPT presents The Big Read, a month of activities in partnership with the National Endowment for the Arts, the Baltimore Community Foundation, W. K. Kellogg Foundation and the Enoch Pratt Free Library, encouraging an entire community to read and discuss Harper Lee's *To Kill a Mockingbird*.
- The Community Listening Project, designed to bring MPT staff in close touch with the topics and issues citizens and viewers care about most, launches with the first in a series of "Community Conversations."



MPT

Maryland General Assembly proceedings reach citizens via MPT.



MARK DENNIS, MAYOR'S STAFF PHOTOGRAPHER

Mayor Sheila Dixon chats with young readers at The Big Read opening.

April:

- The third annual MPT benefit concert featuring André Rieu and his Johann Strauss Orchestra at the 1st Mariner Arena, Baltimore, garners favor and funds in support of public television from more than 6,000 thrilled fans.
- MPT presents Chesapeake Bay Week, and inaugurates a live bay Volunteer-a-thon, profiling regional organizations dedicated to the health and restoration of the bay, resulting in more than 5,600 hours of volunteer service commitments from individuals and corporate, community and student groups.
- The premiere of *Hidden Rivers*, an *Outdoors Maryland* special, explores the impact of storm water runoff on streams, creeks, rivers and the Chesapeake Bay.
- Campaign for Love & Forgiveness continues with a Day of Forgiveness screening and panel discussion.

May:

- Sixteen National Capital Emmy nominations go to MPT.
- MPT partners with the Library of Congress to offer free statewide workshops on how to preserve oral histories of WWII veterans. Info: mpt.org/thewar/sharestories
- *Drawn to the Light: Portraits of Baltimore & Brittany: An ArtWorks This Week Special* explores the château and how the Alfred Klots family supports the arts in that remarkable environment.



DAVID WALLACE

Hidden Rivers highlights one of the bay's most critical issues.



The Veterans History Project preserves oral histories of WWII veterans.



MPT

Rhea Feikin and Nate Howard host *ArtWorks This Week*



MPT/ELEVATION GROUP/WVIZ

ANÚNA, the original vocal group for *Riverdance*, comes to a national audience in MPT's production.



JEFFREY DUNN FOR WGBH

Antiques Roadshow in Baltimore celebrates local treasures.



MPT

Veteran reporter Lou Davis is awarded the Ted Yates Award.

June:

- MPT brings the pulsating, emotional, mystical sounds and deep harmonies of *ANÚNA: Celtic Origins* to American public television.
- *Antiques Roadshow* (WGBH/PBS) comes to the Baltimore Convention Center to record three new episodes for broadcast in 2008. With the help of more than 100 MPT volunteers, thousands of local enthusiasts receive on-the-spot appraisals and a behind-the-scenes glimpse of national television production.
- MPT Vision Honors Banquet honors *Hodgepodge Lodge*'s "Miss Jean," Kevin Clash (the man behind Elmo), MPT founding executive director Rick Breitenfeld and Maryland philanthropists Henry Rosenberg and Ruth Marder.
- Campaign for Love & Forgiveness continues with An Evening of Happiness event at MPT studios.
- MPT wins nine National Capital Emmys, including the prestigious Ted Yates Award for veteran broadcaster and *State Circle* reporter Lou Davis.

July:

- MPT Night at St. Mary's River Concert Series features the Chesapeake Orchestra performing Debussy's "The Sea" and piano soloist Jeffrey Chappell.
- Teachers learn about pressing environmental health topics from renowned scientists and doctors at Johns Hopkins School of Medicine campus during MPT's EnviroHealth Connections Summer Institute.

August:

- MPT adds V-me, the first 24-hour Spanish language public television program service, as one of its digital multicast channels.
- The Buzz at mpt.org/thebuzz becomes MPT's first behind-the-scenes blog and starts a conversation between MPT staff and viewers, reaching out to new generations of potential viewers in one of their preferred media spaces.
- The League of Women Voters of Baltimore City and the Greater Baltimore Committee sponsors a live hour-long MPT Baltimore mayoral forum, featuring eight mayoral candidates fielding questions by MPT reporter Charles Robinson and WBAL's Jayne Miller.

September:

- MPT brings PBS KIDS Roadshow, interactive performances reinforcing literacy concepts through amusing songs and read-alouds, to Baltimore City schools.
- Viewers and opera fans say "BRAVO!" to Mozart, Bellini, Puccini and MPT throughout our first-ever Opera Week.
- Following a statewide series of preview screenings, MPT broadcasts PBS & Ken Burns' landmark documentary *The War* to record numbers of viewers and premieres our own *Maryland Generations: The War*.
- MPT launches *Your Money and Business* with regular appearances from *Baltimore Sun* business reporters and experts from the University of Maryland's Robert H. Smith School of Business.



MPT President & CEO Rob Shuman, V-me President Carmen DiRienzo and Lieutenant Governor Anthony Brown launch V-me.



The War: A Ken Burns Film stirs interest in America's role in WWII.



Your Money and Business is Maryland's only consumer-focused business program.



PHOTOS.COM

Our Thinkport STEM Initiative addresses the science, technology, engineering and math education crisis.



DAVIS GRUBIN PRODUCTIONS

The Mysterious Human Heart community screenings address risk factors.



The British Invasion Concert, featuring Peter Noone of Herman's Hermits, demonstrates that "TV Worth Watching" is also a lot of fun.

October:

- MPT CEO Robert J. Shuman joins a panel of educators and high-tech executives at the Montgomery College STEM Forum to discuss the role public media and MPT can play in supporting student achievement in Science, Technology, Engineering and Math (STEM), workforce development and American competitiveness.
- Campaign for Love & Forgiveness continues with a Planting the Seeds of Forgiveness dinner at MPT studios.
- MPT launches a special outreach campaign around *The Mysterious Human Heart* including a series of heart screenings in partnership with LifeBridge Health.

November:

- MPT presents a live concert at the Lyric Opera House in Baltimore featuring top recording artists of the British Invasion era, a fun and successful fund-raising event..
- MPT celebrates the 40th anniversary of the Public Broadcasting Act, signed into law on November 7, 1967 by President Lyndon Johnson.
- Community Listening Project continues with a Community Conversation at Montgomery College.

December:

- MPT's outreach campaign in conjunction with the PBS program *The Mysterious Human Heart* concludes with a "Dinner with a Doctor" event.
- MPT launches a new series of podcasts with an in-depth interview with PBS filmmaker Ken Burns who talks about filmmaking, success, failure and perseverance.

Measures of Capacity and Achievement

Monthly Viewing

- 811,000 households
- 1,216,000 viewers
- 164 hours of children's programming

Service to Viewers

- Free signal reaches all citizens
- 30,246 e-mail inquiries handled

Partnerships

- 60,000 contributing members
- 26 state or federal agencies
- 10 Maryland colleges/universities
- 53 foundations
- 58 organizations
- 10 media entities

Outreach

- advance program screenings
- informational phone banks
- community forums
- speakers' bureau and on-air talent visits to local groups and schools
- *MPT On Location* weekend telecasts
- member and viewer surveys

Volunteers

- 425 active volunteers

MPT Team

- 170 staff members
- 10 commission members
- 17 foundation directors

2007 Awards

- 16 Emmy nominations
- 9 Regional Emmy Awards
- CINE Golden Eagle Award in Children's Programs
- The Communicator Award of Excellence
- The Communicator Award of Distinction

Education

- 10+ million Internet education content page views
 - 10,170,174 Thinkport page views
 - 667,007 LearningWorks page views
- 1,127 hours education-focused programming including
 - 677 hours instructional television
 - 424 hours College of the Air programs
 - 26 hours of GED content
- 139 child-care provider workshops
- 1,673 child-care providers trained
- 48 K-12 teacher presentations/2,787 teachers trained

Local Program Hours

- 187 hours/year produced of original, local programs
- 382 hours/year broadcast of programs covering topics of regional interest



COMMISSIONED OFFICERS OF THE U.S. PUBLIC HEALTH SERVICE

A volunteer lends support at a busy MPT phone bank.



CLIPART.COM

Thinkport.org registers 10,170,174 page views.



MARY HOLLINGER/NOAA

MPT's first annual live Chesapeake Bay Week Volunteer-a-thon secured more than 156 new volunteers contributing more than 5600 volunteer hours to 13 environmental non-profits working to restore the Bay.

Viewers, governments, foundations and corporations together make possible MPT's public service to the region

The financial information presented on the pages that follow reflects careful stewardship of a significant public/private partnership devoted to public service. It is a plurality of funding sources that helps MPT address community needs in a vibrant, thoughtful, consistent and independent way. Moreover, MPT's diverse array of television remains free to anyone with a television. Our online educational services via mpt.org and Thinkport.org remain available to everyone from any computer at home or at the local library.

Three out of every four MPT dollars are used in the production, acquisition and transmission of programs and education services, with about three-and-a-half percent of our revenues going to promote these services to the public. Administration, fund raising and marketing together account for less than twenty-five percent of our annual expenses.

*"The voluntary contributions of **Viewers Like You**" are an important and growing part of the funding mix, with more than 60,000 members contributing annually. In fact, philanthropy has played an increasing role in funding public media. Contributions from individuals and corporations, plus grants from foundations and other organizations make up nearly fifty percent of MPT revenues, with an additional thirty-six percent supplied by the State of Maryland. The remainder comes from the Corporation for Public Broadcasting and through fees paid to MPT for production and other services.*

The record of funding participation from every sector of the community seems to confirm that **TV Worth Watching is TV Worth Supporting!**



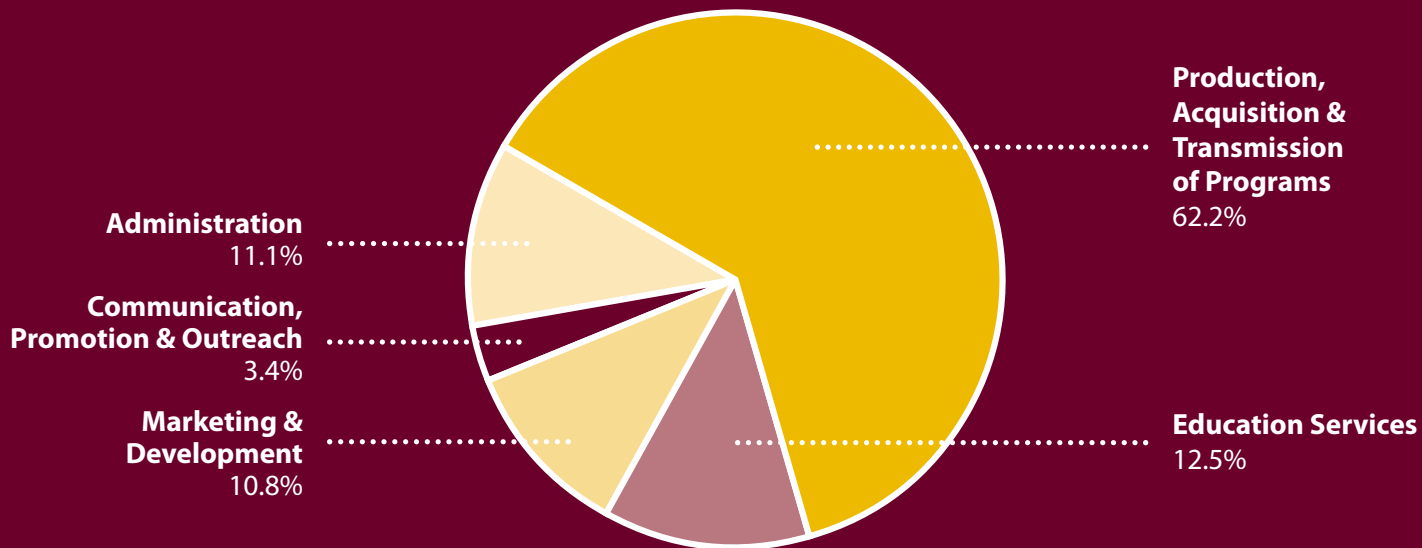
SUSAN NOONAN

At MPT's first annual Vision Honors Banquet (left to right) PBS President and CEO Paula Kerger looks on as Jean Worthley and Elmo present the "Miss Jean" Award for Service to Families and Children to Kevin Clash, the creative genius behind *Sesame Street's* Elmo.

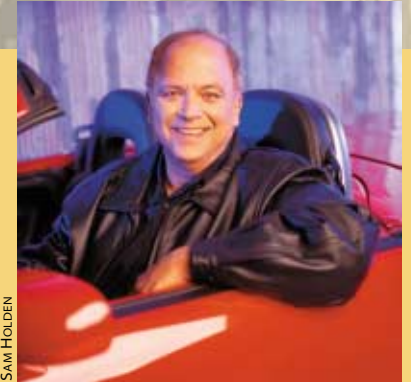
Expenses

For the fiscal year
ending 6/30/08

Production, Acquisition & Transmission of Programs	\$ 17,385,000
Education Services	3,500,000
Marketing & Development	3,031,000
Communication, Promotion & Outreach	934,000
Administration	3,100,000
TOTAL	\$ 27,950,000



MPT productions place the best of Maryland before a national audience.



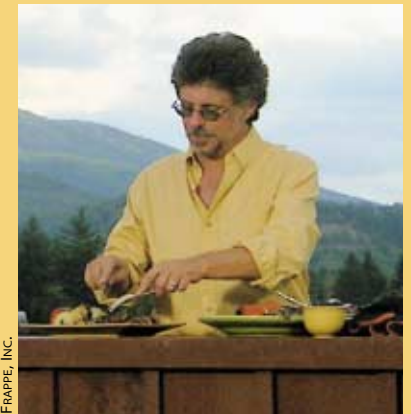
SAM HOLDEN

MotorWeek



U.S. AIR FORCE/MPT

U.S. Air Force 60th Anniversary: A Musical Celebration



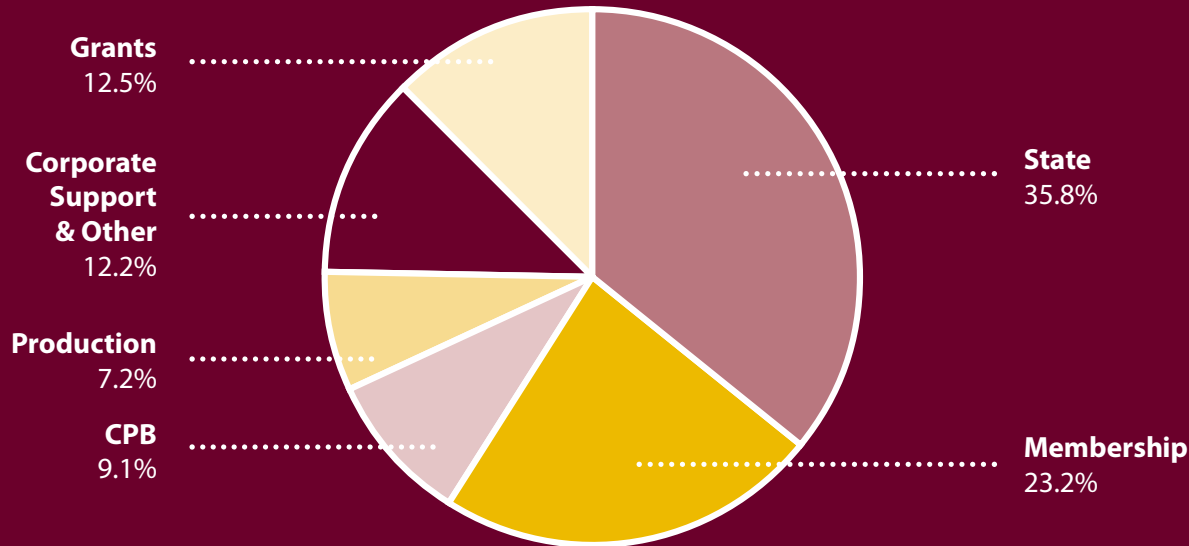
FRAPPE, INC.

Barbecue University with Steven Raichlen

Revenues

For the fiscal year ending 6/30/08

State	\$ 9,992,604
Membership	6,499,490
Grants	3,500,000
Corporate Support & Other	3,405,012
Corporation for Public Broadcasting (CPB)	2,552,894
Production	2,000,000
TOTAL	\$ 27,950,000



ANDRÉ RIEU STUDIOS

MPT-sponsored concerts raise important funds and help to bring international stars, such as André Rieu, to local venues.



SANT NIBANKARI MISSION

On-air membership campaigns are a vital link to individual viewers who offer feedback and significant funds.



SUSAN NOORAN

Partnerships with local businesses, such as the National Aquarium in Baltimore, are mutually beneficial sources of support.

Maryland Public Broadcasting Commission

Edward H. Kaplan, *Chairman*

Paul L. Berry

John H. Bloom

Richard D. Gelfman, Esq.

Dr. Nancy S. Grasmick

Bailey Morris-Eck

Howard J. Rosen

Richard Rynd

Michael B. Styer

Ellie K. Wang

MPT Executive Staff

Robert J. Shuman

President and Chief Executive Officer

Larry D. Unger

Executive Vice President and Chief Operating Officer

Eric Eggleton

Senior Vice President and Chief Content Officer

Gail Porter Long

Senior Vice President and Chief Education Officer

Steven Schupak

Senior Vice President of Content Enterprises

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Vice President and Chief Financial Officer

Joseph L. Krushinsky

Vice President of Institutional Advancement

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Vice President of Technology

Gladys Kaplan

Vice President of Facilities and Human Resources

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