

Maryland Public Television

MISSION

To educate, entertain and enlighten the people of Maryland and beyond through creative programs and services of the highest quality, delivered through traditional public broadcasting and new multimedia technologies. Maryland Public Television (MPT)'s commitment to excellence, innovation, diversity, and the values of Marylanders is essential to this mission.

VISION

Harnessing the capabilities of television, computers, the Internet, and future technologies, Maryland Public Television will be a convener of community and a recognized focal point for telecommunications.

KEY GOALS, OBJECTIVES, AND PERFORMANCE MEASURES

Goal 1. Maintain financial viability of the Maryland Public Broadcasting Commission.

Obj. 1.1 Maximize membership and member contributions.

Obj. 1.2 Maximize funding from non-State sources.

| Performance Measures | 2011 Act. | 2012 Act. | 2013 Act. | 2014 Act. | 2015 Act. | 2016 Est. | 2017 Est. |
|--|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Number of members | 59,245 | 60,000 | 60,970 | 60,500 | 63,590 | 64,500 | 65,500 |
| Member contributions (millions) | \$6.7 | \$6.1 | \$6.0 | \$6.1 | \$7.1 | \$7.1 | \$7.1 |
| Total special and federal funds (including member contributions) | \$15,405,056 | \$15,807,144 | \$16,510,095 | \$17,176,680 | \$18,527,311 | \$22,966,920 | \$22,880,000 |

Goal 2. Maintain viewership by producing excellent local programming and educational programs.

Obj. 2.1 Produce quality entertainment and educational programming at the national and local level.

| Performance Measures | 2011 Act. | 2012 Act. | 2013 Act. | 2014 Act. | 2015 Act. | 2016 Est. | 2017 Est. |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Total number of locally produced programs | 232 | 242 | 228 | 251 | 245 | 228 | 225 |
| Total hours of local programming produced | 106 | 107 | 122 | 129 | 128 | 122 | 120 |
| Total viewing households | 715,000 | 736,000 | 1,000,000 | 1,000,000 | 1,200,000 | 1,200,000 | 1,200,000 |
| Total number of non-scheduled interruptions | 1 | 3 | 2 | 4 | 3 | 4 | 4 |

Goal 3. Provide lifelong learning opportunities through educational programs and services.

Obj. 3.1 Maintain number of broadcast hours dedicated to educational programming.

Obj. 3.2 Provide online educational opportunities for Maryland schoolchildren through the Thinkport website.

| Performance Measures | 2011 Act. | 2012 Act. | 2013 Act. | 2014 Act. | 2015 Act. | 2016 Est. | 2017 Est. |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Hours of educational programs broadcast | 1,200 | 1,179 | 1,095 | 1,095 | 1,095 | 1,092 | 1,092 |
| Visits to Thinkport website | 1,443,070 | 1,629,106 | 1,704,677 | 1,755,469 | 1,856,040 | 1,860,000 | 1,864,000 |
| Year-over-year increase in site activity | 3.8% | 12.9% | 4.6% | 3.0% | 5.4% | 0.2% | 0.2% |