

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's (MPT) 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	2012 Act.	2013 Act.	2014 Act.	2015 Act.	2016 Act.	2017 Est.	2018 Est.
Number of members	60,000	60,970	60,500	60,500	60,882	63,926	67,122
Member contributions (millions)	\$6.100	\$6.000	\$6.100	\$7.100	\$6.950	\$7.281	\$7.645
Total special and federal funds (millions)	\$15.807	\$16.510	\$17.177	\$18.527	\$17.537	\$20.552	\$17.600

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	2012 Act.	2013 Act.	2014 Act.	2015 Act.	2016 Act.	2017 Est.	2018 Est.
Total number of MPT original programs produced	242	228	251	245	297	297	297
Total hours of MPT original programming produced	107	122	129	128	159	159	159
Total viewers 2+ of age (in thousands)	736	1,000	1,000	1,200	1,800	1,805	1,813
Total number of non-scheduled interruptions	3	2	4	3	4	4	4

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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	2012 Act.	2013 Act.	2014 Act.	2015 Act.	2016 Act.	2017 Est.	2018 Est.
¹ Hours of educational programs broadcast	1,179	1,095	1,095	1,095	453	1,898	1,898
Visits to Thinkport website (in thousands)	1,629	1,705	1,755	1,856	1,633	1,633	1,633
Year-over-year increase in site activity	12.9%	4.6%	3.0%	5.4%	-12.0%	0.0%	0.0%

NOTES

¹ In January 2016, MPT ceased the broadcast of instructional programs, as they are available 24/7 online. In fiscal year 2017 and in the outyears, MPT will measure hours of children's programming under this category.