

Maryland Public Television

MISSION

Maryland Public Television (MPT) enriches lives and strengthens communities through the power of media.

VISION

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

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	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Est.	2021 Est.
Number of members	60,500	60,882	61,000	58,083	58,908	62,000	64,000
Member contributions (millions)	\$7.1	\$7.0	\$7.0	\$6.7	\$6.9	\$7.7	\$8.0
Total special and federal funds (millions)	\$18.53	\$17.54	\$17.80	\$18.30	\$18.70	\$18.70	\$19.60

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	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Est.	2021 Est.
Total number of MPT original programs produced	245	297	271	268	280	280	280
Total hours of MPT original programming produced	128	159	142	138	144	144	144
Total viewers 2+ of age (in thousands)	1,200	1,800	1,600	1,300	1,100	1,100	1,100
Total number of non-scheduled interruptions	3	4	1	5	3	3	3

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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	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Est.	2021 Est.
¹ Hours of educational programs broadcast	1,095	453	5,455	9,470	9,906	9,906	9,906
Visits to Thinkport website (in thousands)	1,856	1,633	1,337	1,381	1,146	950	900
Year-over-year increase in site activity	5.7%	-12.0%	-18.1%	3.3%	-17.0%	-17.1%	-5.3%

NOTES

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