

# 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                       | 2021 Act. | 2022 Act. | 2023 Act. | 2024 Act. | 2025 Act. | 2026 Est. | 2027 Est. |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Number of members                          | 69,886    | 67,950    | 66,465    | 69,438    | 71,000    | 73,000    | 73,000    |
| Member contributions (millions)            | \$8.1     | \$8.2     | \$8.1     | \$8.1     | \$9.4     | \$10.3    | \$11.9    |
| Total special and federal funds (millions) | \$18.3    | \$19.4    | \$21.4    | \$22.5    | \$23.6    | \$24.7    | \$28.0    |

### 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                             | 2021 Act. | 2022 Act. | 2023 Act. | 2024 Act. | 2025 Act. | 2026 Est. | 2027 Est. |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Total number of MPT original programs produced   | 207       | 225       | 225       | 240       | 234       | 368       | 368       |
| Total hours of MPT original programming produced | 111.5     | 100.9     | 117.5     | 124.2     | 142.0     | 188.3     | 188.3     |
| Total viewers 2+ years of age (in thousands)     | 1,601     | 1,246     | 1,268     | 1,071     | 1,591     | 1,172     | 1,172     |
| Total number of non-scheduled interruptions      | 2         | 3         | 0         | 3         | 0         | 1         | 2         |

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

**Obj. 3.1** Maintain number of broadcast hours dedicated to children's educational programming.

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

| Performance Measures  | 2021 Act. | 2022 Act. | 2023 Act. | 2024 Act. | 2025 Act. | 2026 Est. | 2027 Est. |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Number of childcare and pre-K-12 educators who have attended professional development trainings | 740       | 995       | 1,016     | 1,050     | 1,138     | 1,140     | 1,150     |