

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	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Act.	2021 Est.	2022 Est.
Number of members	60,882	61,000	58,083	58,908	62,800	65,000	67,000
Member contributions (millions)	\$7.0	\$7.0	\$6.7	\$6.9	\$7.4	\$7.8	\$8.1
Total special and federal funds (millions)	\$17.54	\$17.80	\$18.30	\$18.70	\$19.10	\$19.30	\$20.30

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	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Act.	2021 Est.	2022 Est.
Total number of MPT original programs produced	297	271	268	280	259	215	228
Total hours of MPT original programming produced	159	142	138	144	134	104	117
Total viewers 2+ years of age (in thousands)	1,800	1,600	1,300	1,100	1,523	1,454	1,454
Total number of non-scheduled interruptions	4	1	5	3	6	4	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	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Act.	2021 Est.	2022 Est.
¹ Hours of educational programs broadcast	453	5,455	9,470	9,906	10,394	9,470	9,470
Visits to Thinkport website (in thousands)	1,633	1,337	1,381	1,146	1,000	510	510
Year-over-year increase in site activity	-12.0%	-18.1%	3.3%	-17.0%	-12.7%	-49.0%	0.0%

NOTES

¹ Broadcast of instructional programs ceased in January 2016. From 2017 on, this metric measures hours of children's programming under this category.