

# 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	2019 Act.	2020 Act.	2021 Act.	2022 Act.	2023 Act.	2024 Est.	2025 Est.
Number of members	58,908	62,800	69,886	67,950	66,465	68,000	70,375
Member contributions (millions)	\$6.9	\$7.4	\$8.1	\$8.2	\$8.1	\$8.6	\$8.5
Total special and federal funds (millions)	\$21.50	\$22.14	\$18.32	\$19.39	\$21.38	\$21.51	\$22.94

### 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	2019 Act.	2020 Act.	2021 Act.	2022 Act.	2023 Act.	2024 Est.	2025 Est.
Total number of MPT original programs produced	280	259	207	225	225	240	261
Total hours of MPT original programming produced	144.0	134.0	111.5	100.9	117.5	124.2	138.7
Total viewers 2+ years of age (in thousands)	1,100	1,523	1,601	1,246	1,268	1,200	1,300
Total number of non-scheduled interruptions	3	6	2	3	-	3	3

### 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	2019 Act.	2020 Act.	2021 Act.	2022 Act.	2023 Act.	2024 Est.	2025 Est.
Number of childcare and pre-K-12 educators who have attended professional development trainings	N/A	N/A	740	995	1,016	1,050	1,100