

**R15P00**  
**Maryland Public Broadcasting Commission**

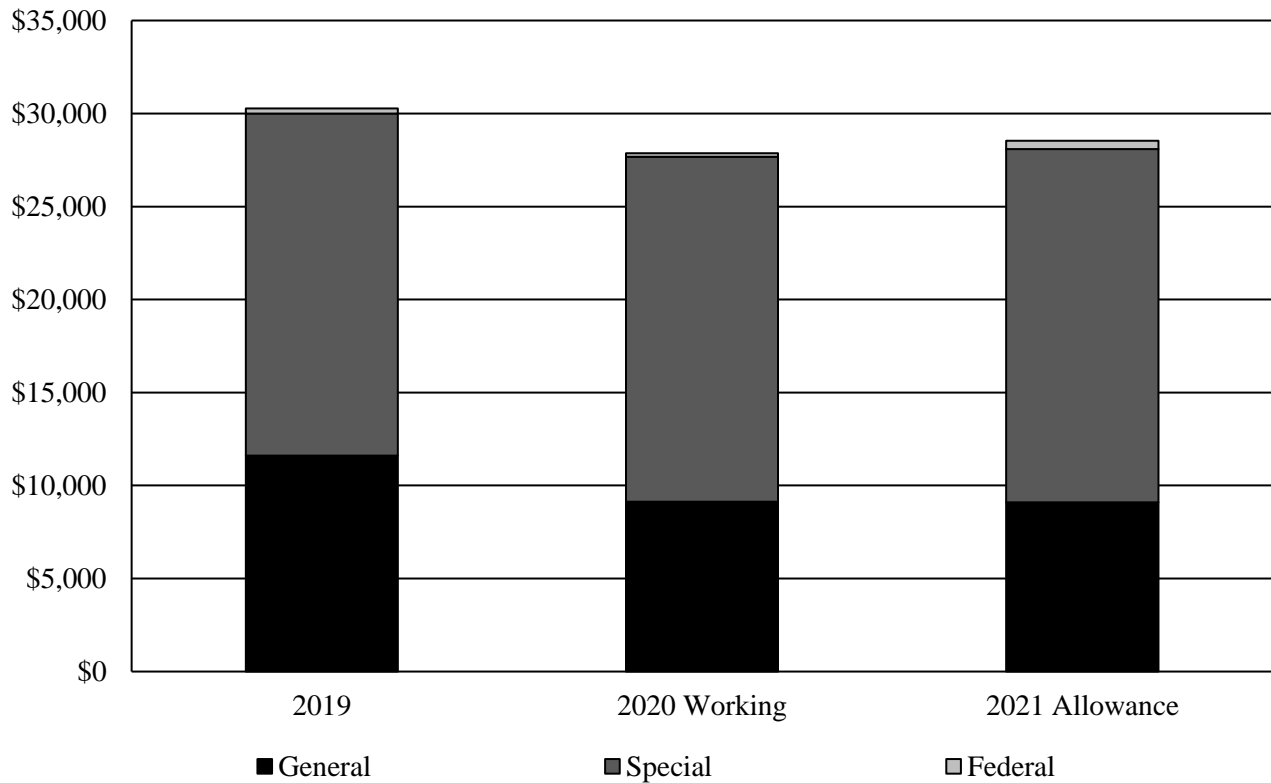
**Program Description**

The Maryland Public Broadcasting Commission (MPBC) is responsible for operating and maintaining a system of regional and local facilities to provide educational and cultural television and radio programs throughout the State and for the preparation, content, and presentation of its programming. MPBC is a federal licensee for all broadcasting stations operated by Maryland Public Television (MPT) and has six broadcast transmitters located across the State. MPBC is governed by an 11-member commission whose members are appointed by the Governor.

***Operating Budget Summary***

---

**Fiscal 2021 Budget Increases \$672,000 or 2.4% to \$28.5 Million**  
(\$ in Thousands)



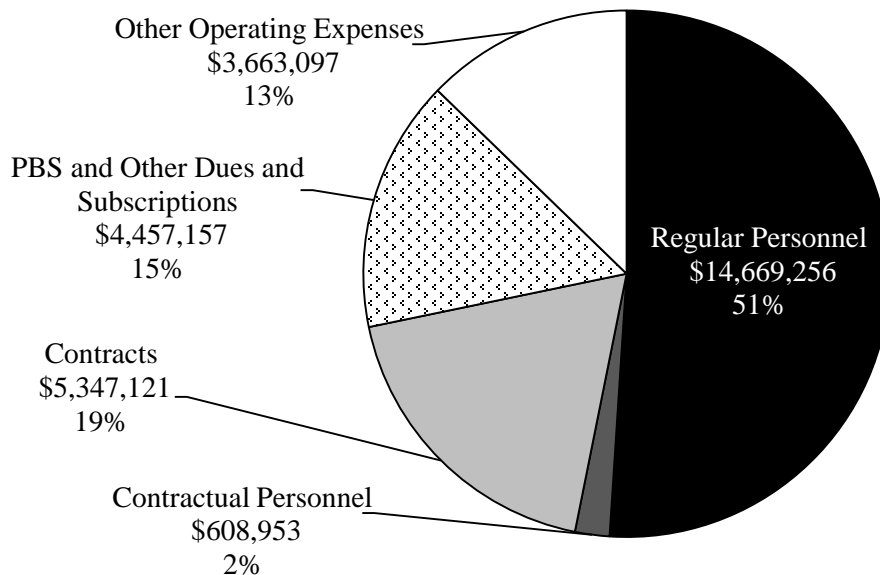
Note: Numbers may not sum due to rounding. The fiscal 2020 appropriation includes deficiencies, planned reversions, and general salary increases. The fiscal 2021 allowance includes contingent reductions and general salary increases.

## Fiscal 2021 Overview of Agency Spending

The adjusted fiscal 2021 allowance for MPBC is \$28.5 million. As shown in **Exhibit 1**, just over half of the budget consists of personnel expenses. Regular personnel expenses make up 51%, or \$14,669,256, of the budget, and contractual personnel expenses make up an additional 2%, or \$608,953. The remaining 47% of the budget consists of operating expenses, of which the largest categories include contracts mainly related to television production and broadcasting that total \$5,347,121, and the Public Broadcasting Service (PBS) and other public television dues and subscriptions that total \$4,457,157. The budget also includes a contingent reduction of \$215,561 that is as yet unallocated and not reflected in this data.

---

**Exhibit 1**  
**Overview of Agency Spending**  
**Fiscal 2021 Allowance**



PBS: Public Broadcasting Service

Note: The fiscal 2021 allowance includes general salary increases but excludes contingent reductions.

Source: Governor's Fiscal 2021 Budget Books

---

## Proposed Budget Change

As shown in **Exhibit 2**, the adjusted fiscal 2021 allowance increases by a total of \$672,000, or 2.4%, from the adjusted fiscal 2020 working appropriation. This increase consists mainly of increases

*R15P00 – Maryland Public Broadcasting Commission*

to personnel costs. Regular personnel expenses increase by \$385,799, and contractual personnel expenses increase by \$83,926, which includes the costs for the addition of 1 contractual full-time equivalent (FTE) position. Other notable budget changes include increases of \$193,065 for PBS and other association dues and subscriptions and \$181,880 for capital lease payments used for funding upgrades to the MPT production studio.

**Exhibit 2**  
**Proposed Budget**  
**Maryland Public Broadcasting Commission**  
**(\$ in Thousands)**

<b>How Much It Grows:</b>	<b>General Fund</b>	<b>Special Fund</b>	<b>Federal Fund</b>	<b>Total</b>
Fiscal 2019 Actual	\$11,613	\$18,378	\$280	\$30,271
Fiscal 2020 Working Appropriation	9,130	18,547	181	27,858
Fiscal 2021 Allowance	<u>9,101</u>	<u>18,982</u>	<u>447</u>	<u>28,530</u>
Fiscal 2020-2021 Amount Change	-\$29	\$435	\$265	\$672
Fiscal 2020-2021 Percent Change	-0.3%	2.3%	146.6%	2.4%

<b>Where It Goes:</b>	<b>Change</b>
<b>Personnel Expenses</b>	
Regular earnings .....	\$238
Employee retirement system .....	151
Fiscal 2021 2% general salary increase, effective January 1, 2021 .....	116
Fiscal 2021 costs of January 1, 2020 1% general salary increase .....	58
Other fringe benefit adjustments .....	15
Workers' compensation premium assessment .....	-84
Employee and retiree health insurance .....	-108
<b>Other Changes</b>	
Public Broadcasting Service and other association dues and subscriptions .....	193
Capital lease payments to fund studio upgrades .....	182
Contractual personnel, including 1 new full-time equivalent position .....	84
Other .....	43
Unallocated contingent reduction of mandated general funding .....	-216
<b>Total</b>	<b>\$672</b>

Note: Numbers may not sum due to rounding. The fiscal 2020 appropriation includes deficiencies, planned reversions, and general salary increases. The fiscal 2021 allowance includes contingent reductions and general salary increases.

## Budget Reconciliation and Financing Act

The Budget Reconciliation and Financing Act includes a provision repealing the provisions of Chapter 816 of 2017 that mandated increases to general funds for MPBC beginning in fiscal 2019. Under the current mandate, general funds are increased annually by the percentage by which total general fund revenues are projected to increase in the upcoming fiscal year plus an amount to compensate for lower receipts in certain Corporation for Public Broadcasting grant funding. There is a contingent reduction of \$215,561 in general funds associated with this provision. At this point, it is unclear how the commission plans to implement this reduction.

### Personnel Data

	<u>FY 19</u> <u>Actual</u>	<u>FY 20</u> <u>Working</u>	<u>FY 21</u> <u>Allowance</u>	<u>FY 20-21</u> <u>Change</u>
Regular Positions	145.00	145.00	145.00	0.00
Contractual FTEs	<u>12.15</u>	<u>11.20</u>	<u>12.20</u>	<u>1.00</u>
<b>Total Personnel</b>	<b>157.15</b>	<b>156.20</b>	<b>157.20</b>	<b>1.00</b>

#### *Vacancy Data: Regular Positions*

Turnover and Necessary Vacancies, Excluding New Positions	7.34	5.06%
Positions and Percentage Vacant as of 12/31/19	14.00	9.66%
Vacancies Above Turnover	6.66	

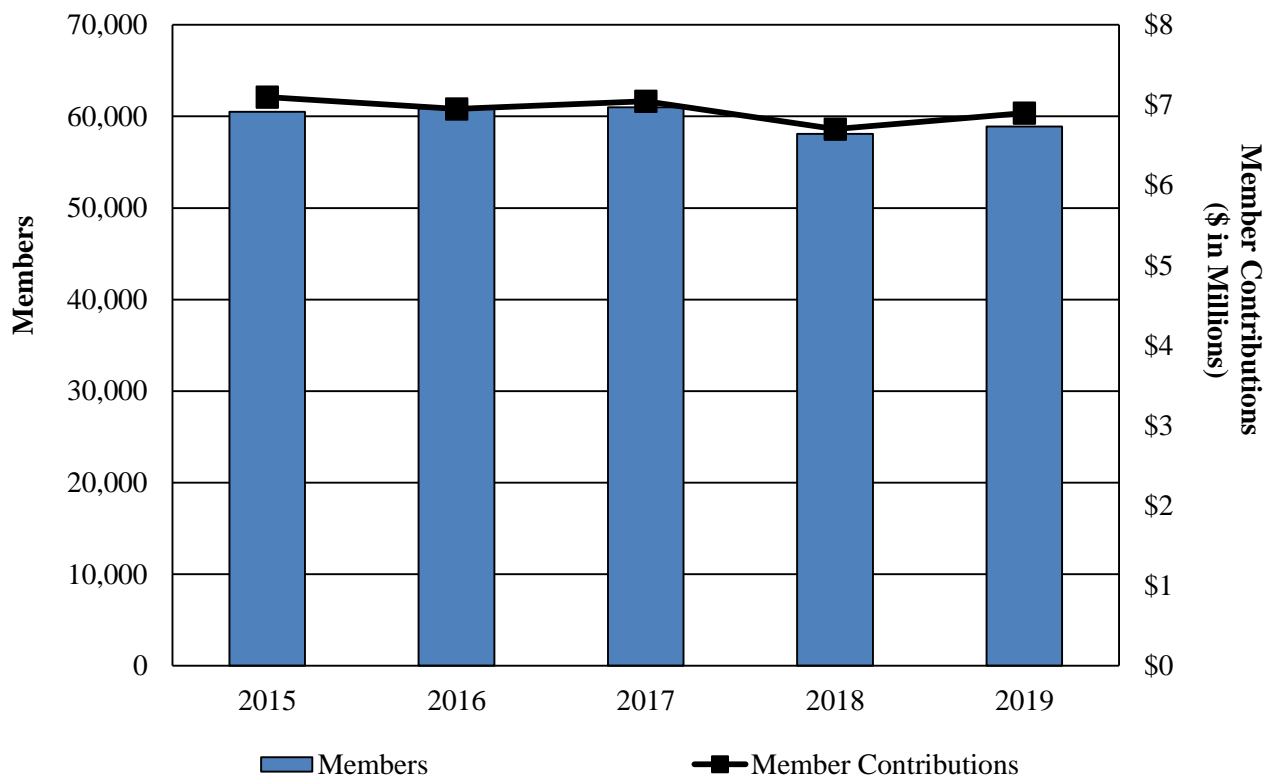
- There is an increase of 1 contractual FTE position for production of MPT programming segments.

### Key Observations

#### 1. Membership and Member Contributions

Membership contributions are an essential element of funding for MPT and MPBC operations. MPT membership is offered to anyone who makes a donation in the amount of \$35 or more. **Exhibit 3** shows the total number of members and the total amount of membership contributions. In fiscal 2019, membership slightly increased to 58,908, and the total amount of member contributions was \$6.9 million. These increases were the result of a new marketing program and digital fundraising after membership and contributions saw decreases in fiscal 2018 due to less pledge programming that year.

**Exhibit 3  
Membership and Member Contributions  
Fiscal 2015-2019**

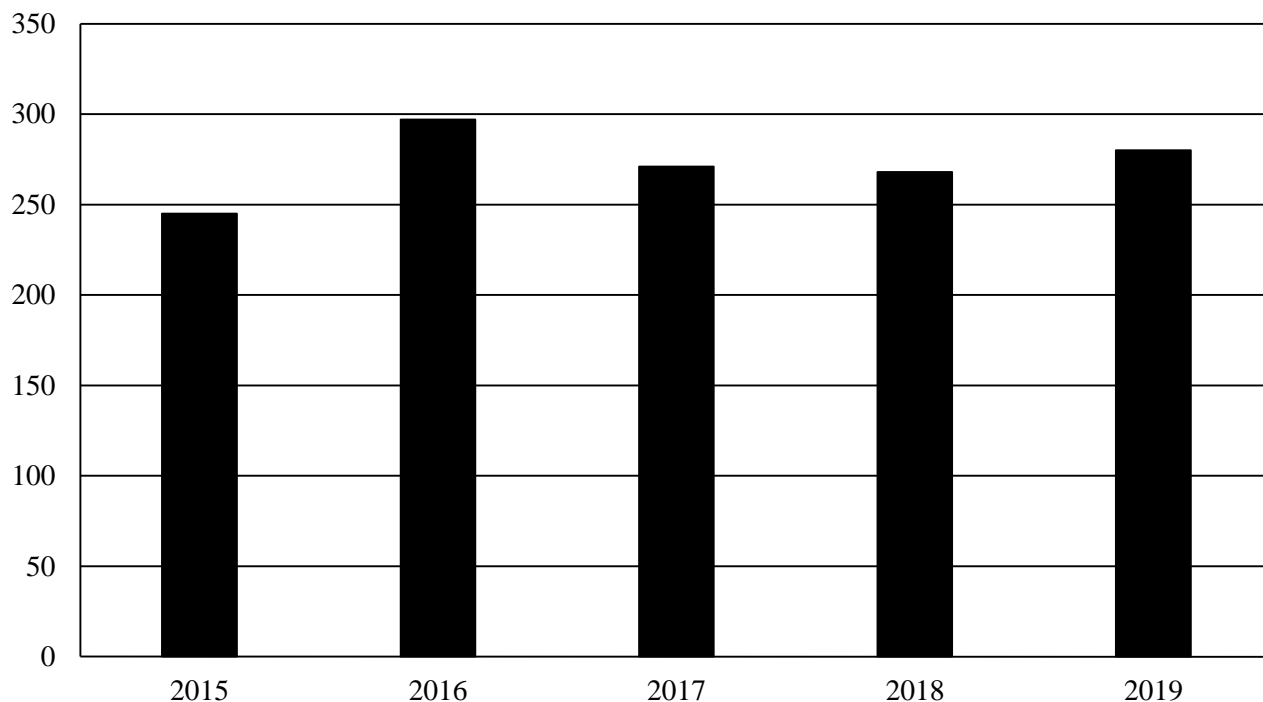


Source: Maryland Public Broadcasting Commission

**2. MPT Original Programs**

MPT produces original content that is aired locally. **Exhibit 4** shows the total number of original programs produced, which increased to 280 in fiscal 2019. Some notable examples of local programming highlighting Maryland produced in fiscal 2019 include the specials *Columbia’s Promise*, *The Chesapeake and Delaware Canal*, and *WTMD First Thursday Festival*.

**Exhibit 4**  
**MPT Original Programs Produced**  
**Fiscal 2015-2019**



MPT: Maryland Public Television

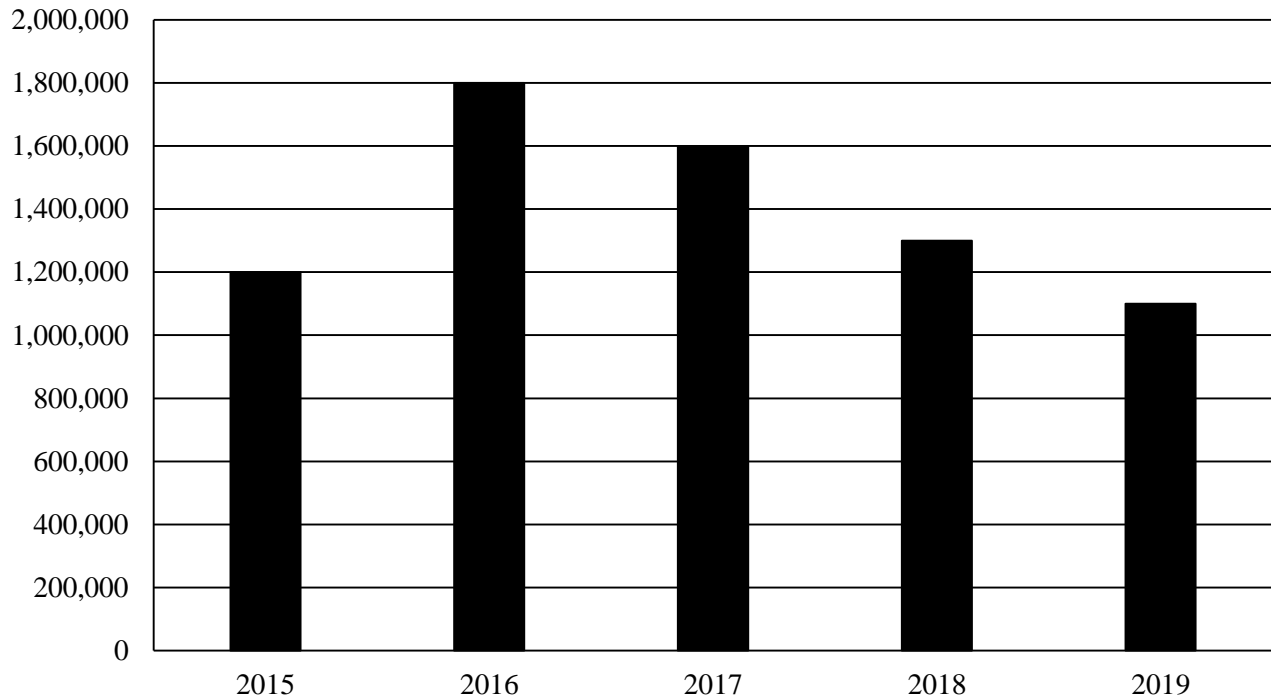
Source: Maryland Public Broadcasting Commission

---

### **3. MPT Viewers**

As shown in **Exhibit 5**, the total viewership for MPT has declined each year since fiscal 2016, to approximately 1.1 million viewers in fiscal 2019. This can be attributed to a changing media landscape, where all television broadcasters are losing viewers to online streaming services as many viewers choose to leave paid television providers.

**Exhibit 5**  
**Total Viewers Age 2+**  
**Fiscal 2015-2019**



Source: Maryland Public Broadcasting Commission

---

## ***Operating Budget Recommended Actions***

---

1. Concur with Governor's allowance.



**Appendix 1  
Object/Fund Difference Report  
Maryland Public Broadcasting Commission**

<u>Object/Fund</u>	<u>FY 19 Actual</u>	<u>FY 20 Working Appropriation</u>	<u>FY 21 Allowance</u>	<u>FY 20 - FY 21 Amount Change</u>	<u>Percent Change</u>
<b>Positions</b>					
01 Regular	145.00	145.00	145.00	0.00	0%
02 Contractual	12.15	11.20	12.20	1.00	8.9%
<b>Total Positions</b>	<b>157.15</b>	<b>156.20</b>	<b>157.20</b>	<b>1.00</b>	<b>0.6%</b>
<b>Objects</b>					
01 Salaries and Wages	\$ 13,193,105	\$ 14,225,312	\$ 14,436,676	\$ 211,364	1.5%
02 Technical and Spec. Fees	568,903	525,027	608,953	83,926	16.0%
03 Communication	614,572	546,459	540,732	-5,727	-1.0%
04 Travel	148,512	176,268	189,943	13,675	7.8%
06 Fuel and Utilities	754,202	764,766	790,361	25,595	3.3%
07 Motor Vehicles	82,253	65,329	64,640	-689	-1.1%
08 Contractual Services	9,163,232	5,397,402	5,347,121	-50,281	-0.9%
09 Supplies and Materials	895,263	1,001,779	1,043,620	41,841	4.2%
10 Equipment – Replacement	70,392	35,482	53,482	18,000	50.7%
11 Equipment – Additional	675,036	643,370	825,250	181,880	28.3%
13 Fixed Charges	4,105,580	4,418,755	4,612,226	193,471	4.4%
<b>Total Objects</b>	<b>\$ 30,271,050</b>	<b>\$ 27,799,949</b>	<b>\$ 28,513,004</b>	<b>\$ 713,055</b>	<b>2.6%</b>
<b>Funds</b>					
01 General Fund	\$ 11,613,062	\$ 9,106,415	\$ 9,222,803	\$ 116,388	1.3%
03 Special Fund	18,378,304	18,512,422	18,843,650	331,228	1.8%
05 Federal Fund	279,684	181,112	446,551	265,439	146.6%
<b>Total Funds</b>	<b>\$ 30,271,050</b>	<b>\$ 27,799,949</b>	<b>\$ 28,513,004</b>	<b>\$ 713,055</b>	<b>2.6%</b>

Note: The fiscal 2020 appropriation does not include deficiencies, planned reversions, or general salary increases. The fiscal 2021 allowance does not include contingent reductions or general salary increases.