

Continuing Outreach/ Distribution for *Maryland Farm & Harvest*

1. The entire series resides on mpt.tv and can be viewed at any time by anyone, anywhere. To visit the website: <http://www.mpt.org/programs/farm/>. For the first 3 seasons only, there have been 198,382 page views to the MF&H webpage and on-line video player combined.
2. We have distributed the program to the following School Systems :
 - Delaware
 - District of Columbia
 - Maryland
 - Pennsylvania
 - Virginia
 - West Virginia
3. Our Thinkport.org team (Educational arm of MPT) made the link to the program available on their website. This website is used by Maryland State Teachers and those who home-school and is accessible to teachers across the United States.



4. A children's book titled "*Amazing Maryland Agriculture*" written and published by MAEF Elementary Education Director Jeanne Mueller was published in 2015 with accompanying DVD containing multiple segments from "*Maryland Farm & Harvest*" to compliment the written stories.
5. MPT's Press Team works with the MDA to prepare and disseminate press releases to media outlets across the state to publicize the series as well as issue targeted press releases to the towns featured in the program. A media coverage report was provided to MG PUB in January 2016 which covered season 3.
6. *Maryland Farm & Harvest* team members regularly post on social media pages, including Facebook (@Maryland Farm & Harvest) and Twitter (@mdfarmtv).
7. A team led by MDA Secretary Bartenfelder went to Cuba early November 2015 and gave Maryland Farm & Harvest Season 2 dvd's as gifts to all those attending.

8. MPT Program Guides distributed to 60,000+ homes with series & funder information November, December & January of 2013, 2014, 2015 & 2016.

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9. State of Maryland County Libraries: General procedure is to mail copies of the DVD (each county library determines how many copies; generally one for each branch as well as the book mobile) to the Collection Management Department for distribution to each individual branch.

- Allegany (75,087)
- Anne Arundel (537,656)
- Baltimore County (805,029)
- Baltimore City (620,961)
- Calvert (88,737)
- Caroline (33,066)
- Carroll (167,134)
- Cecil (101,108)
- Charles (146,551)
- Dorchester (32,618)
- Frederick (233,385)
- Garrett (30,097)
- Harford (244,826)
- Howard (287,085)
- Kent (20,197)
- Montgomery (971,777)
- Prince George's (863,420)
- Queen Anne's (47,798)
- Saint Mary's (105,151)
- Somerset (26,470)
- Talbot (37,782)
- Washington (147,430)
- Wicomico (98,733)
- Worcester (51,454)

2016 Awards for MPT

The National Capital Chesapeake Bay Chapter of the National Television Academy of Arts and Sciences (NATAS) presented four Emmy® Awards to Maryland Public Television at its 58th Emmy® gala on June 25th, 2016.

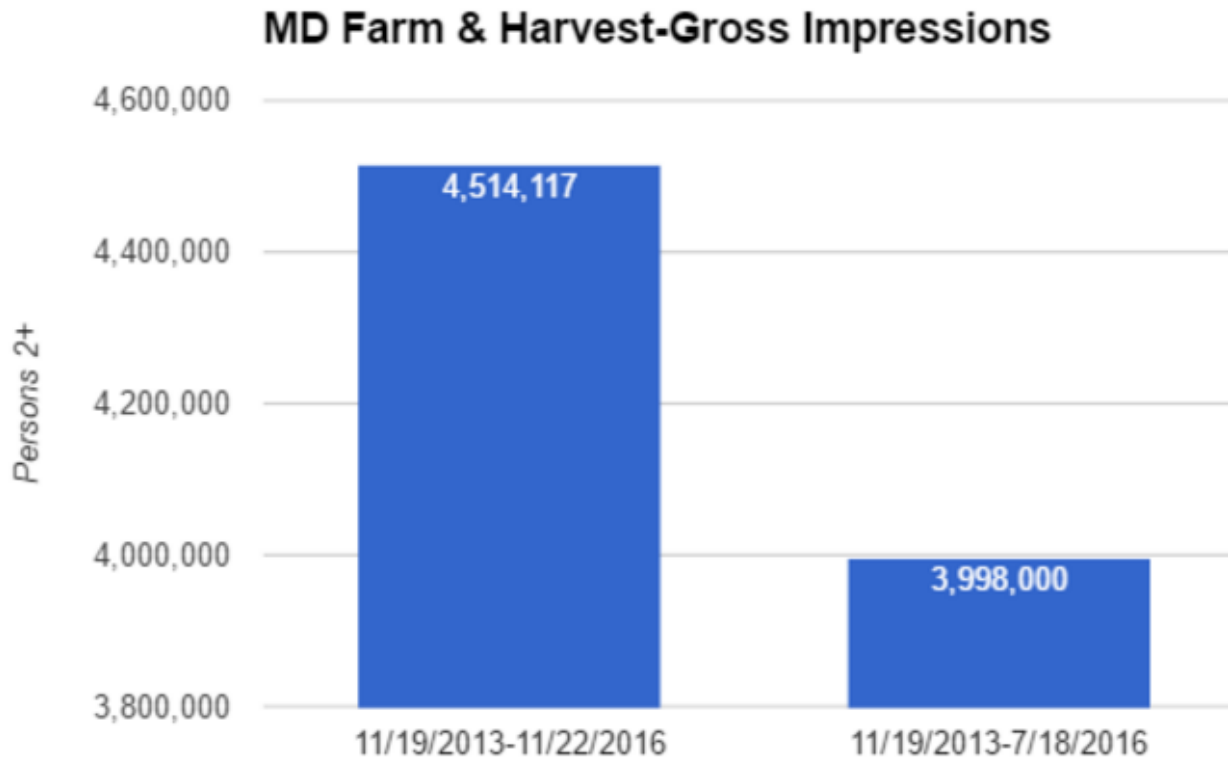
MPT captured four Emmy® Awards from our 17 nominations (4 nominations for Maryland Farm & Harvest) in the following categories:

- **Magazine Program-
Program/Special**
Outdoors Maryland:
Episode 2801, Michael English,
Executive Producer
- **Chesapeake Heritage-
Program/Special** *"Potomac by Air:
Our Nations's River"* Michael
English, Executive Producer/Writer
- **Audio**
"Audio Composite"
- **Lighting**
*"America's Veterans: A Musical
Tribute The Vietnam War
Commemoration Edition"*



In the past decade, MPT productions and personnel have earned 88 regional Emmy® Awards proving that we can be trusted to deliver the quality programs our viewers want and need.

Maryland Farm & Harvest by the Numbers



Source - Nielsen Overnights Baltimore/Washington DMA-LIVE + SAME DAY

As of November 22, 2016 *Maryland Farm & Harvest* has a cumulative viewership of 4,514,117! From July 18, 2016 to November 22, 2016 there has been an increase of 15% in viewership for persons 2+. Keep in mind, this only includes the first 2 episodes of season 4 which means viewers are continuing to watch the encores!

The fact that our numbers continue to increase at this rate is incredible! We have attracted new viewers in addition to the loyal audience already in place for *Maryland Farm & Harvest*.

Facebook Comments about *Maryland Farm & Harvest*

John Hayman Yes , definitely .
This show is the bee's knees .
[Like](#) · [Reply](#) · 1 · November 15 at 11:47am

Billy Samuel Sciler love this show!
[Like](#) · [Reply](#) · November 15 at 1:55pm

David Lehnerd Great show
[Like](#) · [Reply](#) · 1 · November 15 at 6:52pm



Alice Moore This is an awesome show
[Like](#) · [Reply](#) · 1 · November 15 at 8:04pm



Dolores Alvarenga Love this show
[Like](#) · [Reply](#) · November 16 at 5:56am



Sharon Pahlman Bobby Hutchison from Cordova was featured last night.
[Like](#) · [Reply](#) · November 16 at 6:01am

Patricia Lupoli Cant wait for the new shows!
[Like](#) · [Reply](#) · 1 · November 14 at 6:09pm



Tony Lawson Love the show
[Unlike](#) · [Reply](#) · 2 · November 14 at 4:27pm



Karen Twigg Sagisi Great show! We watched several episodes before moving back to MD and have been checking out some local farms/farmer's markets featured. Thanks!!!
[Unlike](#) · [Reply](#) · 2 · November 14 at 4:58pm



Frank A. Mentzel Excellent program. It covers a segment of the population that most people know nothing about.
[Like](#) · [Reply](#) · 1 · November 14 at 10:04pm



Vicki Webb Cute!

Melanie Miller Patricia Miller will have to plan a family day there with [Thomas Miller](#)!! Can't wait!
[Like](#) · [Reply](#) · October 15 at 10:56pm

Facebook Comments about *Maryland Farm & Harvest*



Barbara Fuhrman Can't wait to watch!
Like · Reply · 1 · October 15 at 8:45pm



Stephanie Howe He's so down to earth!
Like · Reply · October 16 at 12:47am



Jodee Brensinger Vaseleck Great pics
Like · Reply · October 17 at 9:32pm



Jen Condo Awesome!!
Like · Reply · October 16 at 5:38pm



Robyn Shepherd I love this show!
Like · Reply · October 14 at 5:53pm

Allison Korb Wow!!!! How awesome for you!!!!
Like · Reply · 1 · May 16 at 8:26am



Moose Manor Farms, LLC They were at the farm for 5 hours! I asked how long the segment was and we'll be in the "local buy" section of the show and thats a 3.5 minute spot - lol! Sounds like a lot of editing 😊
Like · Reply · 1 · May 16 at 8:32am



Stephanie Lynne That's so cool & exciting!
Like · Reply · 1 · May 16 at 8:30am



Karen Hoagberg Lovely! Congratulations!! Let us know when you know the date of broadcast.
Like · Reply · 1 · May 16 at 10:13am



Jennifer McManus Love love love it!!!! Good for you girlie!!!!!!!!!!!!
Like · Reply · 1 · May 16 at 1:32pm



Debbie Ketcher-Godfrey So proud of you Dana! Let us know when it airs. 😊
Like · Reply · 1 · May 16 at 10:25am



Channa Kinohi That's great!
Like · Reply · 1 · May 16 at 7:54am

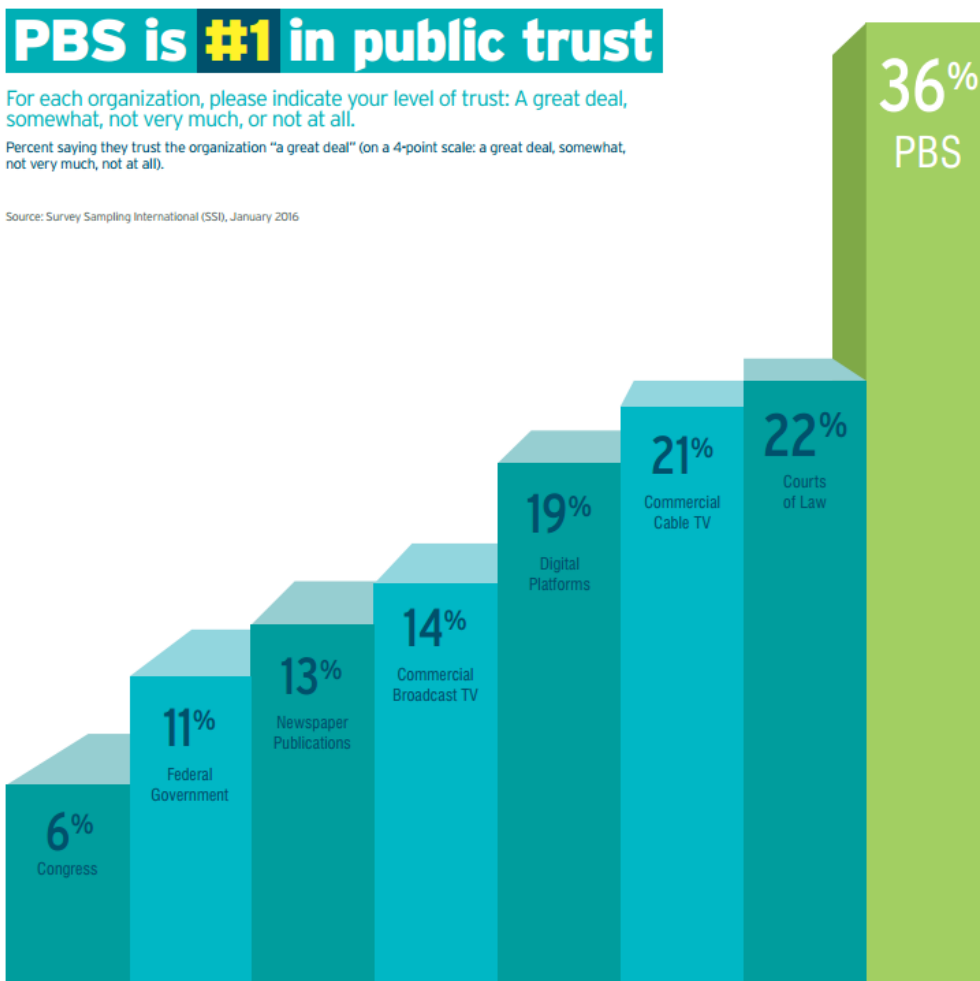


Kenny Walker Awesome!
Like · Reply · 1 · May 16 at 8:19am

About Maryland Public Television

Launched in 1969 and headquartered in Owings Mills, MD, Maryland Public Television is a nonprofit, state-licensed public television network and member of the Public Broadcasting Service (PBS). MPT's six transmitters cover Maryland plus portions of Delaware, Pennsylvania, Virginia, West Virginia and the District of Columbia. Frequent winner of regional Emmy® Awards, MPT creates local, regional, and national television shows.

Public broadcasting is America's largest classroom, a trusted window to the world, providing a place for all Americans to access new ideas and information to help every citizen build a brighter future.



MARYLAND FARM & HARVEST



The Maryland Department of Agriculture is MPT's co-production partner for *Maryland Farm & Harvest*.

Major funding is provided by the Maryland Grain Producers Utilization Board.

Additional funding is provided by Maryland's Best; the Maryland Soybean Board; MidAtlantic Farm Credit; the Maryland Agricultural and Resource-Based Industry Development Corporation; the Maryland Agricultural Education Foundation, and the Maryland Association of Soil Conservation Districts. Other support comes from the Maryland Nursery, Landscape & Greenhouse Association, the Mid-Atlantic Dairy Association; the Delmarva Poultry Industry, Inc.; Willard Agri-Service; the Maryland Farm Bureau Service Company; The Maryland Grape Growers Association and the Mar-Del Watermelon Association.