

# #19

**COMPLETE**

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Page 2: Tell us who you are!

## Q1 Contact Information

Name	<b>Randy Farmer-O'Connor</b>
Title	<b>Managing Director Corporate Support</b>
Station	<b>MPT</b>
Email	<b>roconnor@mpt.org</b>
Phone Number	<b>4105814080</b>

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Page 3: Award Categories

**Q2** Select a category. **Corporate Support**

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Page 4: Corporate Support

## Q3 Project Title

Engaging State Agencies as Corporate Sponsors

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**Q4** What was the overall goal of project, problem it sought to solve or opportunity it sought to leverage? (suggested word count 100-250)

The goal of this project was to bring on State Agencies, "sister agencies" as Corporate Sponsors for branding and/or business purposes.

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## 2018 Development Awards - Application Form

**Q5** Describe the activity, what it achieved, and why it was successful. (suggested word count 200-400)

THIS IS BEING SUBMITTED FOR MEGAN MILEY.

She does not know that this is being submitted on her behalf.

In her role as a Corporate Support Account Executive, Meg's ongoing objective was to meet and/or exceed her annual budget goal. She recognized an opportunity to on board "sister" state agencies as Corporate Sponsors. This includes in part, colleges, universities, transit and environmental administrations.

Meg recognized and leveraged colleges and universities knowing that continuing education was something that Public Television viewers are passionate about.

In much the same way, Meg knew that our state agencies had the challenge of reaching the entire state of Maryland. Using our coverage map and Scarborough data, Meg was able to present the case for state agencies like Transit and Environment to sponsor programming to reach all viewers.

Meg has been with MPT for 2 years. In that time she has demonstrated a passion for the station and the programming provided to our viewers. She outwardly demonstrates her love for public television and MPT. I believe it is this passion and commitment that prospects see that allows them to be a believer in MPT also. In the two years that Meg has been here she has exceeded her budget.

Meg is a team player, always coaching sharing and assisting her colleagues. Meg shares her best practices and successes so that her teammates can have the same rewards. I have seen Meg go above and beyond for her clients and the station. She is a true asset to the Corporate Support department.

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**Q6** Tell us any metrics or benchmarks that show the success of project. Please consider quantitative and qualitative data. (suggested word count 100-250)

Meg created corporate sponsorship opportunities for 5+ higher education schools bringing in \$69,000 in this fiscal year.

Meg created opportunities for the three transit and environmental agencies yielding \$56,000 in revenue.

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**Q7** Tell us how the project leveraged national or local content (primetime, KIDS, pop-out, etc). (suggested word count 100-250)

The programs that Meg used in her proposals were PBS News Hour, Frontline, Nova, history and science genre programs as well as special packages such as Celebrating Black History.

The Environmental agencies used an ROS schedule and programs like Maryland Farm & Harvest and OutDoors Maryland.

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**Q8** Do you have any supporting materials or items to upload? (optional) **No**

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Page 11: Tell us what you thought!

**Q32** This year, we've created an online form to streamline the application process. Please tell us what you thought.

**The online form was helpful**