

NEWS RELEASE



Maryland Public Television

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For immediate release

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Eleanor Hong joins Maryland Public Television as managing director, digital content & operations

OWINGS MILLS, MD – [Maryland Public Television \(MPT\)](http://MarylandPublicTelevision.org) has announced the appointment of Eleanor Hong as managing director, Digital Content & Operations at the statewide public television network. MPT is the sixth largest in total revenue among the nation’s 150 PBS member stations.

In her new role, Hong oversees the network’s principal digital operations and content assets with responsibilities for MPT’s digital content series and properties, social media engagement, and online streaming services, among other duties.

Hong comes to MPT from WORLD Channel, a digital multicast public TV network based in Boston (WGBH), where she served for more than three years as director of audience development and engagement.

Her digital and media experiences span work across broadcast media and publisher sites including ABC News, ESPN, and The Washington Post. She has been an editor, senior producer, and programming manager in newsrooms, studios, and across beats for several news agencies and publications. Hong has also managed multimedia and video events and has experience with radio and podcasts. She has also facilitated search engine optimization and social media development across news and non-profit organizations.



Hong has been an industry speaker and contributed to programs that have received received several broadcasting, publishing, and media awards. She has also been an active member of the Asian American Documentary Network and journalism organizations including the Online News Association and Asian American Journalist Association.

She earned a bachelor’s degree in digital communications and multicultural studies from the University of Maryland. Hong has served as an adjunct professor for the Interactive Media and Communications graduate program at Quinnipiac University.

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About Maryland Public Television

Maryland Public Television (MPT) is a statewide, public-supported TV network and Public Broadcasting Service member offering entertaining, educational, and inspiring content delivered by traditional broadcasting and streaming on TVs, computers, and mobile devices. A state agency, it operates under the auspices of the Maryland Public Broadcasting

Commission. MPT creates and distributes local, regional, and national content and is a frequent winner of regional Emmy® awards. MPT's commitment to educators, parents, caregivers, and learners of all ages is delivered through instructional events and Thinkport.org. MPT's year-round community engagement activities connect viewers with resources on a wide range of topics. For more information visit mpt.org.