

MARYLAND PUBLIC TELEVISION (MPT)

Program Guides

Launched in 1969, Maryland Public Television (MPT) is a public television network that comprises six stations, broadcast throughout Maryland and Washington, DC, as well as parts of Delaware, Pennsylvania, Virginia, and West Virginia. Distributed monthly, the program guide provides members and partners with schedules for MPT's three channels and informs them of area events.

CHALLENGE

MPT sought to update their monthly program guides, which were becoming outdated, content-heavy, and not visually appealing. Novak Birch was tasked with designing, editing, and producing engaging program guides that support MPT's mission to educate, enlighten, and entertain the public with high-quality creative programs and services, delivered through traditional public broadcasting and multimedia technologies.

SOLUTION

While adhering to MPT and PBS branding guidelines, Novak Birch updated the guide's look-and-feel by eliminating serif fonts, distracting background colors, and large blocks of text. We designed a clean, modern program guide that makes it easy for readers to find the information they seek and to discover new programs that interest them.

- The at-a-glance prime time and day time grids provide a brief overview of each day's line-up, while the listings provide more detailed information on prime time shows.
- Throughout the guide, call-outs feature teasers about programs to engage readers.
- Each guide's cover and feature page highlight one program or initiative, with visually engaging designs and compelling headlines that entice readers to not only learn more about the featured program but also to explore the guide.

RESULTS

- **Cost savings:** We negotiate print/production costs to ensure the best value for this state organization.
- **Awards:** Since Novak Birch began producing the program guide in 2012, it has won the following awards:
 - > International Academy of Visual Arts: Communicator Awards
 - **2014:** Gold (1) & Silver (2), Creative Design
 - **2013:** Gold (3), & Silver (2), Creative Design
 - > PromaxBDA: Local Awards
 - **2013:** Silver (1), Off Air Design
- **Viewer Recognition:** MPT members have praised the program guide for being legible, organized, and easy to use.