Table of Contents

Board of Directors  1
Executive Summary  2
MPB Digital TV and Radio Coverage Map  4
MPB Branding  5
MPB Think Radio  6
MPB News  7
MPB Television  8
MPB Education  10
MPB At A Glance  14
MPB Digital Media  16
MPB Community Outreach  17
MPB Donors and Volunteers  20
MPB Partners  21
MPB Underwriting Refocus  23
Awards and Achievements  24
Revenue History FY 2016  25
Revenue Sources FY 2016  26
Operating Expenses FY 2016  27
Expenditures by Program FY 2016  28
Radio Reading Service of Mississippi  29
MPB Board of Directors

CHAIR
David Allen

VICE-CHAIR
Peggy Holmes

BOARD DIRECTORS
Karen Cummins
Dr. Andrea Mayfield
Jennifer O’Neal
Bob Sawyer
Pete Smith
Executive Summary

Mississippi is our mission

“Mississippi Is Our Mission,” Mississippi Public Broadcasting’s new slogan, was more than words on a paper to our agency in the past fiscal year. It became our mantra, and the source for all of our programming initiatives for fiscal years 2016-2017. MPB distinguished itself as a top public broadcasting station with fresh programming choices, new innovations in fundraising, and a continued focus on collaboration.

MPB’s resources were placed in areas that put a spotlight on Mississippi. Mississippi Roads and Next Stop, Mississippi were two shows that highlighted tourism in the state and gave our citizens a sense of place about the place they call home. The agency also continued to file radio news reports for national public broadcasting distribution, supplying needed local context. MPB’s television programming was also aired on dozens of public broadcasting stations around the country.

At the core of public broadcasting is education. MPB collaborated with a number of school districts and organizations on initiatives that focused on early-childhood education and high school dropout prevention. It is not an overstatement to say that MPB’s education team reached tens of thousands of students, parents and citizens through its programs. MPB’s Between the Lions curriculum, sponsored by Rotary Clubs of Mississippi, reached more than 2,000 students in 30 childhood centers. The agency’s distance-learning program connected an additional 2,000 students to teachers with expertise in specific subjects.
MPB continued to streamline its operations. Instead of seeking funding every seven years for expensive master control equipment, the agency outsourced that function, which will eventually lead to hundreds of thousands of dollars, if not millions, in savings. The agency grew leaner with the elimination of positions that could be consolidated into other functions. MPB leadership has taken seriously the need to raise more of its own funds as the state continues to climb out of recession.

One of the biggest initiatives of the fiscal year was the formation of the Mississippi Public Broadcasting Foundation, a new 501c3 that was created to bring innovation into the agency’s fundraising. While the new foundation will take time to become fully established, it is already demonstrating sound results. As a part of the new fundraising model, MPB established a new underwriting team of people who are connected to the agency, familiar with public broadcasting fundraising models, and experienced enough to contribute new ideas.

MPB’s programming continues to gain audience. According to Nielson ratings, MPB’s primetime audience fared favorably when compared to commercial stations. It is proof that our audience desires programming that educates, informs and entertains. As part of the PBS family, MPB is making preparations to launch a 24-hour children’s programming channel, which will enhance the educational experience of Mississippi’s children.

Local television productions also have a deep Mississippi focus. MPB’s newly launched TV show “Conversations,” which features people in the news, is rapidly becoming one of our most popular shows. MPB’s news team produces @ISSUE, the only weekly show dedicated to legislative issues discussed at the Capitol. It is the collective work of the MPB team that underscores the importance that “Mississippi Is Our Mission.”
MPB has Mississippians covered regardless of where they live

MPB’s radio and television statewide broadcasting system reaches Mississippians like no other local broadcaster. Our network of eight 1,000 (+/-) foot transmission towers makes MPB an essential communication channel for the population, especially in times of emergency.

- Digital TV
- FM Radio
Two years ago, the Mississippi legislature awarded MPB funding for a branding campaign. Last fiscal year, we launched part one of a campaign focused on building awareness of MPB’s productions and services. This fiscal year, in September 2015, we unveiled a new look for the agency. In a world of progressive technology, branding is important to MPB as we continue to be a catalyst for education, to produce relevant programming and seek to grow our audience.

New Look. Same Mission.

MPB aims for relevancy in everything we do – from delivering timely news and information to how we present ourselves to you. That’s why we are rebranding.

MPB’s commitment to inform and serve the people of our state is also reflected in our new tagline “Mississippi is our mission.”

connect with us at MPBONLINE.ORG
MPB Think Radio holds a captive audience

- The MPB signal extends beyond the state borders, diversifying our listening audience.
- MPB Think Radio broadcasts 16 weekly call-in shows focused on topics of local interest.
  - The top three shows for FY 2016 are The Gestalt Gardener, Creature Comforts and MPB’s Season Pass.
  - MPB Think Radio updated its infrastructure to make its podcasts widely available. In a matter of months, 500 new podcast subscribers signed up.
- Every weekday, MPB News broadcasts 11 newscasts dedicated to Mississippi stories
- MPB Think Radio shows focusing on local health, sports and in-state travel have seen increased Nielsen ratings in the past year.
MPB News airs 5 and a half hours of Mississippi news each weekday, including 11 daily newscasts.

In FY 2016, MPB reporters filed more than 10 stories and in-depth features for National Public Radio (NPR).

MPB’s weekday news and public affairs program, Mississippi Edition airs more than two and a half hours of local news content each week. With conversations from newsmakers, lawmakers, artists, authors and musicians, the flagship news program provides the latest news headlines every weekday.

An MPB Television weekly news magazine program, @ISSUE returned for a fourth season in January 2016 providing in-depth coverage of the Mississippi Legislature. Fifteen half-hour programs aired in 2016 connecting Mississippians to their state government with the latest legislative news. With lively, thought-provoking and interesting exchange of views, @ISSUE engages our viewing and social media audiences through live tweeting, Facebook and email questions.

In FY 2016, MPB Television’s health program Southern Remedy aired a five-part series—Growing Pains: Mental Illness and Mississippi’s Children. Topics included: what is mental illness; symptoms; diagnosis and treatment; access to care and consequences faced by children diagnosed with mental illness.

In Mississippi, up to 35,000 children have severe and persistent mental health needs. Through the mental health series, we examined the toll mental illness has on our state and society, as well as the lack of access to mental health treatment across the state.

The Growing Pains series was recognized with several awards (see awards section, page 24).

As part of the Mississippi e-Learning for Educators curriculum, MPB Education created a course as an educational component to the mental health series, Teaching Children with Mental and Behavior Issues. From spring 2016 to date the enrollment is 155 educators.
MPB Television provides shared experiences and entertainment for all Mississippians

**Programs**

*Mississippi Roads*, with host Walt Grayson, returned with six spring and six fall episodes during FY 2016. By highlighting the unique stories and attractions our state offers, *Roads* entertains and inspires viewers to explore Mississippi.

*Amped & Wired* concluded its first season on air and taped more than **15 new episodes** for FY 2017. The show brings emerging musical acts from Mississippi and nearby states to our TV and online audience each week. *Amped & Wired* presents a wide range of musical styles, from rock to pop to country to hip-hop.

*Fit to Eat* returned for its fifth season on MPB Television, with host Chef Rob Stinson and registered dietician Rebecca Turner demonstrating how Mississippi-grown foods can be nutritious as well as delicious.

*Conversations*, with host Marshall Ramsey, taped more than **30 interviews** during FY 2016 with prominent Mississippi figures in areas like government, business, literature, music and the arts. The show is now in its second season.
Specials
The documentary *Mississippi’s Free State of Jones* aired in June, asking whether the historical Newt Knight was a hero or a traitor during the Civil War. This MPB original documentary also traced the lives of Knight’s descendants, and included interviews with living members of the Knight family about their role in Mississippi history.

Special Project
MPB Television worked with the Port of Gulfport to create a dynamic video promoting the port’s newly expanded capacity and its role in creating jobs and economic opportunities. The video is being used to attract new business to the port and to Mississippi.
Digital Learning

Mississippi Interactive Video Network
The MIVN at MPB utilizes technology to enhance learning by providing new educational opportunities to students, regardless of their location. A teacher can instruct students assembled in a classroom hundreds of miles away through state-of-the-art technology. MPB Education provided 45 course sections and reached 1,268 students in FY 2016.

Mississippi e-Learning for Educators
The program provides effective online professional development, leading to gains in an educator’s content knowledge and teaching practices.

- Revenue: $96,675
- Number of Courses: 55
- Number of Participants: 1,408

Grants

Ready To Learn
In September 2015, the Corporation for Public Broadcasting (CPB) awarded $100,000 to MPB as one of 11 awards to public television stations for the expansion of school readiness projects in their communities.

The Ready To Learn (RTL) initiative uses multiplatform media and other learning tools – including television programs, interactive games, mobile apps, as well as hands-on activities – to engage and strengthen early learning experiences for children ages 2-8 at home, in preschool and in other out-of-school settings. MPB Education implemented the RTL initiative in the Jackson, Mississippi neighborhood that feeds into Lanier High School, which has high rates of poverty, unemployment and school dropouts. MPB chose Dawson Elementary and neighboring apartment
complexes (Lincoln Garden and Commonwealth Village) as partners to engage over 300 children, their families and teachers with in-school, after-school and at-home educational support. This collaboration is in partnership with Springboard to Opportunities, a resident-driven non-profit organization working to provide solutions to families living in affordable housing complexes.

Early Childhood Initiatives

BTL Rotary

MPB Education continued its successful partnership with Rotary International District 6820 (Central Mississippi). The partnership, which began in 2008, has helped MPB extend the reach of the Between the Lions Preschool Literacy Initiative to 68 childcare centers, 129 childcare classrooms, 12 school pre-K classrooms, 27 Rotary Clubs, and serves more than 2,123 children.

Read Across America

In March 2016, MPB Education hosted Read Across America events in celebration of Dr. Seuss’ birthday and in partnership with the Mississippi Association of Educators (MAE). Participants danced along with the Cat in the Hat, engaged in story time and interactive activities and received free books and materials.

Approximately 215 students from local schools attended the kick-off event held in the MPB auditorium. Additional events were held at the Russell C. Davis Planetarium and John Hopkins Elementary School in Jackson, Lynn Meadows Discovery Center in Gulfport and Pigs in Flight Children’s Museum in Vicksburg. Through the initiative, staff were able to reach over 1,187 students, 93 teachers, and 93 parents.
Reading on the Road

MPB Education presented “Reading on the Road,” a literacy initiative that encourages children to read as they travel during the fall holidays. Sessions were held at participating public libraries across the state.

Reading on the Road is part of MPB’s mission to foster a love of reading and promote conversations on the importance of reading. Events were held during November 2015 in Greenwood, Columbia, Meridian, Belzoni and Jackson, and impacted 610 people.

At the event, parents and children read together. Children in attendance received a free book and other giveaway items. Families received reading tips and suggestions for packing books, mobile devices and toys to use on family trips. Teachers were encouraged to read at least 3 books aloud to their students each day.

Read for the Record

MPB Education promoted early education readiness by participating in Jumpstart’s premiere national campaign, Read for the Record®. The event mobilizes millions of children and adults across our nation to celebrate literacy by participating in the nation’s largest shared reading experience. MPB Education recruited Mississippians to participate in Read for the Record® on October 22, 2016. Also, MPB staff hosted a reading event for students at Dawson Elementary School in Jackson, Mississippi.
Motivation to Graduation
Youth Engagement

MPB’s Motivation to Graduation (formerly known as Can I Kick It?) engages students through the Youth Ambassadors Council program. Students participating are dedicated to ending Mississippi’s dropout crisis. By reaching out to fellow students and their communities, the students work to raise awareness and spread the message of staying in school. Students meet every other month to participate in leadership development, workforce development, character development and college and career readiness sessions led by MPB staff and partnering organizations. Over 305 students have participated in the Ambassadors Council.

Youth Movement Through Media Summer Institute

Every summer Jackson metro area high school students sign up for MPB’s American Graduate Youth Movement Through Media Summer Institute. Participants in the institute’s sessions learn about leadership development, community engagement, digital literacy and storytelling. They visited the University of Mississippi as part of the career connection strategy.

They also learned production techniques to produce short films addressing the dropout crisis in Mississippi.

In FY 2016, thirty-two students worked in teams to produce four short videos telling of the obstacles many Mississippi teenagers face in graduating from high school. With video cameras in hand, the students gave a voice to their generation by telling their stories of trials and successes. Families and friends attended an event showcasing their short films.

Healthy Eating Education

Ed Said

On January 11, 2016, Ed Said introduced his new season “Edventures in Healthy Eating,” which features tomatoes, honey, whole grains, dairy, super fruit, leafy greens, citrus, avocados, melons and eggs. The new season was funded in part by The Bower Foundation.

The Ed Said puppet and MPB Education staff performed at three major health events, nine schools, and one summer camp, reaching over 7,817 participants with a message on healthy eating and exercise.
MPB is valuable to Mississippi

Education-focused
- Every weekday, MPB offers Mississippi children 12 hours of educational and engaging content on television.
- MPB provides online professional development courses for educators. More than 1,408 teachers enrolled this fiscal year.
- MPB Education works to increase graduation rates for high school students.
- The State Department of Education and MPB are vital partners in early childhood education and dropout prevention.
- MPB Education partners with more than 100 local agencies/organizations on various educational initiative across the state.

Public Safety and Order
- During times of emergency or disaster, MPB’s statewide network broadcasts vital information that saves lives.
- Various law enforcement agencies use space in MPB’s transmission towers to ensure sufficient communication frequencies.
- MPB and the Mississippi Emergency Management Agency (MEMA) have a vital partnership to ensure Mississippians are informed during times of bad weather and severe disaster.
- MPB’s statewide signal makes it possible to broadcast messages from the governor and MEMA press conferences during emergencies.
MPB is valuable to Mississippi

MPB at a Glance

**Health**

- Five days a week, MPB delivers vital medical advice and health education through five radio call-in shows.
- *Southern Remedy* television specials explore medical issues relevant to Mississippians. The University of Mississippi Medical Center physicians host all *Southern Remedy* programs for MPB Television and MPB Think Radio.
- MPB’s Ed Said puppet tours Mississippi schools teaching young students to eat healthy foods and exercise. Children can access Ed Said’s music videos, webisodes, educational tools and more at edsaid.org
- Gulf Coast Chef Rob Stinson uses Mississippi-grown ingredients to prepare healthy meals on MPB Television’s *Fit to Eat* cooking show.

**Government and Citizenry**

- MPB informs Mississippians of government news and happenings via local radio and television shows.
- @ISSUE is a television news magazine focusing on policy making during the legislative session.
- MPB preserves Mississippi’s culture and history.
- MPB educates and informs Mississippians.
MPB is digitally connected

In February 2016, MPB launched a new and improved app. The app has over 21,570 downloads/active installs. mpbonline.org has received a 47% increase in users and a 155% overall increase in page views. The MPB Kids Club site was redesigned and has received a 3,684% overall increase in page views. The top referral for the website was through users using Facebook mobile. On our social media sites, the top post on Facebook was a promo for Mississippi’s Free State of Jones that reached 139,630 people. We ran a campaign promoting the documentary Rising Above the Surge that reached over 235,000 users. We reached a significant milestone on Facebook, surpassing 12,000 likes and reached more than 13,000 followers on Twitter.

Source: Google Analytics, Facebook Analytics, Twitter Analytics
MPB is hands-on in our communities

**Summer Learning Family Fun Day**

On June 25, 2016, MPB hosted “Wild About Learning,” a Summer Learning Family Fun Day event at the Jackson Convention Complex, as part of its Ready To Learn community engagement activities. The event focused on engaging the community about the importance of school readiness and continuous summer learning. Children participated in over **20 interactive activity stations**. The activities were designed to facilitate learning in topics spanning from science to math to literacy. The event featured special performances by Ed Said and the Cat in the Hat, and special appearances by Nature Cat, Jet from Ready Jet Go!, Daniel Tiger, and Peg + Cat. In addition, a variety of community partners, such as Mississippi Department of Health, Mississippi Association of Education, Mississippi Building Blocks, Excel by 5 and Zeta Phi Beta joined in the fun. Over **2,000 attendees** were present.

**Stop the Drop: An American Graduate Summit**

MPB hosted Stop the Drop: An American Graduate Summit on December 15, 2016, at the Clyde Muse Center in Pearl. The summit featured inspiring presentations, interactive breakout sessions for students and a panel discussion, all centered around the theme of “Integrating STEAM to Engage All Learners (Science, Technology, Engineering, Arts, Mathematics).” The keynote address was given by Dr. Steve Perry, national education expert. State Superintendent Dr. Carey Wright gave the luncheon address. In addition, MPB recognized monthly American Graduate Champions and announced Dak Prescott as the Champion of the Year. Over **200 educators, parents, students and community leaders** were in attendance. The education summit is part of MPB’s work to improve education outcomes for Mississippi’s children.
Summer Library Tour 2016

MPB partnered with public libraries across the state in hopes of preventing summer learning loss by hosting a variety of free educational events. Children who do not participate in educational enrichment activities during the summer months risk returning to school with academic losses. The average student can lose up to a month in math and reading skills over their summer break if preventative measures are not taken. Participating children enjoyed story time and hands-on literacy and math activities, as well as received free books and other giveaway items. Locations included Florence, Magee, Jackson, Biloxi, Clinton, Port Gibson, Crystal Springs, Belzoni and Indianola.

MPB Day at the Capitol

MPB staff shared with Mississippi legislators how programs and initiatives are making a difference in the lives of young and older Mississippians. Through a multi-media exhibition, MPB shows how it educates, entertains and enlightens.

Fondren First Thursday

MPB shared with the community information on the latest MPB Radio and MPB TV programs as well as MPB Education activities.

Fine Tuning

The MPB communications team produced our monthly programming guide for MPB Radio and MPB TV.
Fitness Fest 2016

The annual health event, attended by 3,000 parents and children, offered the chance for MPB to educate families about a healthy lifestyle.

Downton Abbey in Oxford

The MPB Foundation and MPB Television hosted two Downton Abbey events with special guest Alastair Bruce, consultant and historian for PBS series.

Mississippi Book Festival

As a community outreach, MPB hosted a booth at the literary event attended by more than 4,000 people.

Screening of “Rising Above the Surge: The Post Katrina Story”

Former Governor Haley Barbour was one of the special guests attending the screening of MPB’s documentary “Rising Above the Surge.” Guests listened to Barbour speak about his experiences leading Mississippi through the Hurricane Katrina recovery.

Next Stop, Mississippi Live from Renaissance at Colony Park

MPB produced a live remote broadcast of Next Stop, Mississippi at the Renaissance at Colony Park in Ridgeland, MS.
Donors and Volunteers Make It Happen!

MPB provides Mississippians with high-quality television shows, radio programming and educational opportunities thanks to the generous and vital support of donors and volunteers. Every week, volunteers come to MPB and read for the Radio Reading Service of Mississippi — see inside back cover. Without our committed volunteers, MPB could not provide this wonderful service to **6,000 visually impaired Mississippians**.

Thanks to the generosity of donors, members and sustaining members of the MPB Foundation as well as volunteers:

- PBS and its member stations, like MPB, continue to be rated #1 in public trust among nationally known institutions, and are called an “excellent” use of tax dollars by the American public for the 13th year in a row.

- American public ranks PBS KIDS the #1 education brand, the top provider of content that “helps prepare children for success in school and life.”

We cannot thank them enough because they are the lifeblood of MPB and the MPB Foundation.
MPB partnerships link Mississippians and Mississippi businesses

MPB Television

The Governor’s Inauguration aired live in January with complete coverage on MPB Television and MPB Think Radio. MPB provided the “pool feed” for all other TV stations covering the events. Also, as we do each year, MPB Television and MPB Think Radio broadcast live the Governor’s State of the State Address from the Capitol in January.

The Mississippi Spelling Bee aired live on MPB Television. Family and friends tuned in to MPB Television to watch the students compete. Poetry Out Loud is a presentation of the Mississippi Arts Commission. The broadcast was produced by MPB Television. The statewide recitation contest featured students from grades nine through twelve, aired in March 2016 on MPB Television. This was another opportunity for family and friends around the state to watch the competition from their home television.
Partnerships Continued...

**MPB Think Radio**

- Southern Remedy (x5) .......... University of Mississippi Medical Center
- Mississippi Moments ........ USM Center for Oral History
- Rural Voices Radio .......... Writing-Thinking Institute
- In Legal Terms .................. University of Mississippi School of Law
- Creature Comforts ............ Mississippi Museum of Natural Science Foundation
- Next Stop, Mississippi ........ Mississippi Development Authority (Visit Mississippi)
- Thacker Mountain Radio ...... Thacker Mountain Radio Hour
- Highway 61 ...................... Center for the Study of Southern Culture at the University of Mississippi
- Mississippi Arts Hour .......... Mississippi Arts Commission

---

**MPB Education**

- Springboard to Opportunities: Ready To Learn initiative, parent academies, resources for families
- Dawson Elementary School: Ready To Learn initiative, afterschool program, school assemblies, resources for students
- Excel by 5: Board member
- Mississippi Association of Partners in Education - Board member Mississippi Alliance for Arts Education - Board member
- Mississippi Department of Education: Strategic planning on statewide dropout prevention and early childhood efforts
- Alignment Jackson/United Way of the Capital Area: Served on various committees to provide resources and community support for Jackson Public Schools
- Jackson Public Schools: Summer reading initiative
- Mississippi Association of Educators - Support for statewide Read Across America events and summer learning
- Rotary International District 6820: Between the Lions Preschool Literacy – Rotary Initiative
- Lynn Meadows Discovery Center: Read Across America and summer reading efforts
- The Corporation for Public Broadcasting: Ready To Learn initiative, educational support and resources for children ages 2-8
- The Bower Foundation: Support for Ed Said Season 2
- Miss America Organization: Worked with Jasmine Murray in support of the agency’s American Graduate initiative
The legislature has tasked MPB with raising more of its own funds. Last fiscal year, MPB was presented with the opportunity to do just this by restructuring how program sponsorships are sold. We were able to hire two experienced sales executives to shift underwriting towards more strategic efforts. This shift changed the focus from program-specific underwriting to genre and run-of-schedule underwriting.

The new team focuses on clients’ needs and presents a statewide broadcast sponsorship program that will allow clients to reach their goals. We have maintained former underwriters and gained a host of new businesses that now realize the impact of being on MPB’s statewide airwaves. With this renewed outlook, MPB’s underwriting department is helping MPB move in the direction of raising more of its own funds.
Awards and Achievements

**News**

MPB News was the winner of nine first place awards in 2016 from the Mississippi Associated Press Broadcasters for excellence in statewide news coverage, including best newscast, best news website and best feature story. The news team was honored with two regional Edward R. Murrow awards for feature reporting and hard news reporting.

*Mississippi Edition* was awarded best public affairs program in 2016 by the Mississippi Associated Press Broadcasters.

*Southern Remedy* series for MPB Television – *Growing Pains: Mental Health and Mississippi’s Children*

The series was recognized with several awards:

- Two national Telly Awards
- A Mississippi Associated Press Broadcasters Award
- Families As Allies, a community advocacy group for mental health and family support, awarded MPB TV the Helen Reddy Johnson Award for Valuing Every Child and Family

**Education**

Southeast Emmy Award in Videography for the Jasmine Dreams PSA - an American Graduate initiative
Revenue History FY 2016

5-Year Revenue History

<table>
<thead>
<tr>
<th>Year</th>
<th>State Funds</th>
<th>Special Funds</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>$7,635,006</td>
<td>$3,907,696</td>
</tr>
<tr>
<td>2013</td>
<td>$7,200,000</td>
<td>$3,952,274</td>
</tr>
<tr>
<td>2014</td>
<td>$7,375,098</td>
<td>$3,645,988</td>
</tr>
<tr>
<td>2015</td>
<td>$7,926,804</td>
<td>$3,532,575</td>
</tr>
<tr>
<td>2016</td>
<td>$7,313,475</td>
<td>$3,600,670</td>
</tr>
</tbody>
</table>
## Revenue Sources FY 2016

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>State Funding</td>
<td>$7,313,475</td>
<td>67%</td>
</tr>
<tr>
<td>Corporation For Public Broadcasting</td>
<td>$1,925,239</td>
<td>18%</td>
</tr>
<tr>
<td>Foundation For Public Broadcasting</td>
<td>$375,000</td>
<td>3%</td>
</tr>
<tr>
<td>Other Sources</td>
<td>$1,300,431</td>
<td>12%</td>
</tr>
</tbody>
</table>
# Operating Expenses FY 2016

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salaries</td>
<td>$5,930,493</td>
<td>54%</td>
</tr>
<tr>
<td>Contractual Services</td>
<td>$4,318,458</td>
<td>40%</td>
</tr>
<tr>
<td>Commodities</td>
<td>$370,989</td>
<td>3%</td>
</tr>
<tr>
<td>Travel</td>
<td>$69,929</td>
<td>1%</td>
</tr>
<tr>
<td>Equipment [VALUE]</td>
<td></td>
<td>2%</td>
</tr>
</tbody>
</table>
Expenditures by Program FY 2016

- Technical Services: $2,729,375 (25%)
- Administration: $2,096,955 (19%)
- Education Services: $888,018 (8%)
- Content Development: $5,199,797 (48%)
Radio Reading Service of Mississippi

Broadcasting news and information to visually impaired listeners

MPB Radio Reading Service of Mississippi delivers on-the-air readings of newspapers, books and magazines for the benefit of people unable to read the printed word. **Over 6,000 Mississippians benefit from the service.**

RRSM is free of charge and available 24 hours a day for Mississippians who qualify. Visit mpbonline.org/programs/radio/radio-reading for more information.
get CONNECTED with MPB