

News Release

July 23, 2014

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**MPB Think Radio Debuts New Line-up August 4**

*New Local Programs, “Southern Remedy” Expansion Highlight New Schedule*

**Jackson, Miss.** – Mississippi Public Broadcasting (MPB) today announced an exciting new schedule for MPB Think Radio that begins August 4. Six additional hours of local programming highlight the new line-up including the expansion of MPB’s flagship wellness program “Southern Remedy.”

“We want to offer more local content that speaks to the needs of Mississippians,” said MPB Executive Director Ronnie Agnew. “This new schedule will celebrate our state and challenge our listeners to improve their lives and the state as a whole. We are particularly excited to expand our partnership with the University of Mississippi Medical Center in producing ‘Southern Remedy.’ ”

With the new MPB Think Radio format, “Southern Remedy” expands from one hour a week to five. Listeners can tune in each weekday at 11 a.m. for advice from some of Mississippi’s top medical experts. Each day “Southern Remedy” tackles a different health issue such as health and fitness, behavioral health, kids and teens’ health, women’s health and aging.

“Our partnership with MPB through ‘Southern Remedy’ has allowed us to get the message of health and healthy living to more Mississippians than ever before,” said Dr. James Keeton, Vice Chancellor for Health Affairs and Dean of the School of Medicine at the University of Mississippi Medical Center. “The expansion of this program and the inclusion of more of our talented expert physicians will allow us to reach and help even more people. We couldn’t be more excited.”

MPB will also debut two new local programs. “Deep South Dining” will air Mondays at 9 a.m. and will showcase a very big part of Mississippi -- its food. “Fix It 101” will air Wednesdays at
9 a.m., giving listeners a lifeline for those do-it-yourself projects.

“Food is woven into the culture of this state so ‘Deep South Dining’ will be a natural fit on MPB Think Radio,” said Jason Klein, Director of MPB Radio. “We are here to help Mississippians.
‘Fix It 101’ gives us another outlet to do just that.”

Also new in the lineup will be “The Takeaway”, airing every weekday at 2 p.m. This hour long news magazine program features unique conversations about topics of the day with newsmakers and diverse voices.

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“Fresh Air with Terry Gross” will follow at 3 p.m. The Peabody Award-winning weekday magazine is one of public radio's most popular programs.

The weekend lineup for MPB Think Radio will not be affected by the new schedule. Listeners

can still enjoy programs like “Grassroots,” “Thacker Mountain Radio” and “Highway 61” each Saturday night on MPB Think Radio.

For more information, visit [wwwmpblonline.org](http://www.mpbonline.org).

**Mississippi Public Broadcasting** (MPB) provides instructional and public affairs programming to Mississippians through its statewide television and radio network. MPB enhances the work of educators, students, parents and learners of all ages by providing informative programming and educational resources. MPB’s locally-produced programming focuses on the people, resources and attractions that reflect Mississippi’s unique culture and diverse heritage. Children’s television programs constitute a major portion of the daytime and weekend morning schedules. MPB provides a valuable resource to Mississippians in disseminating information as part of the state’s emergency preparedness and response system. Since 1970, MPB has won over 400 national, regional and statewide awards, including Emmy®, Edward R. Murrow and Parents’ Choice® Awards. For more information on MPB, its programs, mission or educational resources, please visit www.mpbonline.org.

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