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**MPB**  
**ANNUAL  
REPORT**

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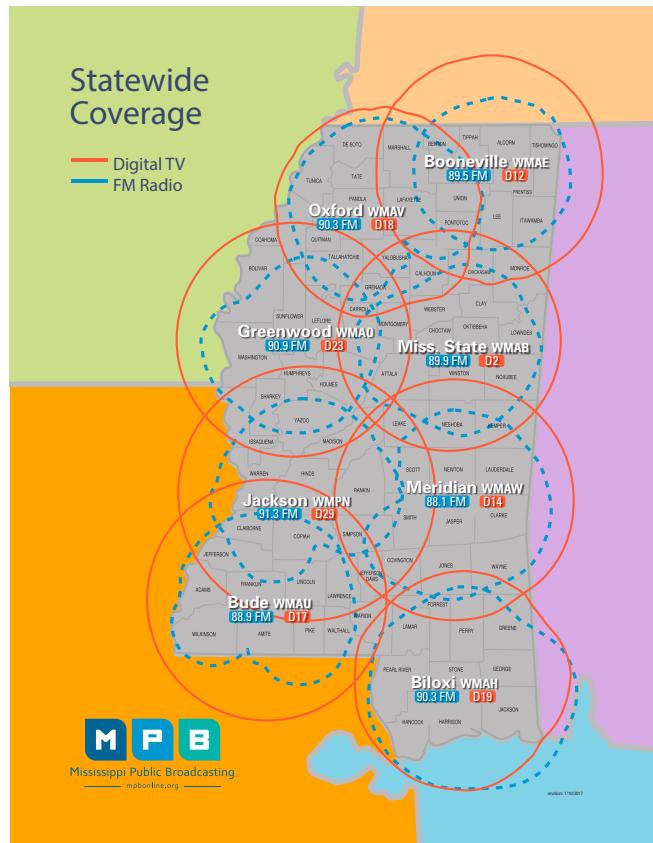
July 1, 2016 – June 30, 2017



# MPB Digital TV and Radio Coverage Map

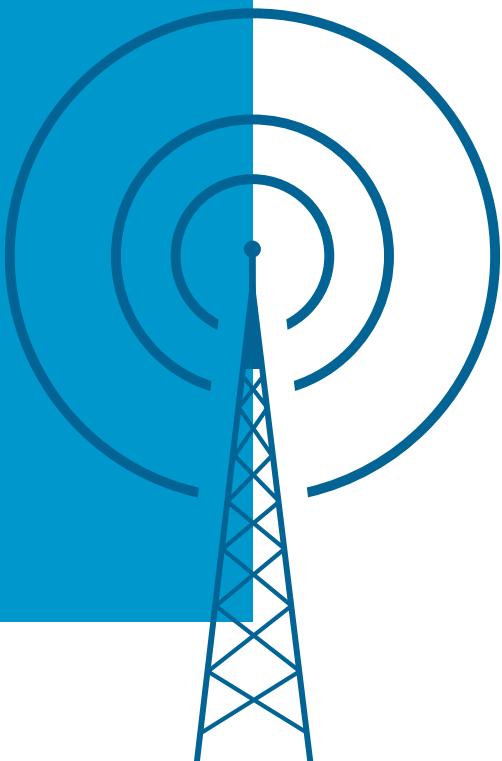
## MPB's system reaches Mississippians at once

MPB's radio and television statewide broadcasting system is the only one in the state that can reach Mississippians at once. Our network of eight 1,000 (+/-) foot transmission towers makes MPB an essential communication channel for the population, especially in times of emergency.



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# Executive Summary



Ronnie Agnew

Mississippi Public Broadcasting has had an extraordinary year that brought national attention to the station and to Mississippi. We used the power of our broadcast capabilities to reach new audiences and used advances in social media to broaden our reach with the public. As we look back at the year, we view it as a year of accomplishment.

MPB Executive Director Ronnie Agnew held a seat on the PBS Board of Directors, where he helped shape policy for the 170 PBS stations nationwide, and served as board chairman of the National Educational Telecommunications Association with a primary goal of benefiting Mississippi. MPB Television was the winner of five Emmys, the most ever for the station. MPB Education interacted with tens of thousands of Mississippi students and continued to teach the Between the Lions reading curriculum to 2,000 preschoolers at childcare centers across Mississippi.

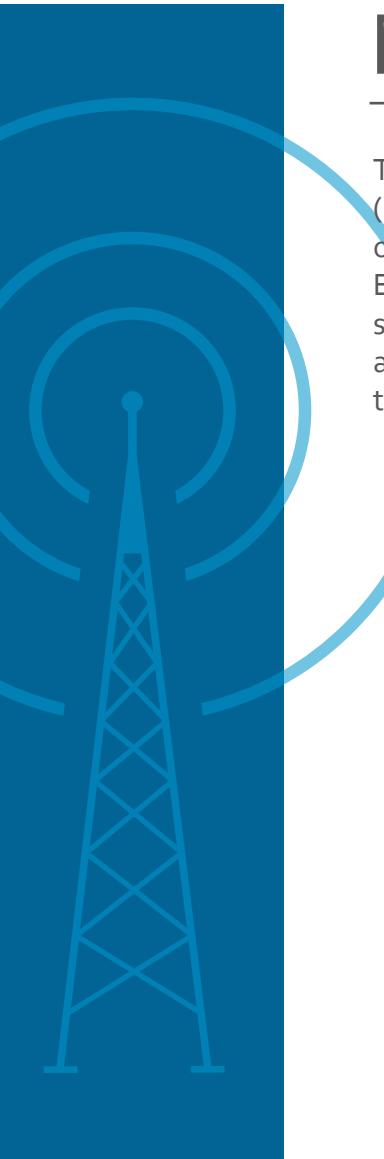
MPB Think Radio produced more local programming spotlighting Mississippi than much larger public media stations. One of radio's most valuable contributions was its *Southern Remedy* health show produced in partnership with the University of Mississippi Medical Center. It enabled Mississippians to call in for free healthcare advice on a number of topics from pediatrics to women's healthcare. The volume of services MPB provided to the public and the thousands of responses those services received are an example of an agency maximizing its staff for the good of the state. Highlights include:

- More than 1,000 teachers received continuing education credits through our e-learning program organized by MPB Education.
- MPB's Ready To Learn program, funded by a federal grant, enabled the agency to reach deep into the Jackson community to serve under-resourced schools with supplemental educational materials.
- Ed Said, our popular puppet, performed in front of thousands of schoolchildren, teaching them about healthy eating and ways to avoid contributing to Mississippi's obesity crisis. Ed Said won three Southeast Emmy Awards during the year.

Mississippi Public Broadcasting is a state treasure that continues to look for better, smarter ways to do business for the good of the state. At the forefront of every decision made is the question: What's in it for Mississippi? During fiscal year 2017, the agency did an outstanding job of putting Mississippi in a positive light nationally and, by lending its voice to national listeners and viewers of public media, placing into context issues facing our state. MPB considers this year one in which the agency took gigantic strides toward building a better, more sustainable future.



- Hundreds of Mississippi teachers supplemented their lesson plans with material from PBS LearningMedia, a web-based resource used by hundreds of thousands of teachers around the country.
- MPB Television produced a documentary titled ***Mississippi's Free State of Jones***, which was widely acclaimed. Other public media stations around the country aired the documentary. Our television show ***Conversations*** featured famous Mississippians, including best-selling authors and actors as well as business and political leaders.
- MPB News produced the only political public affairs show in the state, filling the gap of a shrinking commercial media pool. **@ISSUE** continued to gain an audience as the public sought insight into the decisions made by lawmakers, achieving its goal as a contributor to civic engagement.
- MPB also looked for and found efficiencies in its operation. The agency outsourced its master control operation which will over time save the state millions of dollars in replacing end-of-life equipment. MPB also voluntarily downsized its staff by eliminating legacy positions through attrition and effectively using advanced technology when possible.



# MPB Board of Directors

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The Board of Directors of the Mississippi Authority for Educational Television (MAET) is responsible for the administration, operation, control and supervision of Mississippi Public Broadcasting (MPB). The State Superintendent of Public Education, or designee, serves as an ex officio member and the boards of the Institutions of Higher Learning and State Board for Community and Junior Colleges appoint a member. The governor appoints four members, two of whom are teachers or principals in elementary and secondary school systems.

**Chair**

David Allen

**Vice-chair**

Peggy Holmes

**Board Directors**

Dr. Andrea Mayfield

Robert J. Sawyer

Pete Smith

# MPB Foundation

The new MPB Foundation Board was constituted in August 2016. MPB's Foundation Board held its first meeting in September 2016 and immediately began the vital work of supporting and funding Mississippi Public Broadcasting.

**Chair**

Dr. Darden North, M.D.  
*Jackson Health for Women*

**Vice-chair**

Cissy Anklam  
*Owner of Museum Concepts*

**Secretary**

Andrew Mallinson  
*CEO of Multicraft International*

**Board Directors**

Grace Lee  
*Co-founder, co-owner and President of Trilogy Communications, Inc.*



Jon Turner, CPA  
*Partner at BKD, LLP-CPAs & Advisors*



Kimberly K. Aguillard, APR  
*Media and marketing manager at Mississippi State Port Authority*



Zach Scruggs  
*Executive director of 2nd Chance MS*

# MPB Foundation



## Board of Directors

With its mandate to expand the agency's private funding and under North's leadership, the Board sought to establish a vibrant new organization. From four original directors, the Foundation Board has grown to its current size of seven directors, all of whom give generously of their time and energy to support the mission of public broadcasting in Mississippi. Board members bring complementary talents and perspectives to the table, making the Foundation function at the highest level.



*Angela Crossley Ferraez*



## Comprehensive Fundraising

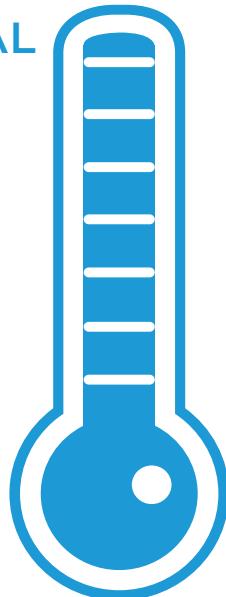
Besides hiring its development director, the Foundation Board's other major accomplishment this year was retaining First Community Development of Atlanta to conduct a feasibility study in preparation for a comprehensive fundraising campaign. This project aims to build a much-needed endowment fund, which will allow MPB to enhance and expand the critical programs and projects needed to carry public broadcasting in our state to the next level.

## Development Director

The Foundation Board's first order of business was to hire a development director, which it accomplished with the appointment of Angela Crossley Ferraez in April 2017. Ferraez came to MPB with a wealth of experience in major gifts fundraising, event planning and business. She is well-equipped to lead the fundraising arm of MPB. By the end of June 2017, the MPB Foundation had grown to a staff of three full-time employees with Ferraez at the helm, and donations trending upwards.

# MPB Foundation

GOAL



## Pledge Drives and Donor Events

Despite this being a year of transition, the Foundation sponsored its usual four television pledge drives and two radio pledge drives, largely thanks to dedicated MPB employees who took on additional tasks until the Foundation staff was in place. It also instituted the practice of creating donor events and funding opportunities alongside all of MPB's major education and outreach events.

One such event was a **Mississippi Punch & Brunch**, which brought Jackson-area donors and friends into downtown Jackson to see the Education Department's Summer Learning Family Fun Day: Shape Up and Read event. In each of the past several years, the event has brought together between 2,000 and 4,000 Mississippians of all ages. The event combines learning, entertainment, interactive games and activities and distributes thousands of summer reading books to Mississippi school children. Donors had the opportunity to meet, mingle, enjoy good food and see the MPB Education Department at its best.

In Oxford, the Foundation hosted an event in conjunction with the Mississippi Bicentennial North weekend celebration, which kicked off with a live taping of the Thacker Mountain Radio Hour at The Lyric Oxford. Ferraez met with donors from around north Mississippi before the concert. These events presented opportunities to thank and cultivate friendships with donors and allowed the Foundation to meet many of our members. MPB supporters should expect similar events in the future.



## Volunteers

Our volunteer program, centered primarily in the **Radio Reading Service of Mississippi** with approximately 70 active volunteers, continues throughout the year. These volunteer readers help provide a free service that functions as a lifeline for many Mississippians who are unable to read the printed word. **The Foundation is looking to expand the volunteer program so that friends and fans all over the state will find multiple ways to connect with and give back to MPB, not only as donors, but also as volunteers.**

# MPB Think Radio

- 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 2017 are *Southern Remedy with Dr. Rick*, *Creature Comforts* and *Everyday Tech*.
- In the last year, more than 1,200 more people have subscribed to local MPB podcasts.
- Every weekday, MPB News broadcasts eight newscasts dedicated to Mississippi stories.
- MPB Think Radio shows focus on local financial literacy, health, sports and in-state travel.





# MPB News

MPB News airs four hours of Mississippi news each weekday, which includes eight newscasts and daily 30-minute news and public affairs programs Monday through Friday.



Karen Brown

MPB's flagship radio news program is *Mississippi Edition*. The weekday news and public affairs program is hosted by veteran anchor Karen Brown and features in-depth conversations with newsmakers, lawmakers, artists, authors and everyday Mississippians.

**@ISSUE**, MPB'S 30-minute weekly television news program, originally airing only during the legislative session has been expanded to air year round. Twenty-four programs aired during fiscal year 2017 examining such issues as how the state's multibillion dollar budget will be spent, funding for K-12 education, infrastructure needs, repairs for the state's roads and bridges and the 2016 presidential election and its impact on Mississippi.

**Southern Remedy Television**, MPB's flagship health program aired 30-minute documentaries during fiscal year 2017. The program examined issues that included new breast cancer screening guidelines, how advances in technology afford Mississippians better access to health care providers and challenges that families in the state face that prevent children from growing up well. The program on breast cancer screening, which followed a single mother from diagnosis to treatment, was offered for national distribution and aired in several other states during October 2016.

# MPB Television



Fiscal year 2017 was a very busy year for MPB Television as we brought back several popular local shows and added new productions.

## Programs

**Mississippi Roads** presented 12 new episodes with host Walt Grayson. Grayson once again took viewers all across the state, visiting both well-known attractions and unique new finds, and meeting Mississippians from all walks of life.

**Amped & Wired** was back for a second season featuring an eclectic mix of 12 live music performances, ranging from folk to pop to blues to hip hop to rock. The *Amped & Wired* team actually filmed dozens more emerging artists during the year, whose performances will be featured in upcoming episodes during the coming seasons.

**Fit to Eat** returned Chef Rob Stinson and nutritionist Rebecca Turner for a sixth season of healthy cooking and eating with homegrown, Mississippi products.

For the third season of **Conversations**, host Marshall Ramsey interviewed Mississippians from the worlds of business and government, entertainment and the arts, literature and journalism, and more. More than 30 episodes were filmed during fiscal year 2017.

## Specials

As our bicentennial year began in January 2017, MPB premiered **Mississippi: A Thread Through Time**, a series of one-minute, "micro-documentaries" featuring events from that week in Mississippi's history. These entertaining and engaging stories rolled out each week until the end of 2017.

Two homegrown music specials entertained MPB viewers during fiscal year 2017. **Melvin Williams: Down Home Gospel** featured the gospel artist and Mississippi native live in concert at Jackson's Duling Hall. During the Christmas season, MPB brought the **Mississippi College Choir's Festival of Lights** annual performance to a statewide audience for the first time. Thanks to the overwhelming response, MPB will bring the next performance to viewers in December.



# MPB Education

At the core of Mississippi 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 2,500 students in approximately 200 early childhood classrooms. The agency's distance-learning program connected close to 1,000 students to teachers with expertise in specific subjects.

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*. Enrollment for fiscal year 2017 is 153 educators.

## 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 40 course sections and reached 876 students in fiscal year 2017.

### 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: \$105,450
- Number of Courses: 46
- Number of Participants: 1,406



## Grants

### Ready To Learn

In October 2016, the Corporation for Public Broadcasting (CPB) awarded an additional \$100,000 to MPB as one of 16 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 more than 300 families and their 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.

For fiscal year 2017, MPB Education reached 3,730 children, 1,429 caregivers or other adults, and 190 educators through the RTL initiative.

### Thomas & Friends Promotional Grant and Event

MPB's Education Department was awarded a \$12,000 Thomas & Friends Promotional Grant from HIT Entertainment to host Thomas & Friends LIVE Mini-Shows- Come Learn with Us, a family friendly event from 9 a.m. to 2 p.m. Oct. 29, 2016. The event was free to the public and promoted family engagement while making learning fun. The goal of the event was to promote the new season of **Thomas & Friends** and encourage tune-in. Supporting the overall lessons of discovery, cooperation and friendship inherent in the series, the event also featured hands-on learning opportunities to encourage the social and emotional development and imagination of young children. Attendees had the opportunity to participate in meet-and-greet activities with Thomas, screen clips from the series and interact in live performances. The event was held at the Mississippi Agriculture and Forestry Museum, which was also an event partner, along with Entergy.



## 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 193 preschool classrooms, 27 Rotary Clubs and has served more than 2,551 children.

### Mississippi Early Childhood Conference Professional Development Workshop - Natchez

From July 26-27, 2016, MPB early childhood staff presented a workshop for more than 100 early childhood professionals. The conference was hosted by the Mississippi Head Start Association in conjunction with sponsoring partners, Dr. Carey Wright, State Superintendent of Education and the Mississippi Department of Education; Mississippi Department of Human Services, the Center For Enhancing Early Learning Outcomes (CEELO), the Alliance for Early Success and the Council of Chief State School Officers (CCSSO).

### Read Across America

In March 2017, MPB Education hosted Read Across America events in celebration of Dr. Seuss' birthday. Participants danced along with the Cat in the Hat, engaged in story time and interactive activities and received free books and materials. MPB hosted a Read Across America celebration at Dawson Elementary in Jackson for 205 students and 16 teachers. Staff also hosted an outreach event in the MPB auditorium March 7, 2017 for 121 children from local childcare centers.

Through the initiative, staff members were able to reach more than 600 students across the state.

### 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 the 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 27, 2016 to read the book "The Bear Ate Your Sandwich." Also, MPB staff hosted a reading event for students at Dawson Elementary 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.

- **Peeples Middle School College and Career Fair**

MPB Education's Community Engagement participated in the Peeples Middle School College and Career Fair April 7, 2017 for more than 400 students and 150 adults. The event was part of MPB's dropout prevention and motivation to graduation initiatives.

- **Motivation to Graduation Advisory Council Lunch & Learn**

MPB's Education team hosted the first Motivation to Graduation Advisory Council Lunch and Learn meeting Jan. 27, 2017, in the MPB board room. More than 30 partners attended including representatives from Alignment Jackson, BankPlus, Jackson Public Schools District, the State Treasurer's Office, Get2College and more.

- **Alignment Jackson Career Fair**

Staff from MPB exhibited at the Alignment Jackson Career Fair Nov. 16, 2016. Approximately 2,000 ninth graders from the Jackson Public Schools District attended the career fair to obtain hands-on experience in a variety of industries, gain knowledge to chart their career development and network with potential employers from across the state.



- **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.

On July 29, 2016, Jackson area high school students showcased their original public service announcements (PSAs) about dropout prevention in the MPB auditorium. The PSAs were created as part of MPB's Summer Media Institute during which high school students were engaged in leadership development, community engagement, digital literacy, storytelling and film production to address the dropout crisis in Mississippi.

In FY 2017, 22 students worked in teams to produce public service announcements telling of the obstacles many Mississippi teenagers face in graduating from high school and their motivations. Divided into teams with video cameras in hand, the students told their own stories of trials and successes, shared their ideas and gave a voice to their generation. Students also visited Delta State University and the Delta Music Institute as part of the career connection strategy.

## Healthy Eating Education

### Ed Said

In 2016, MPB's popular puppet Ed Said, who advocates healthy eating and exercise, 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.

February was National Children's Dental Health Month. On Feb. 7, 2017, Ed Said visited Ida Greene Elementary School in Belzoni to encourage schoolchildren to eat healthy foods and exercise. Ed joined the Mississippi Oral Community Health Alliance and oral health leaders in the Delta to sponsor "Give a Child a Smile," a dental health awareness event for 450 elementary students in kindergarten through second grade. The event featured Ed Said dancing and exercising along with students and a short presentation by MPB's Education Department on the importance of eating fruits and vegetables.



# *MPB is hands-on in our communities*

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## *MPB Education*

### **Summer Learning Family Fun Day**

On June 17, 2017, MPB hosted Shape Up and Read – 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 hands-on learning fun, and the activities were designed to facilitate learning in topics spanning from science to math to literacy. The event featured special performances by Bob the Builder and special appearances by various PBS KIDS® characters. In addition, a variety of community partners such as Springboard to Opportunities, JSU MLI/Call Me Mister, Fannie Lou Hamer Library, Medgar Evers Boulevard Library, BlueCross BlueShield, Grammy Museum, Mississippi Department of Health, Hinds County Soil and Water Conservation District, Little Gym of Jackson, Magnolia Health, Barksdale Reading Institute, Move to Learn, Zeta Phi Beta Sorority and Sigma Gamma Rho Sorority all participated in the Summer Learning Family Fun Day event. The day also included face painting and free books for every child and giveaways. Approximately 2,500 attended.

### **Motivation to Graduation Community Forum**

MPB Education hosted the Motivation to Graduation Community Forum Nov. 30, 2016, in the MPB auditorium. More than 200 participants received information on dropout prevention efforts, discussed solutions to the problem and shared relevant knowledge of current initiatives. Sen. Gray Tollison and Secretary of State Delbert Hosemann delivered addresses on education and workforce development. Panelists included Dr. Earl Watkins, Rosaline McCoy, John Neal, Dr. Kim Benton, Ramona Williams, State Treasurer Lynn Fitch and Remi Nichols, MPB student ambassador.

## Summer Library Tour 2017

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 during 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 Magee, Jackson, Biloxi, Port Gibson, Crystal Springs, Clinton, Belzoni and Florence. More than 1,000 children were encouraged to read during the summer and engaged in hands-on literacy activities.

## Silicon South: Promoting Digital Literacy and Computational Thinking in Mississippi

On April 11, 2017, MPB Education hosted Silicon South: Promoting Digital Literacy and Computational Thinking in Mississippi in partnership with the College Options Foundation in the MPB auditorium for about 100 attendees. Speakers represented AT&T, Base Camp Coding Academy, MS ITS, Mississippi State University and the Mississippi Community College Board. In addition, special guest speaker included Ruthe Farmer, national advocate for Equity and Inclusion in Technology and former White House policy advisor for Computer Science for All during the Obama administration.

## Mississippi Department of Education Chronic Absenteeism Summit

MPB Deputy Executive Director for Education Maggie Stevenson was featured as the keynote speaker at the Mississippi Department of Education's Chronic Absenteeism Summit on April 6, 2017, in Meridian at the MSU Riley Center. About 200 individuals attended and listened as MPB and public media responded to the issue of chronic absenteeism.

## Day of Curiosity

On July 23, 2016, MPB early childhood staff partnered with the Mississippi Museum of Natural Science to host a Day of Curiosity with Curious George. Attendees participated in hands-on craft activities, live creature features in the theater, and photo opportunities with The Man in the Yellow Hat. Approximately 1,000 people were in attendance.



## MPB Communications

The MPB Communications Department restructured this fiscal year to focus more on community engagement. It started with hiring a community engagement specialist, who is responsible for seeking out and incorporating grassroots opportunities for face-to-face interactions statewide. It is often difficult to meet and greet MPB supporters face to face consistently, therefore, this intentional planning helps achieve four goals: build brand and name recognition, grow statewide audience, create greater awareness about MPB programs and services and nurture relationships with publics. Community engagement events included:

### PBS 24/7 Kids Launch Party - Jackson

MPB hosted a launch party for the new PBS Kids 24/7 channel March 17 in Jackson. Parents and teachers along with several hundred children attended. They participated in hands-on learning activities, educational games and had photos taken with PBS characters. Parents and teachers were provided with a program lineup for the new channel.

### Bicentennial Celebration - Mississippi Gulf Coast

MPB participated in the first Mississippi Bicentennial Celebration March 31, on the Mississippi Gulf Coast. Many fans visited the MPB booth where staff shared information about programs and other initiatives. Children received MPB giveaways and free books. Adults received a copy of MPB's Fine Tuning program guide and signed their children up for the MPB's Kids Club. MPB mini documentaries, highlighting Mississippi historical facts, were shown during the event.

### Thacker Mountain Radio - Clarksdale

MPB attended a live taping of the Thacker Mountain Radio Hour April 21, at the New Roxy during the Juke Joint Music Festival. This popular show airs weekly on MPB Think Radio. MPB staffers connected with local residents and discussed MPB's state coverage. The Fine Tuning program guide and other MPB informational literature were distributed.

## **Earth Day Celebration- Hernando**

MPB participated in an Earth Day Celebration at the Mississippi Farmer's Market in Hernando April 22. Ed Said giveaways along with MPB literature and the Fine Tuning program guide were distributed. Ed Said is MPB's character who focuses on healthy eating and exercise. Children played Ed Said games and were able to meet and take photos with the Ed Said walk-about character.

## **Live at 5- Hattiesburg**

MPB had a booth at Hattiesburg's Live at Five event May 19. Live at Five is a free, outdoor live music concert series held in downtown Hattiesburg. During the family friendly event, children and adults took pictures with the "I Love MPB Sign," and children received free books, train whistles, Ed Said Popsicle holders, crayons and coloring sheets. Children signed up for the MPB Kids Club, and adults signed up for the weekly Fine Tuning program guide.

## **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 focused on the new PBS KIDS 24/7 channel, the value of MPB's statewide coverage and how the towers play a huge role in that coverage. MPB staff interacted with approximately 30 legislators and several hundred others who were onsite for an education rally. Several PBS character walk-abouts greeted guests.

## **Fondren First Thursday**

During this monthly street festival, MPB shared with the community information on the latest MPB Radio and MPB TV programs as well as MPB Education activities.

## **Fine Tuning**

As a service to our fans, the MPB communications team produced a monthly programming guide that includes MPB Radio and MPB Television programs. Fine Tuning is distributed at all community engagement events.

## **Mississippi Book Festival**

MPB hosted a booth at the literary event attended by more than 4,000 people. Each child who visited the booth was given a free book.

## **Fitness Fest 2017**

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



# MPB Technical Services



## MPB has joined Public Media Management

MPB took advantage of an opportunity to join Public Media Management, or PMM - a cloud-based master control system - as a replacement for our television master control system. Joining PMM gives MPB the following advantages:

- Has the latest in master control air servers and automation.
- 24/7 technical support for the PMM system.
- Joining the PMM cloud for content distribution. We still use satellite for live content, but PMM's cloud gives an additional source for content delivery that isn't affected by weather. Nearly all public broadcasting content is recorded at the PMM operations center, where it undergoes a quality check before being made available in the cloud. This assists in ensuring quality control of the on-air product. It also reduces the number of national shows that need to be stored on MPB servers, as they are available in the cloud for re-air.
- Saves millions of dollars over time by alleviating need to replace old equipment no longer supported by the manufacturer every few years.

# MPB At A Glance



## 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 1,406 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 initiatives 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 is a trusted information source regarding evacuations, shelter and weather.



## Health

- Five days a week, MPB delivers vital medical advice and health education through five radio call-in shows.
- *Southern Remedy* programs for MPB Television and MPB Think Radio explore medical issues relevant to Mississippians, and all programs are hosted by University of Mississippi Medical Center physicians.
- 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](http://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 all year long.
- MPB preserves Mississippi's culture and history.
- MPB educates and informs Mississippians.

# MPB Car Tag

In fiscal year 2017, MPB started a campaign to get its very own specialty license plate. Once the Mississippi Legislature approved it, MPB began the process of getting the required 300 individuals to sign up. We utilized broadcast, digital, print and social media channels to get the word out and even conducted a one-day radio drive to reach donors, listeners, viewers and other audience members. In a year's time, 300 individuals signed up to receive an MPB specialty license plate. Knowing these individuals could have chosen many other causes to support with a car tag, but chose MPB instead, makes us even more grateful for their decision. We celebrate each time we see a car on the road with an MPB tag. The specialty plates not only raise awareness about MPB, but they also allow people to support us financially. A portion of the fee paid for the tag comes to MPB. To increase the number of MPB car tags in use, we will develop a campaign to encourage people to "Tag Along with MPB."



# MPB Digital

MPBONLINE.ORG NUMBERS:

TOTAL PAGE VIEWS:

**1,585,956**

TOTAL USERS:

**230,504**

## MPB is Digitally Connected

During fiscal year 2017, MPB continued to connect and attract individuals through various multimedia platforms. We also treated our viewers and listeners to special segments celebrating Mississippi's bicentennial.

The MPB mobile app increased users and now has more than 28,000 downloads/active installs. An increase in MPB's social media accounts was also noted with more than 15,000 followers on Twitter and nearly 15,000 likes on Facebook.

MPB recognized Mississippi's bicentennial year with a one-minute "mini-documentary" series called *Mississippi: A Thread Through Time*. Every Sunday at noon, a new *Mississippi: A Thread Through Time* was posted to Facebook, Twitter, Instagram and mpbonline.org/ms200. By posting the content directly to Facebook, MPB increased in engagement and reach on social media. In June, a story about Medgar Evers reached more than 43,000 people without the use of advertising dollars.

A landing page was created to celebrate the bicentennial. Every week the latest video was added. A Twitter feed of posts to the hashtag #ms200 was featured in the web pages sidebar. There are also links to other videos and the official Mississippi Bicentennial site.

## Digital Immersion Project Grant

In March of 2017, MPB was awarded a grant from the Corporation of Public Broadcasting and PBS for the Digital Immersion Project. The Digital Immersion Project was created by PBS Digital & Marketing, with support from the Corporation for Public Broadcasting, to help improve digital efforts at stations, while offering a way for station staff to connect to a greater public media community of digital professionals.

This grant allowed MPB's digital media strategist to attend PBS Tech Con, a major technology and digital conference hosted by PBS annually. The project also teamed MPB with other stations that are working on similar digital projects.

The overall goal of the grant was for MPB to create a digital advisory council/task force within MPB to improve digital content.



# MPB partnerships link Mississippians and Mississippi businesses

## MPB Television

MPB Television presented several productions that have become annual traditions.

- In January, MPB aired the *Governor's State of the State Address* live from the Capitol. MPB provided the "pool feed" for all other TV stations covering the event.
- In February, MPB Television and MPB Think Radio broadcast live the *Governor's Arts Awards*, produced in association with the Mississippi Arts Commission.
- In March, MPB Television, working with the MAC, presented the *Poetry Out Loud* recitation competition. Also during March, the highly competitive *Mississippi Spelling Bee* was broadcast. The state's champion spellers battled for hours on live television. The spelling bee is sponsored by the Mississippi Association of Educators.



## MPB Think Radio

- Southern Remedy (x5).....University of Mississippi Medical Center (Also a MPB Television partner)
- Mississippi Moments .....USM Center for Oral History
- Rural Voices Radio .....Mississippi 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
- Rotary International District 6820: Between the Lions Preschool Literacy – Rotary Initiative
- 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
- Mississippi Museum of Natural Science: children's events
- Mississippi Agriculture and Forestry Museum: children's events
- Mississippi Head Start Association: professional development for teachers and parents



# MPB Awards and Achievements



*Southern Remedy*



*MPB Television*



*MPB Education*

## Education

### Positioned for Progress Outstanding Media Organization Award

During the National Philanthropy Day Awards Luncheon, MPB received the **Outstanding Media Organization** award for its education and outreach efforts across the state. The luncheon was co-sponsored by the Mississippi Association of Grantmakers and the Association of Fundraising Professionals. The luncheon was held during the Positioned for Progress conference in Jackson in November 2016.

MPB won three Southeast Emmys for *Ed Said* in the categories of Children/Youth, Writer Short Form and Craft Specialty.

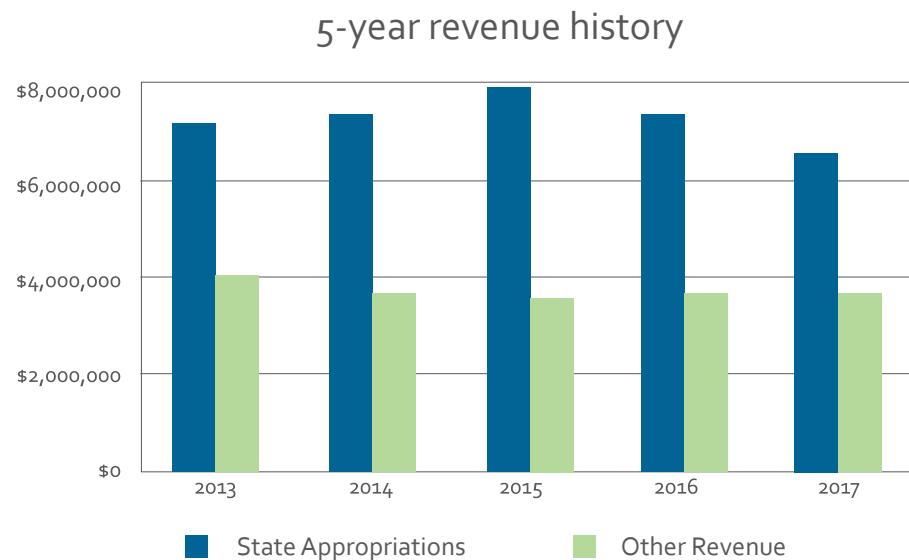
## Television

In June, MPB Television was honored with **five 2017 Southeastern Region Emmy Awards** by the National Academy of Television Arts and Sciences. The awards went to our productions *Mississippi's Free State of Jones* for **Best Historical Documentary**, *Mississippi College Festival of Lights* for **Best Live Audio**, and our animated series *Ed Said* for **Best Children/Youth Program, Best Writing** and **Best Musical Composition**.

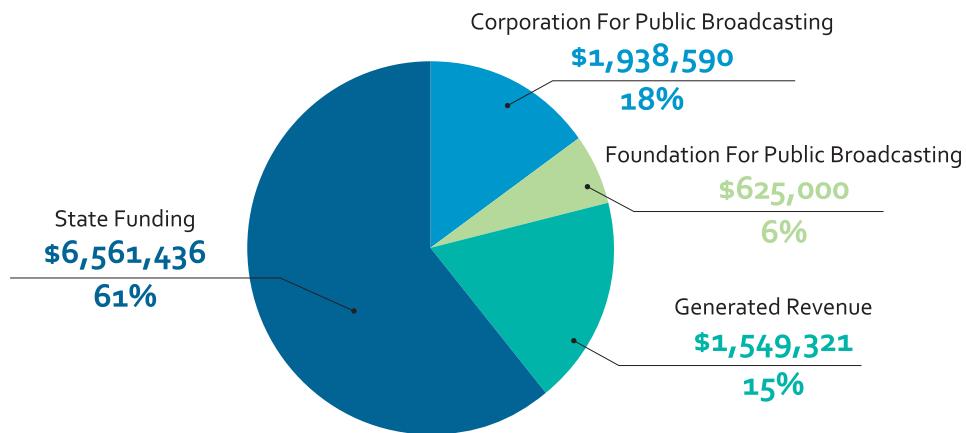
## News

MPB journalists have won numerous awards for reporting, features and news series. Our most recent accolades consist of **five first-place Mississippi Associated Press Broadcasters awards**, including **Best Newscast** in the state. MPB News department is also a regional winner of an Edward R. Murrow award for **Best Feature** reporting. *Southern Remedy's* program 'A Plan to Survive' received a bronze 2017 **Telly Award** in the documentary category.

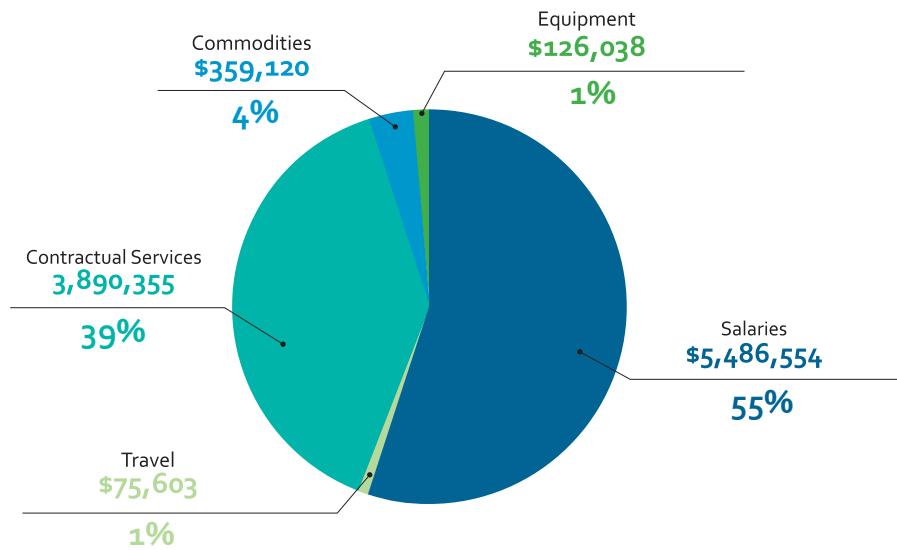
## Revenue History FY 2017



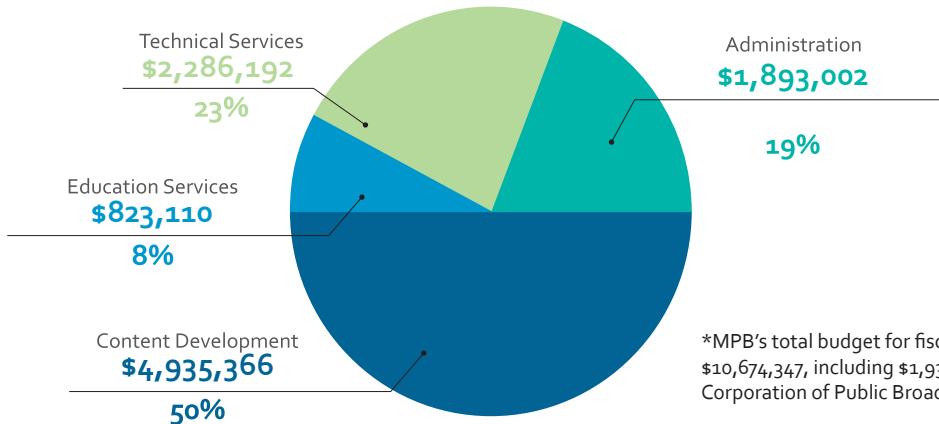
## Revenue Sources FY 2017



## Operating Expenses FY 2017



## Expenditures by Program FY 2017



\*MPB's total budget for fiscal year 2017 was \$10,674,347, including \$1,938,590 from the Corporation of Public Broadcasting

# Mississippi: A Thread Through Time

## *Freedom Summer*

In the summer of 1964 — Freedom Summer — hundreds of college students came to Mississippi. Their mission was to register African Americans to vote at a time when blacks were systematically excluded from the political process.

Early on, three of these volunteers were murdered. The murders shocked the nation and galvanized the volunteers. They canvassed for voters and helped to form the Freedom Democratic Party — an alternative political party that was open to everyone. Because they believed all Mississippians should have a voice in the presidential election, the Freedom Democrats sent a delegation to the Democratic National Convention in Atlantic City.

Although the Freedom Democrats were never recognized at the convention, their voices were heard, and they moved civil rights forward. Less than a year after Freedom Summer, President Lyndon Johnson signed the Voting Rights Act.

Find more stories at [mpbonline.org/ms200](http://mpbonline.org/ms200)



# Mississippi: A Thread Through Time

## *Margaret Wade*

In 1932, Delta State shut down its women's basketball program, shocking its star player, Margaret Wade. She and her teammates were so angry, they burned their uniforms.

Forty years later, after a long high school coaching career, Wade got another shock from Delta State — the school was bringing back women's basketball, and wanted her as its coach.

It was a good hire. In her first four years, Wade's Lady Statesmen won 109 games and lost only 6. Led by future pro and Olympic star Luisa Harris, Delta State won the Division I - that's right, Division I - National Championship in 1975, '76, and again in '77, beating LSU in the final.

The Cleveland native was the first woman inducted into the National Basketball Hall of Fame, and today, the top college player is honored each year with the Wade Trophy – the Heisman of women's basketball.

Find more stories at [mpbonline.org/ms200](http://mpbonline.org/ms200)



**DELTA STATE  
LADY STATESMEN  
BASKETBALL--1975-76**

A black and white photograph of the 1975-76 Delta State Lady Statesmen basketball team and their coach. Five women are standing together. From left to right: a player in a dark jersey with 'DSU' on it; a player in a dark jersey with '22' on it; Coach Wade, a woman in a light-colored, collared shirt; a player in a dark jersey with '34' on it; and a player in a dark jersey with '22' on it. They are holding a rectangular plaque that reads "FIRST PLACE DIVISION I NATIONAL CHAMPIONSHIP". Below the photo, the caption reads "(WARD, VON BOECKMAN, COACH WADE, BROCK, HARRIS, HAIRSTON)".

**1974-75 A.I.A.W. NATIONAL CHAMPIONS**



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