



2014 Local Content and Service Report to the Community



emergency

fit to EAT
RESPONSE
PUBLIC

EDUCATE

B L TV
G R A S S

Healthy and Fit

MPPB

GIVE

NEWS

Out Reach

ONLINE WORKSHOPS

Reading

BROADCASTING

EXPLORE

FIRST

teach

Think

Radio

Learn

PREPARE

Economic Impact

MISSISSIPPI

DEVELOPMENT

CHILDREN

better

2014 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

Fiscal Year 2014 (July 1, 2013 – June 30, 2014)

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www.mpbonline.org

MPB Mississippi
Public
Broadcasting



EXECUTIVE SUMMARY

At Mississippi Public Broadcasting, we do more than simply air the latest programs and news from our national partners. We use our resources and broadcast methods to create and disseminate programming of particular relevance to Mississippians. MPB is perfectly suited to tell Mississippi's story.

Our goal is to produce content that leads to a better Mississippi. In fiscal year 2014, MPB is proud to tell you about the work we have done to make sure Mississippians are better connected to one another, have better opportunities for education, are healthier and live in a stronger economy.

MPB's eight broadcast towers enable us to provide emergency information and valuable educational resources to Mississippians. Our engineers work to ensure that MPB's equipment is fully operational so that we stay on the air during times of severe disaster like tornadoes, particularly hurricanes on the Gulf Coast and ice storms in northern counties.

Our statewide network allows us to provide valuable educational resources to children and adults across

the state. The MPB Education Services staff works in 25 child care centers through our early-childhood development initiatives and the results-driven Between the Lions curriculum. MPB's Mississippi Video Interactive Network, which enables us to connect schools through distance learning, reaches 2,000 students each year.

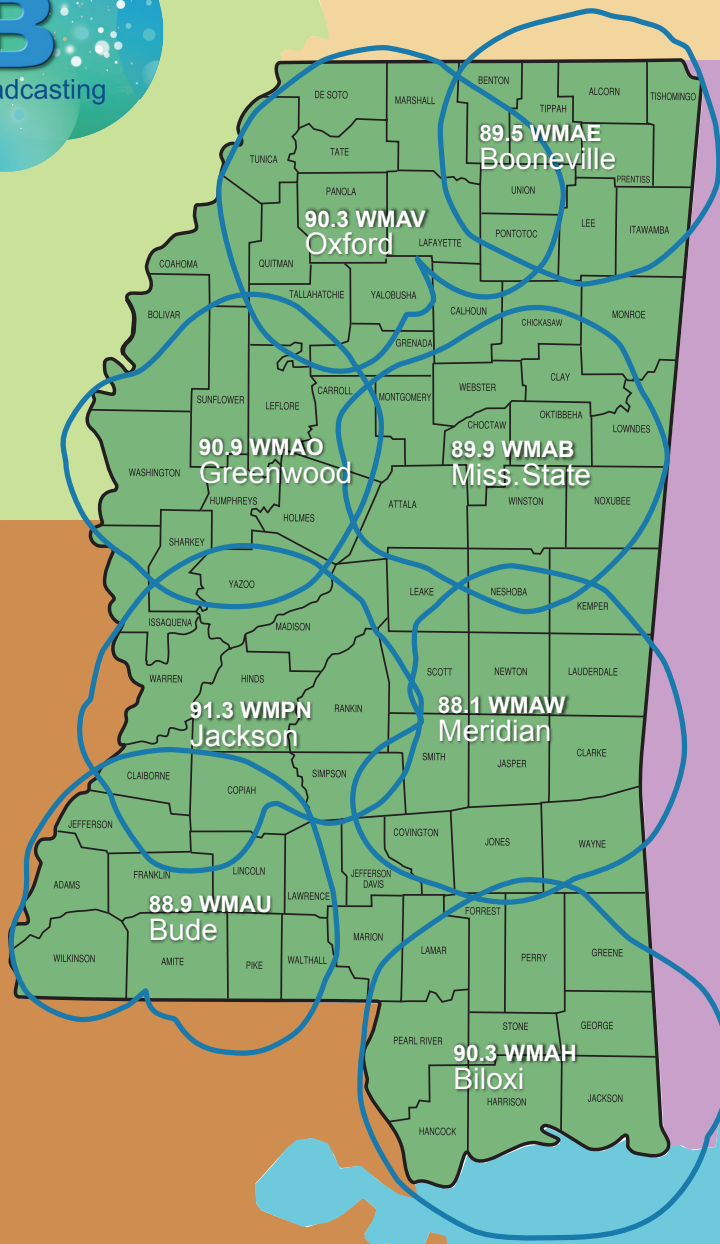
MPB is working to improve the state's health outlook through five hours of weekly radio programming as well as television series focusing on health disparities in Mississippi. Our resources enable us to help people understand the severity of the health crisis and make changes to improve their health.

Our broadcast capabilities are put to use in improving Mississippi's economy, especially our

cultural economy. From its inception, MPB is a leader in showcasing the local arts and culture. We are proud of our programming that highlights the wealth of Mississippi's creative talent. Our original productions encourage Mississippians and residents in neighboring states to explore the Mississippi highways. However, we do not stop with the creative economy in producing television and radio shows that serve as economic drivers.

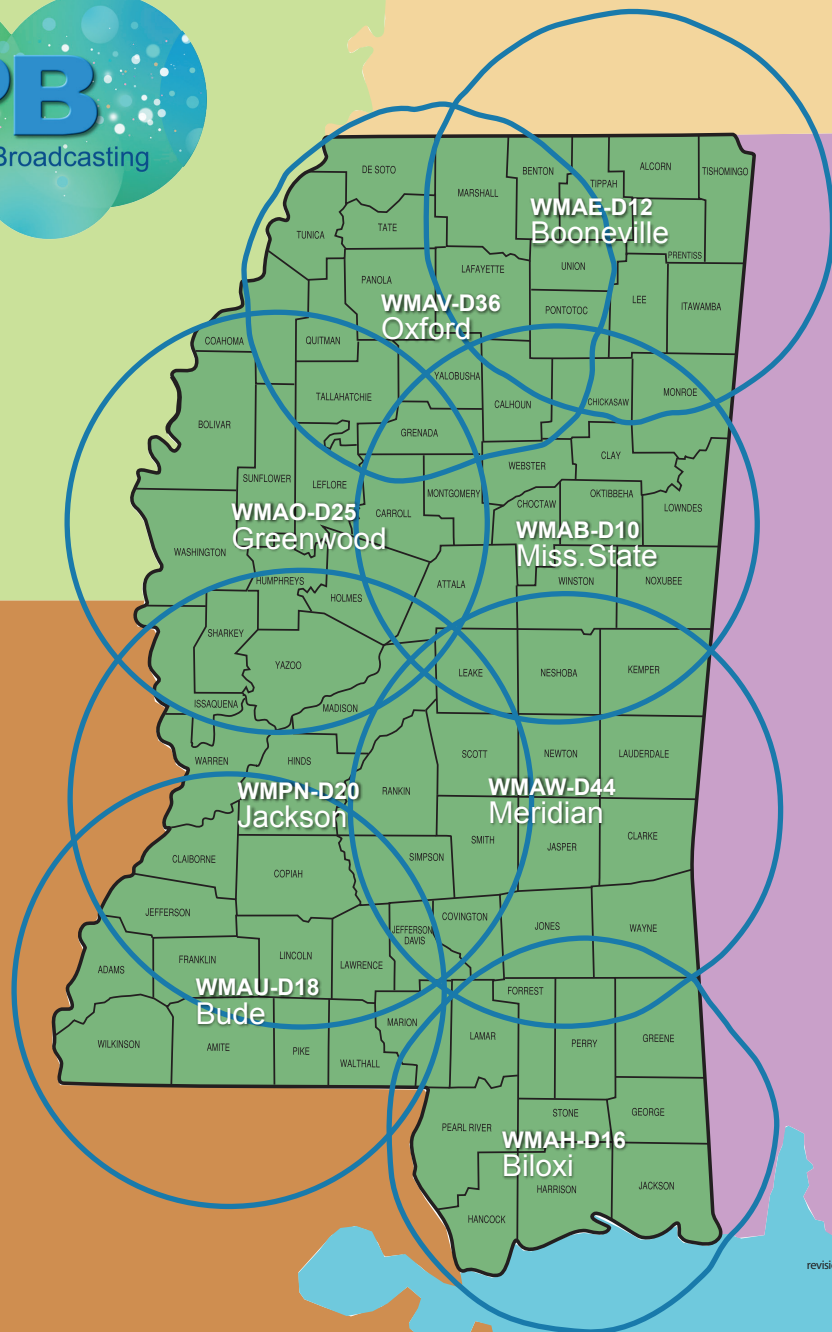
MPB will continue its ambitious programming and educational goals that aim to enhance the lives of Mississippians, but also challenge and engage them. We are proud of what we have accomplished in the past year and pledge to continue to serve the people of Mississippi.





STATEWIDE FM Radio Coverage

On a daily basis, MPB reaches millions of households across Mississippi and in surrounding states.

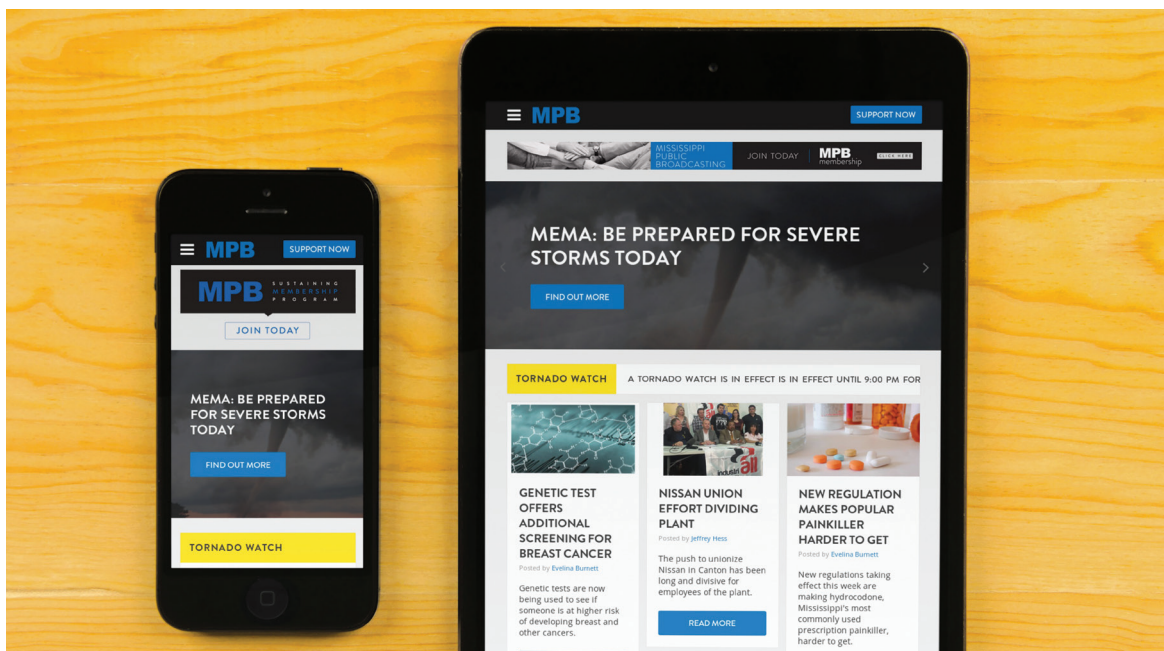


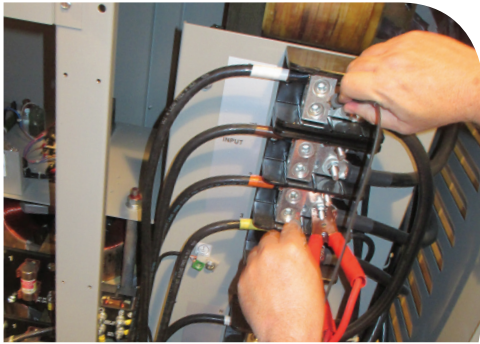
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STATEWIDE Digital Television Coverage

As the only statewide television and radio broadcaster in Mississippi, MPB plays an important role by providing not only educational content but also emergency preparedness and response information.

CONNECTING MISSISSIPPIANS





A BETTER CONNECTED MISSISSIPPI

When the State of Mississippi established the Mississippi Authority for Educational Television (now MPB) in 1969, it laid the foundation for a network that would keep Mississippians in every corner of the state connected. Today, the eight towers that make up MPB's statewide network enable us to provide educational, entertaining, and emergency broadcast information to every citizen in the state.

...Maintaining our Broadcast Infrastructure

- We strive to be good stewards of the investment the state has made in our broadcast infrastructure. We regularly evaluate the condition of our towers and microwave sites and make necessary repairs or upgrades.
- The on-air reliability figures for television and radio combined for the time period December 2013 to December 2014, was 99.8%. These results are evaluated every six months.



...Enhancing Online Communication

In the spirit of our forward-thinking founders, we do not stop with traditional broadcast media in connecting Mississippians with one another. MPB also uses digital media to reach our audience and extend MPB's reach outside the state, connecting displaced Mississippians to their home state and encouraging others to learn about Mississippi.

- **The MPB Radio App** continues to help MPB reach audiences inside Mississippi and beyond the state borders. The app's ease of use and function-rich features have made it one of the most popular public radio apps. The app has helped to further expand MPB's brand and solidify our commitment as a multi-media content provider. To date, the app has been downloaded over **16,000 times**.
- **MPB's robust social media presence** provides a venue for our listeners and viewers to share their thoughts about their favorite programs and connect with MPB on a more personal level. We currently connect with Mississippians through **6 social media networks** with over **20 pages** dedicated to our programming and services. These social media accounts enable us to reach thousands of Mississippians every day.

...Connecting Students to Teachers

THE MISSISSIPPI INTERACTIVE VIDEO NETWORK



Serving over 2,000 Mississippi students a year, the Mississippi Interactive Video Network (MIVN) provides opportunities for underserved or underperforming schools and districts to have highly-qualified teachers instruct students via distance learning.

MIVN is designed to enhance learning through the utilization of technology as a powerful instrument that assists educators in offering new opportunities to students regardless of their location. A teacher can instruct students assembled in a class hundreds of miles away through state-of-the-art technology. The MIVN can bring a variety of resources and materials directly to schools. Courses that are not often available in struggling school districts, such as mathematics, language arts, foreign language, chemistry, engineering, and ACT test preparation, are taught through the MIVN. High school courses, university credit courses, staff in-service, enrichment activities, and special events are also available on the network.

MIVN is administered by MPB and represents a partnership between MPB, the Mississippi Department of Education, State Board for Community and Junior Colleges, and the Board for the state Institutions of Higher Learning.

During FY 2014, MPB provided **44 courses** and reached **2,121 students**.

...Disseminating Timely Information

Because of our statewide network, MPB is uniquely positioned to provide Mississippians with timely news and public affairs information. We take seriously our responsibility to help Mississippians stay informed about events happening in our state and around the world.

- Each day MPB provides **18 hours of new coverage**, including **11 newscasts dedicated to Mississippi news**.

- MPB's weekday news and public affairs program, *Mississippi Edition* features interviews with the state's newsmakers, local artists, authors and musicians. From the latest news headlines to segments on *Everyday Technology*, the *Mississippi Edition Book Club* and the *Southern Remedy Health Minute*, the program provides fresh Mississippi perspectives every day. In 2014, *Mississippi Edition* was awarded best public affairs program by the Mississippi Associated Press.

- In January 2014, MPB's weekly news magazine program @ISSUE returned for a second season providing in-depth coverage of the Mississippi Legislature. The half-hour program connects Mississippians to their state government with the latest legislative news. With lively, thought-provoking and an interesting exchange of views, @ISSUE engages our viewing and social media audiences, through live tweeting, Facebook and email questions. Hosted by Wilson Stribling, the program airs each week during the legislative session.

- MPB stands ready to provide Mississippians with up-to-minute information they need to be prepared during severe weather. Our agency comes together during times of emergencies to provide Mississippians with preparedness and response information via radio broadcasts, online updates and television crawls.



..... 9AM

...Sharing Our Interests and Experiences

The locally produced radio programs on MPB serve to connect Mississippians with one another.

Relatively Speaking **Mondays**

Hosted by Dr. Susan Buttross, the show is a safe place to discuss personal issues, whether regarding the family, romantic relationships or community involvement. *Relatively Speaking* gives listeners a chance to call-in to ask for advice, to share personal stories and to respond to each other.

Money Talks **Tuesdays**

The show focuses on personal finance as it applies to Mississippians. In any given week, the conversation ranges from preparing your taxes to saving for college or investing in the stock market. Listeners ask questions about family budgeting, retirement savings, debt management and more. Hosts are Nancy Lottridge-Anderson and Chris Burford.

Southern Remedy **Wednesdays**

MPB's flagship wellness radio show consists of a weekly program where listeners call-in or email their medical questions. UMMC's Dr. Rick deShazo and Dr. Allyn Harris deliver health information, opinions and medical advice important to leading a healthy lifestyle. *Southern Remedy* aims to help keep Mississippians of all ages healthy.



Creature Comforts **Thursdays**

Animal lovers and nature enthusiasts come together to hear experts discuss Mississippi fauna. Each week, hosts Libby Hartfield and Dr. Troy Majure answer questions about wildlife and pets. Experts make guest appearances to discuss particular topics about the animals living in homes and the animals who live in the outdoors. Hartfield also shares updates on family-friendly exhibits and events at the Mississippi Museum of Natural Science in Jackson.



The Gestalt Gardner **Fridays**

Horticulturist Felder Rushing shares stories, answers questions and talks all about gardening. The show is a long-time favorite on MPB Think Radio, due in no small part to Felder's laid-back approach to gardening.



10 *...Sharing Our Interests and Experiences*

The locally-produced radio programs on MPB serve to connect Mississippians with one another.

Now You're Talking with Marshall Ramsey **Mondays**

Host Marshall Ramsey comments on the latest news and compelling stories of known and unknown people, places, and things of Mississippi. Ramsey also talks about the punch-lines from his latest cartoons and interviews fellow cancer survivors he's met along the way.

In Legal Terms **Tuesdays**

Learn more about your legal rights and how the law affects your day to day life. Hosted by some of Mississippi's top legal leaders and experts, the show is set to consistently provide thought-provoking commentary and opinions on legal topics, whether local or national.

Everyday Tech **Wednesdays**

With the ever-evolving world of technology, it's practically impossible to tackle it all alone, so *Everyday Tech* is here to help you navigate it all! From computer viruses to cell phone batteries to your social media accounts, MPB Digital Media Director Ashley Jefcoat answers your everyday questions about your everyday technology. *Everyday Tech* proves helpful and enlightening in the fast-paced world of technology.



10_{AM}

MPB's Season Pass **Thursdays**

For sports fans, the show is a year-round ticket to learn about and keep up with your favorite Mississippi sports and teams. Host Jay White explores the state's sports scene through in-depth feature stories and interviews. He covers golf, tennis, football, soccer and more! Find out who the athletic standouts are in Mississippi sports and how your favorite team is predicted to do this season.

Next Stop, Mississippi **Fridays**

Each week MPB and Mississippi Development Authority's Division of Tourism highlight well-known and unknown places in the state with the best food, parks, music and arts. The show not only presents what's going on in your neck of the woods, but also the history and people behind the markets, sporting events, concerts, fairs and festivals all over Mississippi. Hear the personal stories and traditions behind favorite events each year.



EDUCATING MISSISSIPPIANS





...Stronger Reading Skills

THE *BETWEEN THE LIONS* PRESCHOOL LITERACY INITIATIVE *Preparing preschoolers for success in school*

- Since 2005 MPB has worked with child care centers and partners across Mississippi to introduce teachers and children to curriculum based on the award-winning program, Between the Lions (BTL). The Between the Lions Preschool Literacy Initiative employs early word recognition and comprehension activities for three- and four-year-old children. Studies by the University of Mississippi and the University of Pennsylvania Annenberg School of Communication have shown that students taught with the curriculum far outpaced their peers, showing significant gains in letter recognition, conventions of reading, and knowledge of phonetics.
- In FY 2014, MPB partnered with community organizations across Mississippi to ensure that even more preschool children could receive the benefit of this instruction.



Between the Lions Preschool Literacy – Rotary Initiative

MPB continued its successful partnership with Rotary International Districts 6820 (Central Mississippi). The partnership, which began in 2009, has helped MPB extend the reach of the *Between the Lions* Literacy Initiative to **41** child care centers and over **1,364** children in Mississippi. Rotarians in these districts provide funding, resources and hands-on assistance to the participating child care centers.



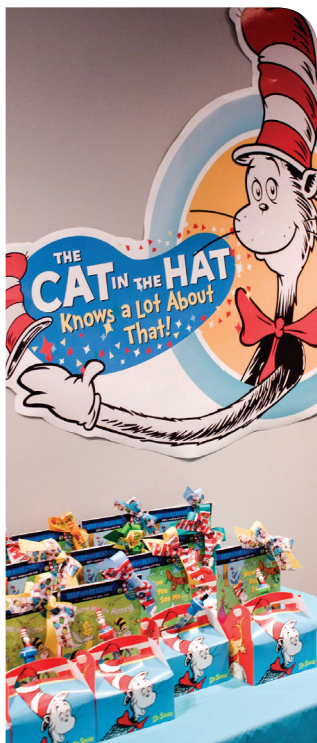
This year the following Rotary Clubs have adopted child care centers in their areas:

- | | | | |
|-------------|-------------|----------------------------------|--------------|
| • Canton | • Jackson | • Laurel | • Vicksburg |
| • Columbus | • Kosciusko | • North Jackson/
West Jackson | • Winona |
| • Eupora | • Lexington | • South Rankin | • Yazoo City |
| • Forest | • Lousville | • Starkville | |
| • Greenwood | • Meridien | | |

MPB Parents Conference- Parents Are Teachers Too!

MPB partnered with Parents for Public Schools, the Children's Defense Fund and The Early Childhood Commission of Mid-Jackson to host Parents Are Teachers Too!: A Parent/Teacher Engagement Conference on September 7, 2013. The event was held at MPB's auditorium. Keynote speakers were John Hall, II of Morgan and Morgan Law Offices; Floyd "Super Reader" Stokes, children's author and literacy advocate; and Maggie Wade, television personality. Breakout sessions included information on parental involvement and family literacy. Parents were able to build parenting toolkits with information from exhibitors and were enlightened with a special performance by Move to Learn. Approximately 260 attendees were at this event.





MPB CELEBRATES DR. SEUSS' BIRTHDAY AND READ ACROSS AMERICA

During the month of March, MPB's education staff toured schools across the state in celebration of Dr. Seuss' Birthday. The school visits include a screening of a *Cat in the Hat Knows a Lot About That* episode, storytelling, singing and dancing "The Cat Boogie" led by the Cat in the Hat himself. The kickoff event was held in the MPB Auditorium on March 3, 2014, where staff entertained approximately 200 preschoolers. Over the course of the month, MPB reached approximately **1,692 students**.



Reading on the Road

Reading on the Road is an MPB literacy initiative that encourages children to read as they are traveling for the holidays and parents to pack books along with favorite toys or technology device. Parents are also encouraged to read together with their child, purchase books for their children as gifts, etc. This is also a time to build on the love of reading and have a conversation about the importance of reading. Sessions were held at 10 participating public libraries and featured interactive story time and book giveaways. Reading on the Road was held during the fall of 2013 and impacted 442 children and 161 adults.



...More High School Graduates



CAN I KICK IT?

MPB is working to end the dropout crisis in our state. Through *Can I Kick It?*, MPB aims to inspire students to use their talents to have a positive impact on their peers.

An original MPB production, **CAN I KICK IT?** aims at inspiring at-risk students to stay in school. Its laid-back, hip-hop style is mixed with a fresh, edgy feel as prominent Mississippians tell their own stories of success, struggle, barriers, and triumph. Each testimonial seeks to raise the self-esteem of young men and women and encourage them to pursue their dreams.

CAN I KICK IT? CREWS

MPB engages high school students through *Can I Kick It?* Crews, teams of students who are dedicated to ending Mississippi's dropout crisis. By reaching out to fellow students and their communities, the Crews work to raise awareness and spread the message of staying in school. The Crews allow students to be involved, to have a voice and create a youth media campaign to share their personal experiences and ideas for solutions. As part of the Crews, students are trained by professionals in film production.

The students have produced 21 short films and documentaries since the Crews' formation in 2012.

YOUTH MOVEMENT THROUGH MEDIA SUMMER INSTITUTE

On July 8, 2013, MPB launched the Youth Movement Through Media Summer Institute (YMTM), a four-week summer camp that encourages high school students to stay in school. Based on *Can I Kick It?*, the institute trained 22 students in television and film production, digital literacy, and leadership development. Led by MPB producers and staff, students produced several mini-documentaries using interviews they conducted with leaders of the Jackson community.



The institute enabled students to learn about the importance of staying in school and be a part of the movement to end the dropout crisis in Mississippi.

YMTM 2013 was made possible through generous donation from the Jone and Madeleine McMullan Family Foundation.

STOP THE DROP: A DROPOUT PREVENTION SUMMIT

MPB hosted the third annual Stop the Drop: A Dropout Prevention Summit on December 18, 2013. The event brought together approximately 155 educators, legislators, community leaders, and students from across Mississippi to discuss solutions to the problem. The keynote address was given by Donna Porter, former teacher from Picayune, and DJ Batiste, her former student who went from gang leader to graduate.

Stop the Drop: A Dropout Prevention Summit was made possible through a partnership between MPB and the Corporation for Public Broadcasting (CPB) as part of the American Graduate: Let's Make It Happen initiative, funded by CPB.



...Better Prepared Teachers

e-LEARNING FOR EDUCATORS

This year, MPB's e-Learning for Educators enrolled 1,296 teachers for online professional development. E-Learning for Educators provides online professional development for teachers across Mississippi. These workshops seek to improve teachers' content knowledge, teaching methods and delivery of instruction. E-Learning continuously updates the content in our workshops to increase the rigor and to meet or exceed our state standards.



FY 2014 CURRENT STATISTICS

- Total revenue generated: \$95,535.50
- Number of e-Learning Courses offered: 65
- Number of e-Learning Participants: 1,296

E-Learning for Educators has hired expert teachers and administrators to audit all the MPB online curriculum for verification of state standard since recent updates to the Mississippi Department of Education's curriculum framework. This includes the new implementation of the common core curriculum that is already being implemented in Algebra and English/Language Arts K-2 and 3-5 grade levels. There are 74 developed workshops that target an array of pertinent issues within Mississippi schools both private and public. With the curriculum changes in the state framework, e-Learning has hired key instructional leaders to produce effective online facilitation. All facilitation of online workshops undergoes critical monitoring and evaluation.



...more Mississippi Children to

READ FOR THE RECORD®

Mississippi Public Broadcasting partnered with Jumpstart's Read for the Record initiative for 2013 featuring the book *Otis*, By Loren Long. Jumpstart is a premiere national campaign that brings together reading partners one day a year to celebrate literacy and support reading throughout the country. MPB lead the campaign for the state of Mississippi. On October 3, 2013 volunteers had the privilege of participating in one of the largest shared reading experiences of the year to promote early childhood education by reading to 17,000 students in Mississippi alone. Students loved hearing this wonderful children's book that promoted friendship, loyalty, and trust.

Jumpstart
Read for the Record

...Celebrating Student Achievement

At MPB, we understand that recognizing students for their good work helps improve their self esteem and inspire them to succeed. In FY 2014, we produced the following television programs celebrating student achievement in academics and sports.

MISSISSIPPI SPELLING BEE

Part of the Scripps National Spelling Bee Competition, this state-wide competition aired live on MPB on March 19, 2013. The winner went on to compete in the national bee in Washington, D.C.





POETRY OUT LOUD

A Presentation of the Mississippi Arts Commission, this statewide recitation contest airs annually on MPB. Poetry Out Loud is a free program created by the National Endowment for the Arts and the Poetry Foundation for students in grades 9 through 12. Through the Poetry Out Loud curriculum, teachers guide students to a deeper, richer understanding of the power of language and literature by helping them develop a personal relationship with great poems. The 2014 state competition aired March 29, 2014 on MPB TV. The winner went on to compete in the national competition on Washington, D.C.

MHSAA HIGH SCHOOL FOOTBALL AND BASKETBALL CHAMPIONSHIPS

MPB is proud to showcase our high school athletes before a statewide audience. From December 5—December 6, 2013, MPB broadcast the BlueCross BlueShield of Mississippi Gridiron Classic high school football championships. From March 3—March 5, 2014, the **MHSAA/C Spire Wireless State Basketball Championships** aired live on MPB TV.





A HEALTHIER MISSISSIPPI



A HEALTHIER MISSISSIPPI

...Better Access to Health Information

IN-DEPTH NEWS COVERAGE

MPB News Reporter Jeffrey Hess was one of ten reporters from across the country selected for a fellowship with Blue Cross-Blue Shield of Massachusetts. The fellowship involved nine days of intensive training in Boston to expand and deepen reporting skills on healthcare issues.

SOUTHERN REMEDY ON MPB THINK RADIO

Since 2005, *Southern Remedy* has been a weekly fixture on MPB Think Radio. The program is hosted by Dr. Rick deShazo and Dr. Allyn Harris and covers the full spectrum of health topics from allergies to smoking cessation to kidney disease. Listeners are invited to call in each week with their health questions. Through the program, Mississippians who might be hesitant to go to a doctor in person can still receive valuable medical advice.



SOUTHERN REMEDY ON MPB TV

- ***Southern Remedy: The Affordable Care Act***

The show focused on how the new law reforms the health insurance industry and how the reforms affect Mississippians.

SOUTHERN
Remedy



The Affordable Care Act

- ***Southern Remedy: HIV In Mississippi*** tells the stories of Mississippians who are living with HIV. Host Dr. Rick deShazo, professor of medicine and pediatrics at the University of Mississippi Medical Center, explores the science behind the high infection rates in Mississippi.

Co-host Melissa Faith Payne moderated a panel discussion of patients ranging in age from 20 to 50 years old, allowing viewers to see the disease and its effects from various perspectives. Dr. deShazo and Payne also spoke to various community groups and church leaders working to tackle HIV and provide guidance for those in need.

Among the medical experts and health officials featured on the show were Dr. Nicholas Mosca, director of the Office of STD/HIV at the Mississippi Department of Health; Dr. Leandro Mena, medical director at Open Arms Clinic in Jackson and Amy Nun, assistant Professor of Public Health and Medicine at Rhode Island's Brown University.

“HIV is preventable and treatable, but we have got to figure out how to reach these young people with information about transmission, safe sex and regular screening for HIV infection.”

- Dr. Rick deShazo

HIV IN MISSISSIPPI

.....

Mississippi ranks 7th nationwide
in HIV infections.

MPB Mississippi Public Broadcasting

SOUTHERN
Remedy

*...Healthier Children***ED SAID**

Hoping to provide health education to elementary school children, MPB developed *Ed Said*, a Web-based series that encourages children to eat well and exercise. Known for his love of raps and rhymes, Ed uses his skills to incorporate fruit and vegetable facts into songs that children enjoy. Every song is accompanied by a dance for kids to learn, motivating them to participate and exercise. Ed Said's home base is EdSaid.org, where educators and children can view his webisodes, music videos and lesson plans for the classroom.

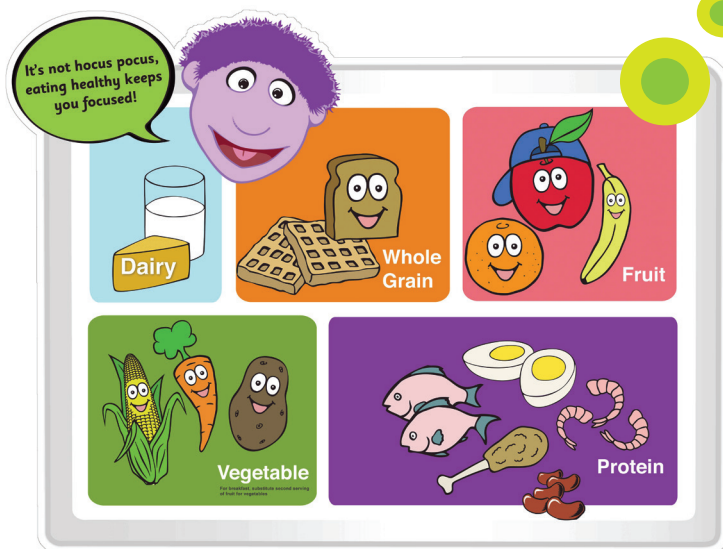
**MOVING WITH FRUITS AND VEGETABLES TOUR**

In fiscal year 2014, Ed Said and his lunch bunch performed in 10 different schools across the state. Over 3,489 students were treated to a performance, including *Ed Said* videos and webisodes. They also participated in activities designed to teach them about various healthy foods.

Ed Said performed at the 2014 Parents & Kids Fitness Fest, entertaining more than 3,000 Mississippians.



ED SAID Cafeteria Program



The *Ed Said* Cafeteria Program seeks to convey Ed Said's message about healthy eating and exercise to children each day while they are in the school cafeteria. Through posters and videos, children are surrounded by Ed's healthy-eating message while they are eating breakfast and lunch. Through this "immersion" technique, MPB and school health officials hope to change children's eating habits.

The program began in the fall of 2012. MPB decorated each cafeteria with an *Ed Said* bulletin board and other signs to guide students to healthy foods. Each

cafeteria has a television monitor with DVD player to play a continuous loop of *Ed Said* Webisodes with the Lunch Bunch who will provide information on the health of various fruits and vegetables.

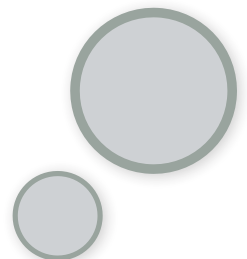
Five schools participated in the program during its 2nd year: 28th Street Elementary School in Gulfport, North Bay Elementary School in Biloxi, Davidson Elementary School in Water Valley, Purvis Lower Elementary in Purvis, and Bovina Elementary in Vicksburg.

...Healthier Cooking Habits

FIT TO EAT

The third season of *Fit to Eat* premiered in April, 2014. Chef Rob Stinson continued to help Mississippians fight the battle on obesity by providing east-to-recreate, healthy, delicious meals. Chef Rob appeals to a Mississippian's palate by combining fresh, local ingredients to create healthy alternatives to southern favorites, such as his chicken quesadillas, grilled stuffed shrimp, and portabella pizza. In this season, Chef Rob also created scrumptious vegetarian recipes for those on meatless diets.





A STRONGER MISSISSIPPI ECONOMY



...Supporting Local Economies

MISSISSIPPI ROADS

MPB's iconic series, Mississippi Roads, hit the road again the fall of 2013 with a full season of new episodes. By highlighting the people and attractions that make Mississippi unique, Mississippi Roads inspires Mississippians to leave their home towns and explore and invest in other areas of the state.

Our "Where's Walt" social media game helps engage our audience and further encourage them to visit the destination on the show. Each location featured on Mississippi Roads receives a poster with a cartoon drawing of host Walt Grayson. Viewers who find the poster of Walt, take a picture on themselves there, and post it on social media, receive a Mississippi Roads prize in the mail.

The newest season of Mississippi Roads was a hit and featured the **Tupelo Elvis Festival**, the **community of Ruleville**, and the **South Mississippi Renaissance Fair** as well as interviews with costumer to the stars **Luster Bayless** and musician **Charlie Musselwhite**.



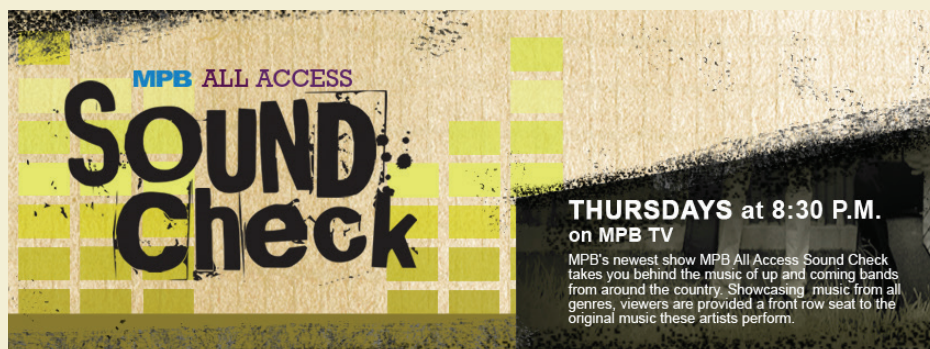
...Emphasizing the Arts

Public broadcasting has traditionally put a spotlight on the arts and Mississippi Public Broadcasting continues that tradition through our television and radio programming. Mississippi's creative economy is thriving and MPB is proud to showcase the arts and culture.

MPB ALL-ACCESS SOUNDCHECK

MPB provided front row seats to performances of several genres of music. From soul to folk, from electronic to jazz music fans enjoyed this intimate concert series featuring both familiar and up and coming artists. Each of the six original episodes showcased one artist or group in performance and in interview.

Jackson native Tenia Sanders is an internationally touring musician and songwriter, has four albums to her credit, and has seen her award-winning work featured in both TV and film. Mississippi's own Ezra Brown used his saxophone to blow his unique brand of soulful jazz. And Caroline Rose, whose family hails from Mississippi, combined blues, rock, and folk music styles into an unforgettable performance. She was on MPB before she was on NPR. unique brand of soulful jazz. And Caroline Rose, whose family hails from Mississippi, combined blues, rock, and folk music styles into an unforgettable performance. She was on MPB before she was on NPR.



THE GOVERNOR'S ARTS AWARDS

Each year MPB tapes and broadcasts the Governor's Arts Awards, a ceremony sponsored by the Mississippi Arts Commission to recognize excellence in the arts in Mississippi.



THACKER MOUNTAIN RADIO

Thacker Mountain is a one-hour program that airs each Saturday evening at 7 on MPB Think Radio. It features author readings and a wide array of musical performances and is taped before a live audience at Off Square Books in Oxford.



GRASSROOTS

Host and grassroots musician Bill Ellison shares his love of the genre with listeners each week on MPB Radio's longest running program, *Grassroots*. Listeners can expect a Saturday night musical journey from classic folk and early string band music through traditional bluegrass sounds and into the new world of evolving acoustic music.



HIGHWAY 61

Mississippi is the birthplace of the Blues and MPB highlights this native music each week on *Highway 61*. The award winning, one-hour blues program is hosted by Scott Baretta at the Center for the Study of Southern Culture at Ole Miss.

MISSISSIPPI ARTS HOUR

A co-production of MPB and the Mississippi Arts Commission, the *Mississippi Arts Hour* airs weekly on MPB Think Radio and features interviews with artists, musicians, craftspeople, and others involved in the arts in Mississippi.



MPB MUSIC RADIO

MPB brings classical music to Mississippians through MPB Music Radio, which broadcasts music 24 hours a day. It is designed for those who are passionate about Classical, Opera, Jazz and other music. MPB Music Radio is over 75% classical but also includes Jazz from WJSU, indie rock with *World Café*, *World of Opera*, and much more.

...Highlighting the State's History

Over the past 40 years, MPB has proudly produced documentaries chronicling the history of our state. In the past year, we release two new broadcasts focused on Mississippi's civil rights history.

DUTCH WINGS OVER JACKSON

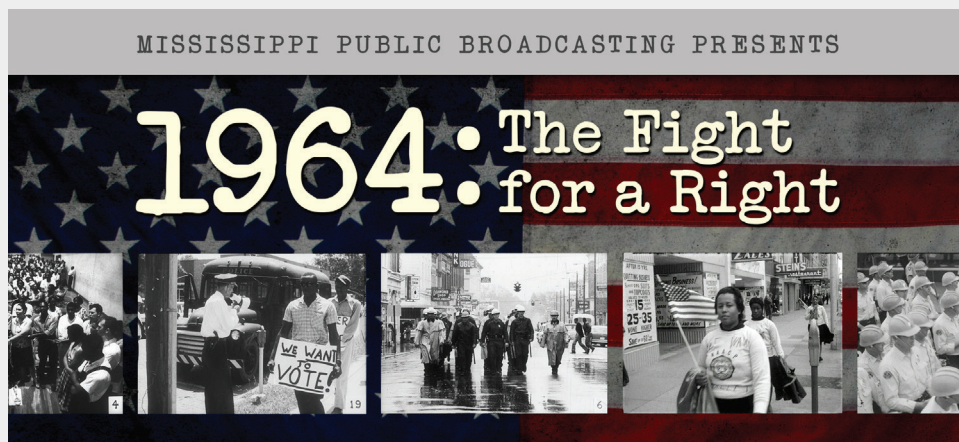
When Japan invaded the Butch East Indies in 1942, the Dutch needed to relocate their Royal Netherlands Military Flying School. US officials offered Mississippi's Jackson Army Air Base at Hawkins Field. The school remained in Jackson for nearly two years.



"Saturday morning the town woke up to the fact that that there had been some sort of a foreign invasion in the night," reported Bette Barber. Mississippians working at the base saw hundreds of tall, tan, good-looking guys reporting for duty in shorts and knee socks. Dutch Wings Over Jackson tells their story, the story of the girls who fell for them, and the relationship between the two countries. Twenty-seven Dutch fliers are buried in Cedar Lawn Cemetery in a plot officially considered Dutch soil.

FREEDOM SUMMER 1964

One way MPB recognized the 50th anniversary of this historic summer voting rights campaign was with a series of 53 public service announcements. Beginning in June, these one-minute stories broadcast all summer. Each video told a complete story of the need for the action, of the planning and organization, of the events of those 10 weeks, and of the impact. With interviews from architects and foot soldiers, Freedom Summer 1964 chronicled events omitted from every documentary.







MPB Mississippi
Public
Broadcasting

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