



2015 Local Content and Service Report to the Community



Fiscal Year 2015 July 1, 2014 – June 30, 2015

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Executive SUMMARY

Mississippi Public Broadcasting uses the power of its statewide technical footprint to highlight the achievements of Mississippians while also providing content that informs and educates citizens on important issues. MPB is uniquely positioned to connect Mississippians from all corners through a sophisticated network that has the capability to reach every household.

In the past year, MPB created programs and launched initiatives that have garnered national attention. Our television department produced a documentary that aired in 77 percent of all PBS markets in the country. Our radio department launched several new programs and now broadcasts more than 20 hours a week of local content – far exceeding the industry average – including a daily show on health issues facing Mississippians.

MPB's education team works with nearly 30 childcare centers across the state teaching the Between the Lions reading curriculum to more than 2,000 preschool-aged children. Our education staff has aggressively worked with partners on programs fostering high school graduation and early-childhood education, providing hands-on training for teachers and supplemental materials for students, including a robust distance-learning program.

Throughout each MPB department, collaboration and the development of partnerships with other agencies is paramount.

Our collaboration with the Mississippi Emergency Management Agency is vitally important during times of emergency. Our eight broadcast towers enable us to disseminate important emergency information and provide a unified voice for emergency responders to reach every Mississippi household.

We are proud of the work we have done this year that has introduced Mississippi issues to the nation through local voices providing needed context, including the airing of

more than 140 stories through *StoryCorps*, the popular national radio segment that is archived in the Library of Congress.

We worked with the Mississippi Arts Commission to produce the Governor's Arts Awards. We have the technical infrastructure to broadcast live the state Spelling Bee and to produce Poetry Out Loud, programs that highlight Mississippi's best and brightest students.

MPB plays a major role in informing Mississippians of the state's rich tourism opportunities through our television series *Mississippi Roads*, which takes residents on a journey to tourism spots, and *Next Stop Mississippi*, our radio program which promotes events throughout our state.

We continue to produce quality television that informs and educates our citizens. Those efforts garnered MPB five of the coveted Telly awards for excellence in broadcasting. Through our radio and television programming like our cooking show *Fit To Eat* and the *Southern Remedy* health series, MPB challenges Mississippians to live healthier lifestyles.

MPB has a seasoned news team that provides context to complex issues facing our state. In the past year, our news staff won five regional Edward R. Murrow Awards and nine first-place Mississippi Associated Press Broadcasters awards in different categories.

The list of accomplishments for MPB this year is lengthy and impressive. MPB has quickly emerged as one of the top public broadcasting stations in the entire industry through the breadth of programming that focuses on local issues facing local people. We have emphatically embraced our role as a gathering place for Mississippi through our incredible broadcasting capabilities.

Board OF DIRECTORS

Perry Sansing
Governor Appointee, Chair

David Allen
Governor Appointee, Vice Chair

Dr. Eric Clark
State Board of Community and Junior Colleges Appointee

Alan Perry
IHL Board Appointee

Robert J. "Bob" Sawyer
Governor Appointee

Pete Smith
State Superintendent of Public Education

Leyser Hayes
Special Assistant Attorney General

MPB Executive Team

ACKNOWLEDGEMENTS

- Ronnie Agnew was elected to the PBS National Board of Directors.
- Agnew was re-elected to the board of directors for the [Association of Public Television Stations](#). Agnew will be board chairman of the [National Educational Telecommunications Association](#) in fiscal 2017.
- Agnew serves on PBS's national diversity committee, station services committee, and national policy advisory committee.
- Agnew was named as one of 14 public broadcasting executives to assess the distribution model used by the [Corporation for Public Broadcasting](#) in awarding Community Service Grants. CPB is responsible for distributing the \$445 million the system receives from Congress.
- Agnew appointed to serve on the Associated Press Media Editors board of directors.
- Agnew serves as chairman of Jackson State University's journalism advisory board.
- Rynne Saucier, MPB attorney, was selected for National Association of Broadcasters Broadcast Leadership Training class and chosen by classmates to give the graduation speech.
- Saucier was chosen as one of the top 40 young executives by the [Mississippi Business Journal](#).
- Teresa Collier, MPB news director, was elected to the board of directors of [Public Radio News Directors Inc.](#)
- Collier accompanied a group of students to the White House, where they performed in front of First Lady Michelle Obama and received a standing ovation.

AWARDS

The Five Regional
Edward R. Murrow Awards



Newscast

[MPB News 4 PM](#) - anchored by Jay White

Breaking News

[Deadly Tornadoes Strike](#) - Team coverage with Cherita Brent, Jay White, *Mississippi Edition* and reporter stories

Continuing Coverage

[Tornadoes Ravage Mississippi](#) - a series of stories produced by Paul Boger, Sandra Knispel and *Mississippi Edition*

Hard News Reporting

[Mississippi Schools Sue State](#) - Jeffrey Hess, reporter

TV Documentary

[1964: The Fight for a Right](#) - Taiwo Gaynor and Edie Greene, producer

Education PARTNERS

Alignment Jackson
Americorps
Atmos Energy
Biloxi Public Library
Blue Cross Blue Shield of Mississippi
Bower Foundation
Boys and Girls Club of Central Mississippi
Catholic Charities
Committee for Economic Development
Center for Education Innovation
Children's Defense Fund
City of Jackson
Clemson University CALL ME MISTER Program
Columbus Public Library
Crystal Springs Public Library
Dawson Elementary School
Delta Health Alliance
DREAM, Inc. and Mississippi Youth
Highway Safety
Education Services Foundation & Get2College
Entergy Mississippi
Eudora Welty Public Library
Excel by 5
Excell Water
Franklin Academy, Columbus
Fuel Up To Play 60
GEAR UP Mississippi
Harriette Person Public Library, Port Gibson
Hattiesburg Public Library
Henry Seymour Library, Indianola
Hinds Community College
Indianola Promise Community
Infinity Science Center
Itta Bena Public Library

J.T. Biggs Jr. Library, Crystal Springs, MS
Jackson Public Schools District
Jackson Zoo
Jobs for Mississippi Graduates
JSU Lottie Thornton Child Development Center
JSU Mississippi Learning Institute
Junior League of Jackson
Leadership Greater Jackson
Litworld
Lowe's
Magnolia Federal Credit Union
Millsaps College
Miss America Organization
Mission First
Mississippi Association of Partners in Education
Mississippi Building Blocks
Mississippi Children's Museum
Mississippi Department of Environmental Quality
Mississippi Educational Computing Association
Mississippi First
Mississippi Sports Hall of Fame
Mississippi State University
Mississippi Vision Foundation
Mississippi Community College Board
Mississippi Department of Education
Mississippi Department of Human Services
Mississippi Head Start Association
Mississippi Manufacturers Association
Mississippi Museum of Natural Science
National Dropout Prevention Center/Network
National Guard
New Horizon International
New Jerusalem Child Care Center

Radio PARTNERS

Niecy's Kids
Oakdale Elementary School
Office of the Governor – Head Start State
Collaboration Office
Parents & Kids Magazine
Parents for Public Schools – Jackson
Pearl Public Library
Pigs in Flight Museum
Pisgah Elementary School
Quisenberry Public Library, Clinton
Quitman Elementary School
Quitman Public Library
Rankin County Directors Association
Raymond Public Library
Reaching One Community At A Time
Richard Wright Library, Jackson
Ridgecrest Day Care
Rotary International
Smith Robertson Museum
Springboard to Opportunities
St. Luther M.B. Church
The Jim Henson Company
The Southeast United Dairy Industry Assoc. Inc.
The Walker Foundation
Tisdale Public Library, Jackson
Tulane University
United Healthcare
United Way of the Capital Area
University of Southern Mississippi
Vicksburg Public Library
Washington County Head Start
Weir Elementary
West Biloxi Library
University Medical Center

University of Mississippi School of Law
Museum of Natural Science
Mississippi Development Authority,
Division of Tourism
Mississippi Thinking / Writing Institute – Mississippi
State University
Center for the Study of Southern Culture at
University of Mississippi
Center for Oral History and Cultural Heritage at
University of Southern Mississippi
WJSU of Jackson State University
Mississippi Arts Commission
Mississippi Humanities Council

MPB MISSION



MPB is a source of knowledge. We **educate** and **inform** Mississippians and enable them to grow intellectually.



MPB is a **multimedia organization** broadcasting information to every corner of Mississippi through television, radio and digital media.



MPB is an **advocate for Mississippi**. We celebrate our state and challenge Mississippians to improve their lives and the state as a whole.



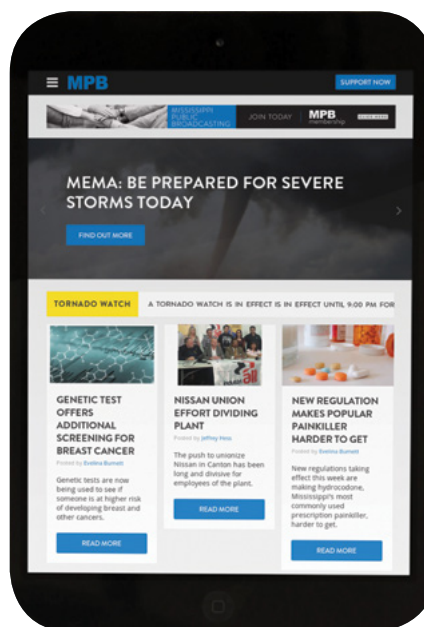
MPB is a **trusted source**, providing factual, reliable information that challenges, educates and enlightens Mississippians.



MPB's DIGITAL COMMUNITY

New MPB WEB PAGE

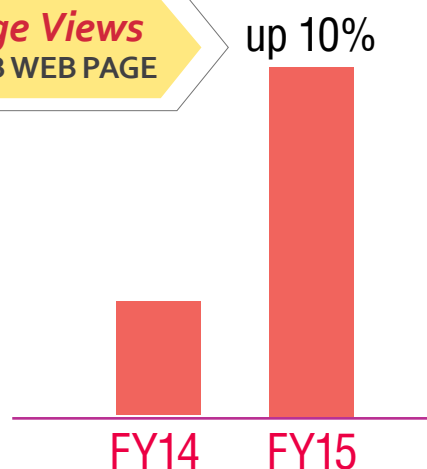
In September 2014, MPB unveiled a much-improved [website](#). Since its launch, the website has received a 20% increase in users and a 10% overall increase in page views. Concurrent with the launch of the website, MPB began distributing all local television content digitally through the PBS video platforms. On our social media sites, we were visited by an estimated 4,000 people a day, with some extremely successful events receiving more than 15,000 users. We reached a significant milestone on Facebook, surpassing 10,000 likes in June 2015 and reached more than 10,000 followers on Twitter.



Users MPB WEB PAGE



Page Views MPB WEB PAGE



Community OUTREACH

MPB's focus on Mississippi drives its community outreach events.

In addition to the education community outreach events (which are listed in the education section), the following events allowed us the opportunity to reach our various publics in a hands-on way.

MPB Day at the Capitol

This annual event is an opportunity to update [legislators](#) and the public on ways MPB brings value to Mississippi. Lawmakers and MPB staff talk about ways to better serve our state.

MPB Radio Meet & Greets

Many of the MPB Radio staff and hosts visited eight cities throughout Mississippi to meet and greet donors and supporters. This was a time where the listeners gave feedback and asked questions about [MPB Radio](#).

Fitness Fest 2015

Thousands of families came to the Mississippi Trade Mart to experience different ways to live a healthy lifestyle. As a sponsor, MPB participated by bringing the Ed Said show and fun games for the children.

Fondren First Thursday

A family friendly event showcasing the arts, food and music, this festival takes place in the Fondren neighborhood of Jackson. MPB set up a booth to reach out to the public with MPB giveaways and information about our events and shows. Many of our listeners and viewers visited our booth and we introduced MPB to a new potential audience\members.

Downton Abbey Special Screenings

MPB and the MPB Foundation hosted three special screenings of the new season of [MASTERPIECE'S](#) most popular drama, [Downton Abbey](#), in Oxford, Gulfport and Jackson. The screenings were the most popular of all of our outreach events of FY 2015.

StoryCorps

Details on page 19.



Education

MPB leverages the power and reach of public media on behalf of education in Mississippi.

MPB Education Services department provides programs, services and support that are vital to improving education in Mississippi - to educators, students and parents. Our goal is for children to enter school with the foundation needed for academic and social success. The Education Services department focuses on early childhood education and increasing graduation rates.

Key to our work in education are the partnerships with schools, organizations, communities and education advocates to promote and support high-quality programs and services for children and their families.

AMERICAN GRADUATE GRANT

In July 2014, MPB was awarded a two-year \$200,000 *American Graduate: Let's Make It Happen* community service grant from the Corporation for Public Broadcasting (CPB). Over the next two years,



the focus of the grant is to improve education outcomes for Mississippi students starting with preschool through college and on to careers.

American Graduate features new MPB original content alongside national productions and classroom resources including *PBS NewsHour's Education Desk*, *American Graduate Day*, *180 Days: Hartsville*, the youth-driven contest *RAISE UP!*, along with PBS Learning Media and PBS Kids® assets. All MPB American Graduate content is housed on a new American Graduate website.

MPB is part of the national American Graduate initiative in partnership with 33 other public media stations around the country. Newman's Own Foundation awarded MPB a \$10,000 grant to garner additional support to sustain the American Graduate initiative in Mississippi.

MPB Education Services created a strategy to:

- increase understanding of the educational and social challenges for at-risk youth.
- work with a statewide network of community partners to develop long-term solutions emphasizing the importance of a strong foundation in early education and the need for involved adults.

Education Services recognized local leaders who are helping communities increase graduation rates as American Graduate Champions. These everyday heroes take an active role in childrens' lives and are committed to improving education outcomes.

American Graduate Tours

In partnership with the Mississippi Department of Education, the Education Services staff hosted the American Graduate Tours at Lanier High School (Jackson), Water Valley High School (Water Valley), and Gentry High School (Indianola). Almost 2,000 students participated in the tours. Miss Mississippi 2014, Jasmine Murray, sang and shared her inspiring message at each stop of the tour. Department of Education's Donnell Bell spoke to the students about staying the course.



Can I Kick It?

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

An original MPB production, *Can I Kick It?* inspires 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, barriers, perseverance and triumph. Each testimonial seeks to empower the self-esteem of young students and encourage them to pursue their dreams.

Can I Kick It? crews are teams of students dedicated to ending Mississippi's dropout crisis. By reaching out to fellow students and their communities, the *Can I Kick It?* crews work to spread the message of staying in school. Participating students share their personal experiences and ideas for solutions to the dropout crisis via their own production of short videos. Professionals train the students in film production.

Youth Movement Through Media Summer Institute

For three weeks during the summer, high school students participate in a summer institute program designed to encourage them to stay in school and get their high school diploma. MPB hosted the program in July 2014 and continued the program in July 2015.

The concept is utilized to train the students in television and film production, digital literacy and leadership development. In FY 2015, MPB trained 36 students during the Youth Movement Through Media Summer Institute (YMTM). Guided by MPB producers and staff, the students created several mini-documentaries using interviews they conducted with leaders in the Jackson metro community. YMTM 2014 was made possible through the American Graduate grant.



Stop The Drop: An American Graduate Summit

MPB Education Services hosted the fourth annual Stop the Drop: An American Graduate Summit on December 11, 2014. The event's purpose was to find ways to increase the high school graduation rate in Mississippi.

The event brought together **228 participants** from across the state, among them educators, legislators, community leaders and students. Jasmine Murray, 2014 Miss Mississippi, delivered the keynote address.

Stop the Drop: An American Graduate Summit is made possible through a partnership between MPB and the Corporation for Public Broadcasting as part of its funding of the American Graduate: Let's Make It Happen initiative.

Early Childhood Education

Between the Lions Preschool Literacy Initiative

Preparing preschoolers for success in school

Since 2005, MPB Education Services 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*.

[The Between the Lions \(BTL\) Preschool Literacy Initiative](#) uses early word recognition and comprehension activities for three and four year-old children. Studies by the University of Mississippi and the University of Pennsylvania's Annenberg School of Communication have shown that students taught with the BTL curriculum far outpaced their peers. Results show significant gains in letter recognition, conventions of reading and knowledge of phonetics.

In FY 2015, MPB continued to partner with community organizations across Mississippi to ensure that even more preschool children received the benefits of this education instruction.

BTL Preschool Literacy - Rotary Initiative

MPB continued its successful partnership with Rotary International District 6820 in central Mississippi. The partnership, which began in 2008, has helped MPB extend the reach of the BTL Preschool Initiative to **1,690 young children** in **63 child care centers and 125 classrooms** in FY 2015. **Rotarians in 25 clubs** provide funding, resources and hands-on assistance to the participating child care centers.

These Rotary Clubs adopted child care centers in FY 2015:

- Canton
- Columbus
- Eupora
- Forest
- Greenwood
- Greenville
- Jackson
- Lexington
- Louisville
- Meridian
- Laurel
- North Jackson / West Jackson
- South Rankin
- Starkville
- Winona
- Yazoo City

MPB Encourages Children to Eat Healthy Foods

Ed Said

Ed Said is MPB's web-based series aimed at encouraging elementary school children to eat healthy foods and exercise. Ed is a character who loves to learn about being healthy and is known around his school for his love of raps and rhymes. His music has earned him the rap name, "Ed Said," as he teaches children about healthy eating habits and encourages them to be active. To see Ed's music videos and webisodes, download ringtones, and access educational tools, visit EdSaid.org.

Ed Said Tour: Moving with Fruits and Vegetables

Between November 2014 and May 2015, Ed Said and his lunch bunch friends performed in four different schools across the state. Over **1,850 students** watched the performance, including Ed Said videos and webisodes. Ed Said also performed for **1,790 Mississippians** at three major health events around the state.



Ed Said Cafeteria Program

The initiative brings the message of healthy eating and exercise to children while they are in the school cafeteria. Through posters and videos, children are surrounded by a healthy lifestyle message during breakfast and lunch. MPB and school health officials hope to change children's eating habits.

The program began in the fall of 2012. MPB Education Services staff decorated cafeterias with an Ed Said bulletin and placed posters to guide students to healthy food choices. Each cafeteria has a television monitor with a DVD player to play a continuous loop of Ed Said webisodes about fruits and vegetables.

Five schools are participating in the program: North Bay Elementary School in Biloxi; 28th Street Elementary School in Gulfport; Davidson Elementary School in Water Valley; Purvis Lower Elementary in Purvis and Bovina Elementary in Vicksburg.

Ready To Learn Grant

More than 40 percent of children in Mississippi are not ready for kindergarten according to a [2013 survey](#) from Mississippi State University's Social Science Research Center.

MPB's goal is to work toward the day when every child in Mississippi enters elementary school prepared to succeed. In May 2014, the Corporation for Public Broadcasting awarded a \$105,000 Ready To Learn grant to MPB for the expansion of school readiness projects in Mississippi, particularly in low income 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.

The RTL grant allows MPB to collaborate with community-based education partners who serve children in school, after school, and throughout the summer. It provides training for educators on how to use the RTL multiplatform content. Parents also benefit by learning how to engage their children in math and literacy activities at home.

MPB Education Services implemented the RTL transmedia content in the Jackson neighborhood that feeds into Lanier High School, a neighborhood with high rates of poverty, unemployment, and dropouts. MPB selected Dawson Elementary and neighboring apartment complexes (Lincoln Garden and Commonwealth Village) as partners to help engage over 300 children, their families, and teachers with in-school, after-school and at-home educational support.

As part of RTL activities, MPB also hosted community outreach events in conjunction with the National Summer Learning Day and with the One Jackson, Many Readers summer reading program to raise awareness of the school readiness issue.

Learning Anytime, Anywhere Back to School Bash

On August 9, 2014, MPB hosted Learning Anytime, Anywhere, a back-to-school bash and community awareness event in celebration of the Ready To Learn (RTL) Initiative.

The event focused on engaging the community in a conversation about the importance of school readiness and making sure children were ready to go back to school. There were more than **1,000 attendees**.

Children participated in hands-on learning fun at 28 activity stations. The activities were designed to facilitate learning in topics from science to math to literacy. The event featured special performances by the Southern Komfort Brass Band, Deuce McAlister, and special characters Ed Said, Leona and the Cat in the Hat. The Mississippi Children's Museum, Lowe's, Atmos Energy and many more community partners joined in the fun.

Summer Learning Family Fun Day

MPB hosted a Summer Learning Family Fun Day event on June 20, 2015 at the Jackson Convention Complex, as part of its RTL community engagement activities. More than **3,500** were present.

The event focused on engaging the community about the importance of school readiness and continuous summer learning. Children participated in hands-on learning fun at over 20 interactive activity stations. The activities were designed to facilitate learning in topics from science to math to literacy.

Summer Learning Family Fun Day featured special performances by Sid the Science Kid "Science is Everywhere", Ed Said, the Cat in the Hat, and special appearances by Super WHY. In addition, a variety of community partners, such as Magnolia Federal Credit Union, the Jackson Zoo, Alignment Jackson, Lowe's, United Healthcare, the Southeast United Dairy Association, and many more joined in the fun.

MPB Promotes Reading

MPB Celebrates Dr. Seuss' Birthday & Read Across America

In March 2015, the Education Services staff toured schools across the state in celebration of Dr. Seuss' birthday. A total of **984 Mississippi students** joined in the celebration.

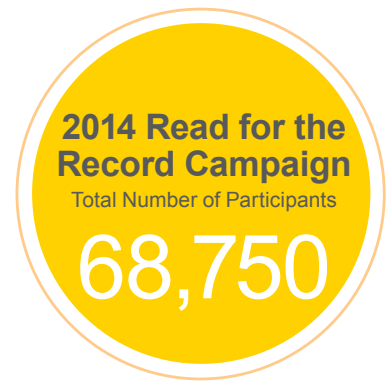


The school visits included a screening of the *Cat in the Hat Knows a Lot About That* episode, storytelling and singing. Led by the Cat in the Hat, students also danced to "the Cat Boogie." The kick-off event was held at Dawson Elementary in Jackson with **255 students** participating.

Read for the Record

MPB partnered with Jumpstart's Read for the Record initiative, a premiere national campaign that brings together reading partners one day a year to celebrate literacy. The featured book for 2014 was "Bunny Cakes" by Rosemary Wells.

In Mississippi, MPB led the Read for the Record campaign on October 21 with **68,750 participants** who pledged to read "Bunny Cakes" to a child. Read for the Record is the largest shared reading experience of the year focused on promoting early childhood education through literacy. Children loved hearing the wonderful story that promoted friendship, loyalty and trust.

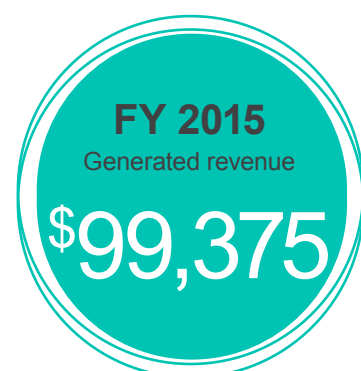


MPB's Digital Classrooms

E-Learning for Educators

Mississippi e-Learning for Educators provides high-quality, research-based, online professional development for teachers across the state. In FY 2015, **1,325 teachers** enrolled in online courses.

MPB offers 44 workshops targeting different issues within the public and private school systems in Mississippi. These classes seek to improve teachers' content knowledge, teaching methods and delivery of instruction. E-Learning continuously updates the course content to increase the rigor and to meet or exceed state standards.



Mississippi Interactive Video Network



Serving more than 1,000 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 by using technology as a powerful teaching tool. It offers new opportunities to students regardless of their location. This technology offers classes that are not available in some school districts, such as higher level mathematics, language arts, foreign language, chemistry, engineering and ACT preparation. High school courses, university credit courses, staff in-service, enrichment activities and special events are also available via MIVN.

The network is administered by MPB through a partnership with the Mississippi Department of Education, State Board for Community and Junior Colleges and the state Institutions of Higher Learning Board of Directors.

MPB NEWS

Telling Mississippi's Story

Each day MPB provides 11 newscasts dedicated to Mississippi news.

MPB News reporters are consistently heard throughout the U.S. and around the world. In 2015, reporters filed 20 stories and in-depth features that aired on NPR.

In 2015, MPB News won nine first-place Mississippi Associated Press Broadcasters awards for excellence in statewide news coverage and five regional Edward R. Murrow Awards.

For seven years, MPB's weekday news and public affairs program, *Mississippi Edition* takes listeners around Mississippi and the nation with conversations from state newsmakers, local artists, authors and musicians. From the latest news headlines to segments on *Everyday Tech*, the *Mississippi Edition Book Club* and the *Southern Remedy Health Minute*, the program provides fresh Mississippi perspectives every day. In 2015, *Mississippi Edition* was awarded best public affairs program by the Mississippi Associated Press Broadcasters.

MPB's weekly news television magazine program *@ISSUE* returned for a third season in January 2015 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 stories and an interesting exchange of views, *@ISSUE* engages our viewing and social media audiences, through live tweeting, Facebook and email questions. The program airs each week during the legislative session.



MPB's flagship health program **Southern Remedy** aired six television specials during fiscal year 2015.



"Physicians and Social Justice in Medicine"

Physicians and civil rights veterans discussed the role of doctors in the movement for social justice in Mississippi health care during Freedom Summer 1964 to today.

"Childhood Immunizations"

Public health officials across the country have reported outbreaks of vaccine-preventable diseases. *Southern Remedy* explored why this could be happening and the attitudes about vaccines and the state health laws.

"Infant Feeding: Is Human Milk Best?"

In a recent report, the [Centers for Disease Control](#) said breastfeeding support for and participation by new Mississippi moms is one of the lowest in the country, especially for African American moms. *Southern Remedy* talked with new moms and experts about the reasons breastfeeding can be a complicated issue.

"Food Insecurity"

In the land of plenty, [food deserts](#) exist. In Mississippi, access to high-quality foods is a challenge for most of its citizens, which also presents health challenges. *Southern Remedy* looked at Mississippi's food deserts, where the food is, how people get it and how the lack of access is being addressed.

"Living with HIV"

The South is steeped in religious values and in HIV infection. Can the complexities of values and behavior be reconciled? *Southern Remedy* interviewed people living with HIV in Mississippi.

"Cancer: Mississippi's Malady"

Top doctors working with cancer patients and in clinical trials joined Dr. Rick deShazo for a discussion about how cancer affects Mississippians, what resources are available to care for those with the disease and the research leading to new treatments in the state.

MPB Think Radio

MPB Radio offers a mix of weekly programs connecting Mississippians' interests and experiences. Radio topics hit the station's mission of educating listeners. We are truly informing our audiences – providing more targeted information and more local entertainment.

Our radio signals do not stop at our Mississippi borders. In addition to Mississippi, our signal reaches into parts of surrounding states such as Alabama, Arkansas, Louisiana and Tennessee.

MPB Think Radio

added two new call-in shows to the weekly line-up:

- *Deep South Dining* showcases true Southern cooking with recipes, stories and guests that are sure to whet your appetite.



- *Fix It 101* is a show offering tips on do-it-yourself repairs.



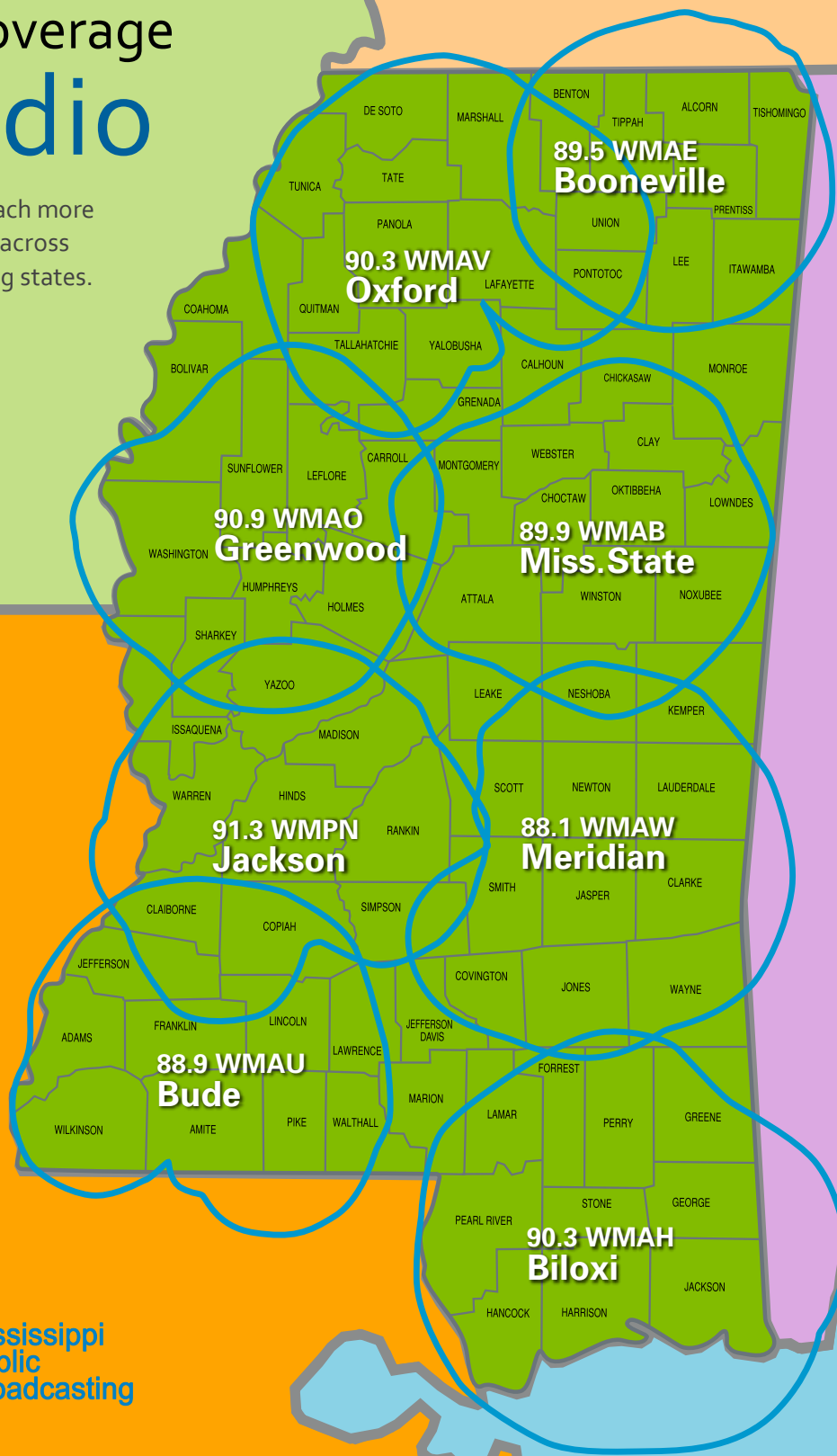
- MPB is on the air from 8:30 a.m. to noon with content specific to Mississippi and to MPB's mission. MPB Radio took the unprecedented step of adding new health shows for each day of the week under the popular *Southern Remedy* brand. This program enhancement broadens our relationship with the University of Mississippi Medical Center by expanding the one hour per week show to an hour each day, Monday through Friday at noon.
- Our two-year-old radio app was downloaded nearly 20,000 times. We received reports from MPB fans traveling in China and Austria that they were able to connect to the app. We are in the process of developing an app that combines radio and TV.
- *StoryCorps*, with stories airing on NPR's flagship show *Morning Edition*, came to Jackson to conduct interviews with 140 residents. The Mississippi stories are now being randomly aired on MPB Think Radio via NPR. *Morning Edition* has 13 million listeners. MPB is also airing the stories every Tuesday during *Mississippi Edition*.

MPB Think Radio, with 15 local call-in shows, is among the leaders in the talk format category in the state.



Statewide Coverage FM Radio

On a daily basis, MPB can reach more than three million residents across Mississippi and in surrounding states.



MPB Mississippi
Public
Broadcasting

revision: 9/4/2015

MPB TELEVISION

Carries the Mission Forward

MPB is Mississippi's only statewide public broadcasting station, and continues to fine tune its focus on educating and entertaining Mississippians. Throughout the year, MPB Television is focused on producing and airing programs that enrich the lives of its audience. In doing so, the station has been recognized locally, nationally and internationally because of its efforts and quality of work.

MPB TV Educates

As a recipient of CPB's American Graduate grant, MPB continues its work toward increasing the graduation rates in Mississippi schools. MPB TV plays a key role in promoting the American Graduate message.

- MPB TV airs short videos produced by middle and high school students encouraging their peers to stay in school.
- MPB TV broadcasts news and other TV programs that focus on education.
- MPB TV broadcasts interstitials to inform and educate.



Poetry Out Loud

is a presentation of the [Mississippi Arts Commission](#). This statewide recitation contest for students in grades 9 through 12 aired in March on MPB TV. Through the *Poetry Out Loud* curriculum, teachers guide students to a deeper, richer understanding of the power of language and literature.



Mississippi Spelling Bee

is part of the [Scripps National Spelling Bee Competition](#). This statewide competition aired live on MPB TV in March. The winner went on to compete in the National Spelling Bee in Washington, D.C.

Focuses on Health

Fit to Eat premiered in its fourth season on MPB TV in April of 2015. Mississippi Chef Rob Stinson continued to help Mississippians battle obesity by providing delicious, easy-to-make, healthy recipes, with a focus on using ingredients produced in Mississippi.

Ed Said is an original creation of MPB's Education Services and can be seen every day on MPB TV throughout the children's programming block. Ed Said sings, raps and encourages children to eat healthy foods.



Promotes Tourism and the Arts

One of our most popular series, **Mississippi Roads**, hit the road again in the fall of 2014 with a full season of new episodes. By highlighting the people and attractions that make Mississippi unique, *Roads* inspires Mississippians to explore their own state and its countless attractions.

MPB partnered with the Mississippi Arts Commission to broadcast the **Governor's Arts Awards**, where Mississippians are recognized for their work in the arts arena.

Showcases History

1964: The Fight for a Right documents the events in 1964 that changed the course of American history. MPB received an **Edward R. Murrow Award** and recognition from the Associated Press for the documentary. The production is currently in national distribution, with 77 percent of **PBS** stations nationwide airing it.

Freedom Summer 1964 is a series of 53, one-minute historical moments, designed to complement the Freedom Summer 1964 documentary and were shown over the course of several months. These micro-message PSAs were nominated for an Emmy Award and received a prestigious **National Educational Telecommunications Association Award**.

Mississippi's War is a one-hour documentary examining the Civil War in Mississippi, from the origins of the secession movement, through the war itself, to the aftermath that meant defeat for some Mississippians and a new freedom for others.

The Toughest Job: William Winter's Mississippi, a documentary produced by the Southern Documentary Project, focuses on former Governor Winter and the historic Education Reform Act of 1982. In a partnership with the **University of Mississippi**, MPB screened the documentary to a packed audience and televised the program across the state. The documentary was also shown to students and faculty at **Mississippi State University** and to a large group of education administrators on the coast.



Documents Mississippi Disasters

Mississippi by Storm - A moving documentary told mainly in the voices of local residents, *Mississippi by Storm* revisited the 2014 tornado that devastated Louisville and other parts of Mississippi.

Opens Airways for Special Occasions

MPB was chosen as the media pool broadcaster for **B. B. King's Mississippi funeral** service. The service was viewed by more than 200,000 people across the U. S. and abroad, with the feed being picked up by other broadcast stations.

For the funeral and other on-location events, MPB acquired a satellite uplink truck that allows the agency to provide live coverage from anywhere in the state. In addition to the funeral, the truck was also used to broadcast the Governor's State of the State address.

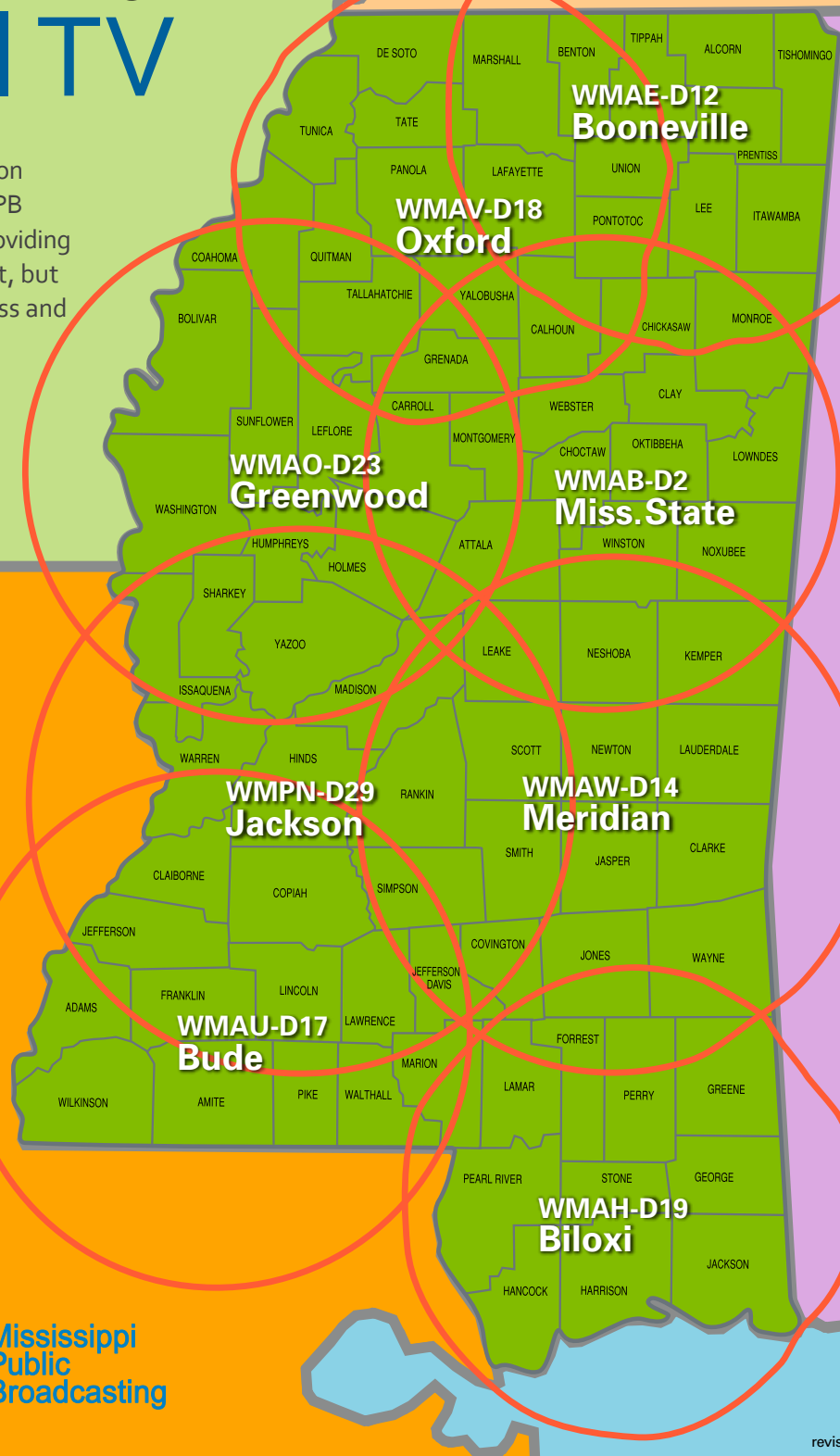
Several projects began production for airdates in late 2015 and 2016.

Plans for the Future

- The documentary *Rising Above the Surge: The Post Katrina Coast* recounts the resilience of Mississippi Gulf Coast residents during the decade of rebuilding since Katrina. Touching on the personal, emotional effects of the storm, as well as the economic and political effects, *Rising Above the Surge* will be a highlight for MPB in FY2016.
- Another documentary, *The Road to Bahir Dar*, follows a group of journalism students from the University of Mississippi as they travel through Ethiopia, many experiencing another culture for the first time.
- A popular MPB series, *Conversations*, returns with new interviews of well-known Mississippians from the worlds of politics, entertainment, literature, music and the arts. Cartoonist, motivational speaker and radio personality, Marshall Ramsey, serves as the host.
- A new music series, *Amped & Wired*, recorded 14 up-and-coming musical acts performing live at a Jackson nightspot. Ranging from blues to pop to punk, this series is designed to attract a younger generation of viewers to MPB TV.

Statewide Coverage Digital TV

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



MPB Mississippi Public Broadcasting

revision: 1/2016

MPB TECHNICAL SERVICES

Infrastructure/Equipment Projects

- Completed \$250,000 project funded by the legislature for new radio audio consoles. MPB Radio now has the latest in technology that will take it well into the future.
- Selected a winning bid funded by the legislature for the \$350,000 new wiring project to replace the original 44-year-old infrastructure in the agency's only two television production studios. Our production capabilities will increase after this project is completed.
- In an effort to ensure our statewide coverage runs efficiently and consistently, MPB replaced seven microwave dish covers throughout the state, which significantly improved our radio and television signal quality. In addition, 12 microwave site towers were serviced. This maintenance makes certain that the equipment stays upright and delivers our microwave signal to the transmitter sites throughout Mississippi.



MPB FUNDING/SUPPORT/GIFTS

- Unanimous vote of the Legislature: 119-0 in the House and 52-0 in the Senate. Legislative support has increased \$1.4 million in two years. Outstanding legislative support for MPB was the subject of an article in a national trade journal.
- Secured \$250,000 in FY15 to address infrastructure needs as part of 10-year plan adopted by the Legislature. With the state funding, MPB addressed major erosion problems at the Ackerman tower site.
- Mississippi Ednet, a private broadband service connected to MPB, signed an agreement to lease spectrum that will give the agency and its partners additional revenue in the future as the broadband network infrastructure is developed.
- Mississippi State University donated its uplink satellite truck to MPB, which enhances our ability to broadcast remotely. This was an extremely generous gesture on the part of MSU and will improve MPB's mobility in producing live programming.

Advertising CAMPAIGN

MPB was awarded legislative funding for a branding campaign. The agency hired a Mississippi - focused advertising agency to jumpstart the project. The ad agency spent time interviewing MPB staff and Mississippi residents to understand current brand recognition. The MPB communications department then developed a statewide multimedia and digital brand awareness campaign to prepare for the launch of a new brand look in FY 2016.

The first phase of the campaign launched in June 2015. The campaign consisted of:

Radio spots focused on TV programming and MPB's education services.



Digital billboards with targeted, call-to-action messaging ran throughout the day. These billboards were strategically placed in high traffic locations throughout the city of Jackson, where we need to grow our audience.



Your MPB EXPERTS

MPB THINK RADIO
Weekday local shows

8:30 AM Mississippi Edition

9:00 AM Deep South Dining / Mon.
Money Talks / Tues.
Fix It 101 / Wed.
Creature Comforts / Thurs.
The Gestalt Gardener / Fri.

10:00 AM Now You're Talking with Marshall Ramsey / Mon.
In Legal Terms / Tues.
Everyday Tech / Wed.
MPB's Season Pass / Thurs.
Next Stop, Mississippi / Fri.

11:00 AM Southern Remedy
- Healthy & Fit w/Dr. Miller / Mon.
- Regularly Speaking w/Dr. Buttrick / Tues.
- General Health w/Dr. Rick / Wed.
- Kids & Teens Health w/Dr. Jernett / Thurs.
- Women's Health w/Dr. Owens / Fri.

Download the Free MPB Radio App

MPB Mississippi Public Broadcasting
mpbonline.org

MPB airs 15 local call-in shows each week from 9 a.m. to noon.

Our expert hosts focus on topics relevant to Mississippians, informing you on everything from legal advice to how to grow greener grass.

Call the experts at **1-877-MPB-RING** during the radio show

A full-page **magazine** ad ran, promoting our call-in radio shows. The selected magazine has a younger demographic which is an audience MPB seeks to grow; and it is distributed to many newcomers in the area.

Your MPB INFORMS

Tune in to **90.3 FM WMAV**

Morning Edition
The most listened to news radio program
WEEKDAYS - 5 a.m. - 8:30 a.m.

Mississippi Edition
Focused on Mississippi news
WEEKDAYS - 8:30 a.m.

Hourly statewide newscasts at
6 a.m. 7 a.m. 8 a.m.
NOON 4 p.m. 5 p.m.

Download the MPB Radio App

LOG ON TO mpbonline.org | TUNE IN TO **MPB Think Radio**

Newspaper ads ran in targeted newspapers across the state. The goal was to blanket the state by placing ads in newspapers across the state with the highest circulation; plus, to place messaging in markets that might have higher impact potential.

get CONNECTED with Your MPB

LOG ON TO mpbonline.org

Our **digital** campaign consisted of ads that appeared on mpbonline.org, MPB social media platforms, yahoo.com, clarionledger.com, Facebook and mobile platforms of some newspapers across the state. To increase MPB's digital community, the digital ads pointed the audience to various pages on MPB's website and social media sites.

Coming in 2016!

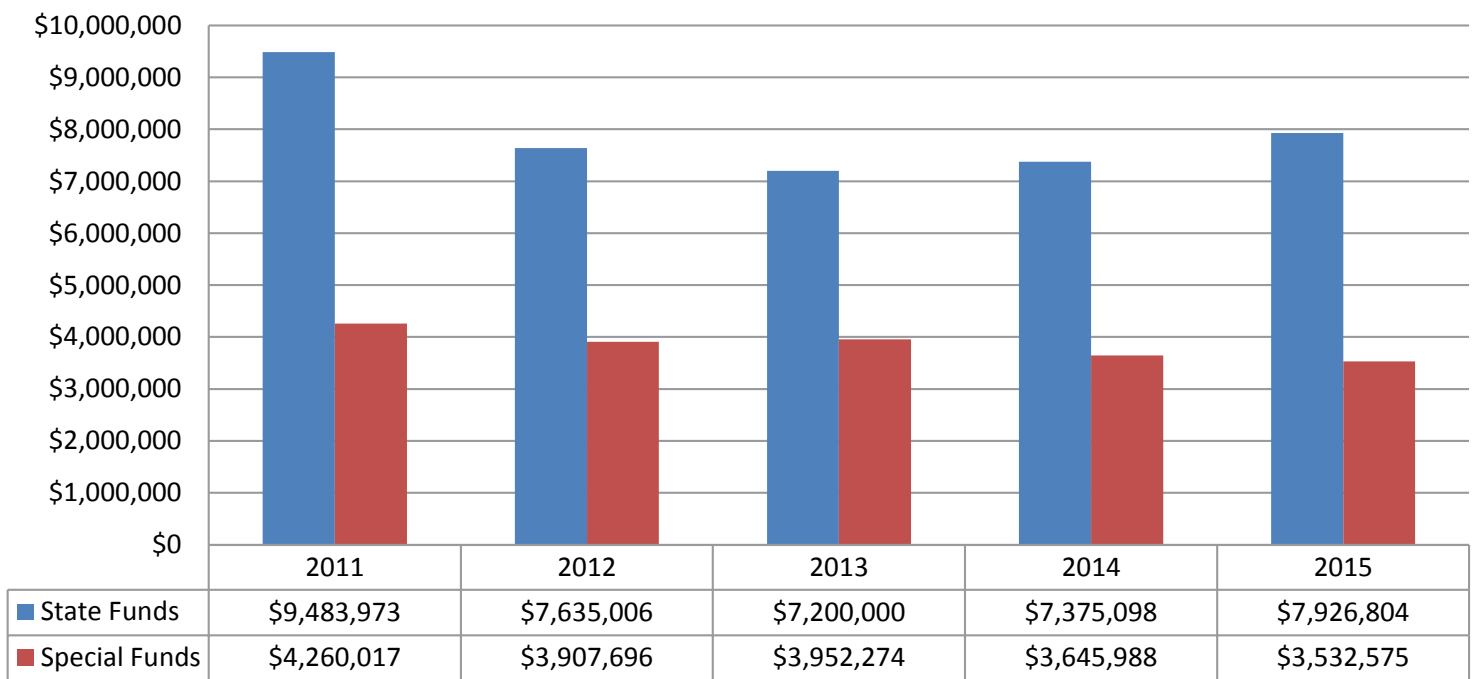
COMING IN
SEPTEMBER

MPP

Revenue

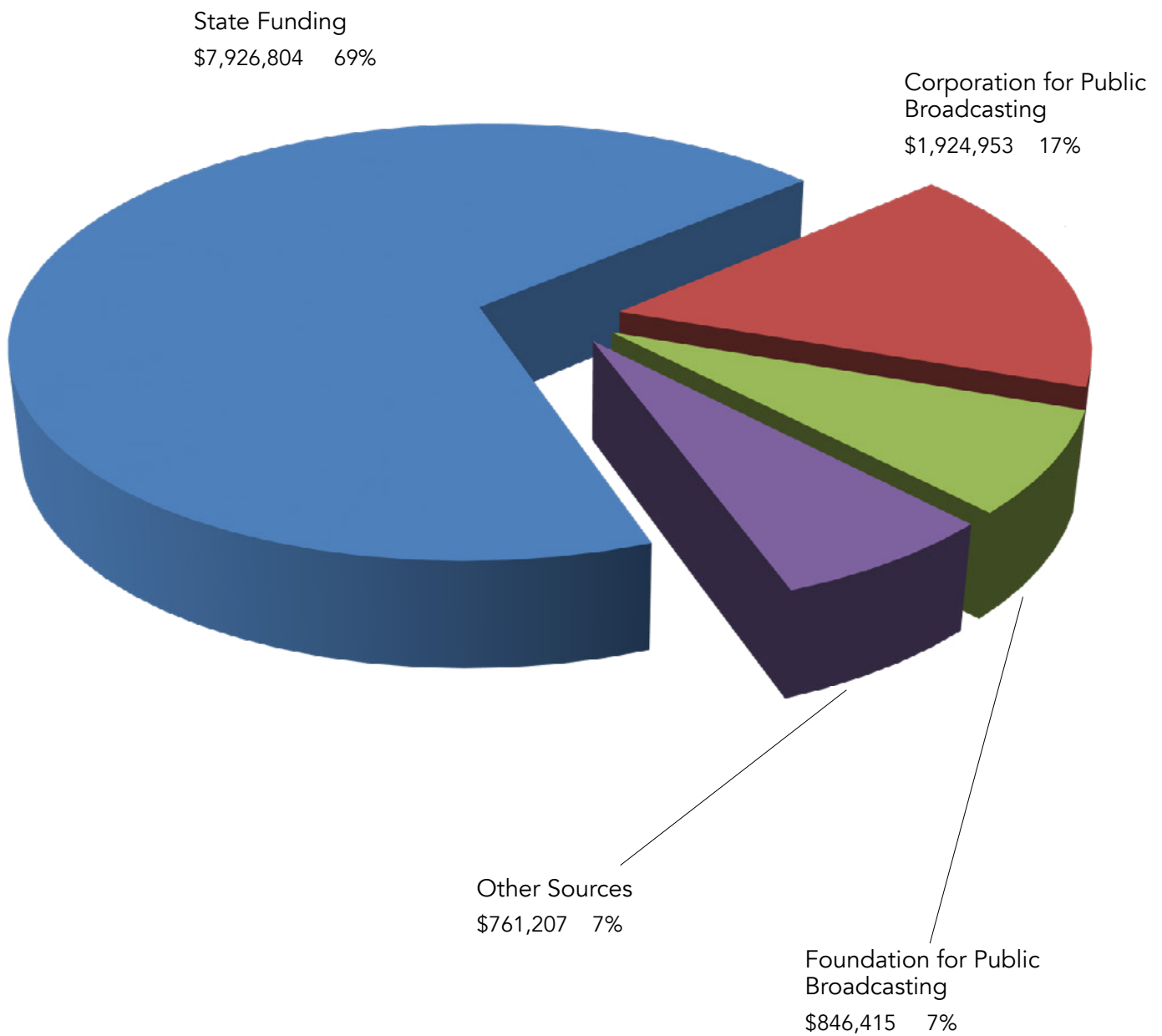
HISTORY FY 2015

5-Year Revenue History



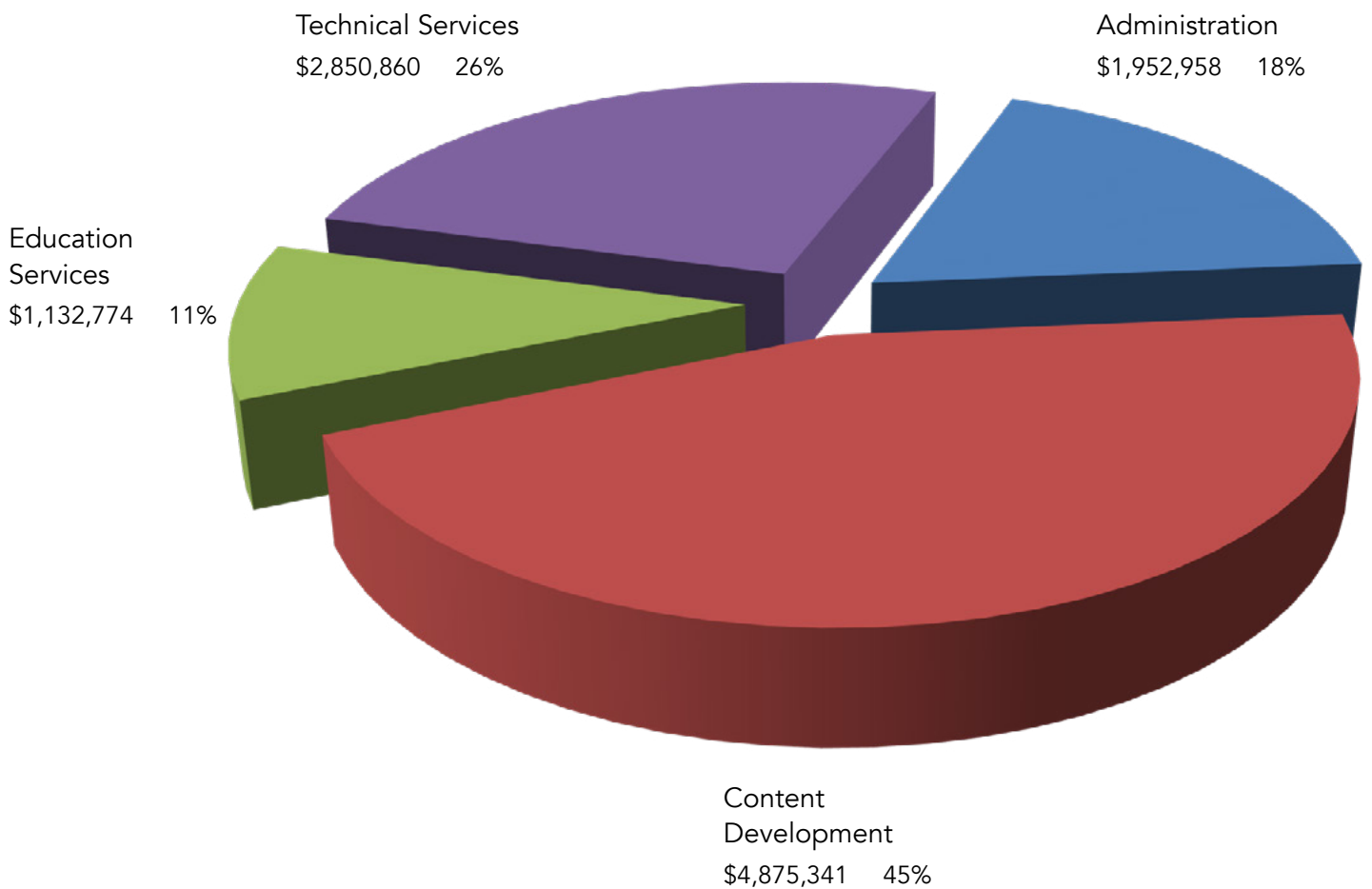
Revenue SOURCES

FY 2015

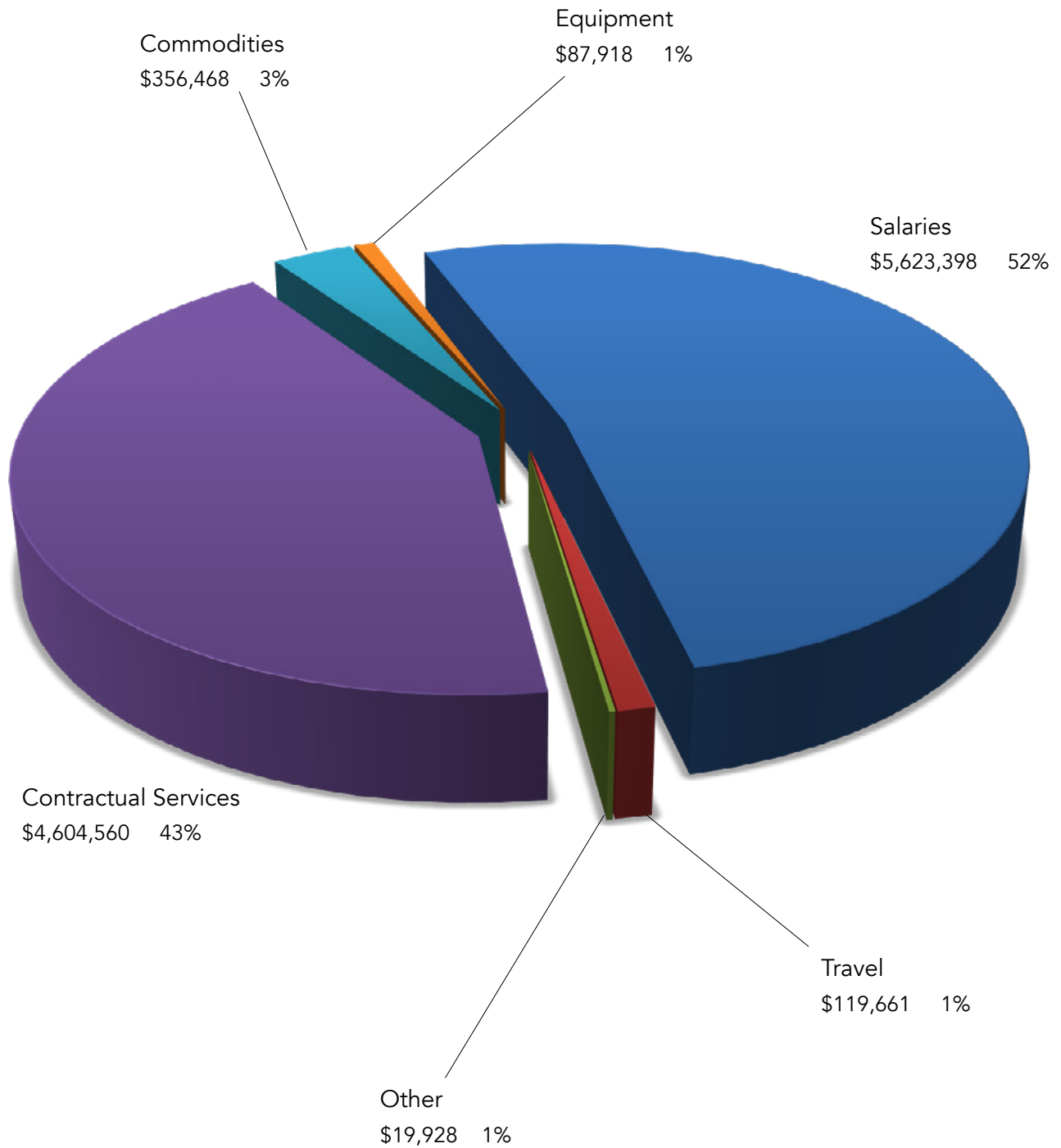


Expenditures

BY PROGRAM FY 2015



Operating EXPENSES FY 2015





On May 30, 2015 MPB broadcast live from Indianola the funeral service for legendary blues musician B.B. King. More than 200,000 people were reached with MPB's coverage of this service.

Photos: Courtesy of Stephen Little Photography

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MPB Mississippi
Public
Broadcasting

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