

MISSISSIPPI AUTHORITY FOR EDUCATIONAL TELEVISION

Teleconference Meeting of the Board of Directors

Tuesday, May 10, 2022
10:00 a.m.
MAET Administration Building
3825 Ridgewood Rd.
Jackson, MS 39211
+
Zoom videoconference

Directors present:

- Chairman David Allen, Vice Chair Pete Smith, Whitney Lipscomb, Shawn Mackey, Russ Latino

Directors absent:

- Jeanne Luckey, Ric Sawyer

Staff present:

- Teresa Collier, John Gibson, Alicia Harris, Jason Klein, Sophie Wolf, Anna Neel, Beth Ann Wann, Tara Wren

Others present on call:

- Angela Ferraez, Avery Lee, Lisa Lancaster

OPENING OF MEETING

Chairman Allen opened the meeting, and it was determined that a quorum was present.

APPROVAL OF AGENDA

A motion was made by Director Lipscomb and seconded by Director Mackey that the Board approve the agenda for the meeting, and upon a unanimous vote, the motion carried.

APPROVAL OF MINUTES

A motion was made by Director Mackey and seconded by Director Latino that the Board approve the minutes of the March 8, 2022 videoconference meetings of the MPB Board of Directors, and upon a unanimous vote, the motion carried.

FINANCIAL REPORTS

Alicia Harris presented the financial report for MPB through April 30, 2022 and noted several items.

Alicia Harris stated that we are at 74% revenue. We should be at 83%.

The financial report is included in these minutes as **Exhibit A**

EXPENDITURES OVER \$50,000

Alicia Harris presented to the board three items needing approval as they are over the \$50,000 amount that the executive director has authority to approve:

- \$679,306.96 to Deep South Communications for tower structure modifications
- \$351,232.68 to Technical Services Group for liquid cool transmitter

A motion was made by Director Smith and seconded by Director Lipscomb that the Board approve all three purchases, and upon a unanimous vote, the motion carried.

PRESENTATION OF FY 2023 BUDGET

Alicia Harris presented the FY 2023 budget for MPB and noted several items.

Increase from FY22 of \$1.6 million. We received an additional 1.77 million in state source funds in order to digitize the vaults and complete documentary on Medgar Evers.

We received \$2 million in capitol expense funds and we were able to roll over up to \$1.5 million from FY22.

A motion was made by Director Smith and seconded by Director Mackey that the Board approve the budget for FY 2023 as presented, and upon a unanimous vote, the motion carried.

The budget is included in these minutes as **Exhibit B**.

INTERIM EXECUTIVE DIRECTOR'S/ NEWS DEPARTMENT REPORT

Teresa Collier thanked the board for their support for any emails and/or phone calls made on behalf of MPB to solicit these funds. Teresa also thanked the Foundation board and staff for the efforts they made as well.

- The Medgar Evers documentary and the Bobby Rush documentary are both on their way to completion. John will expound on this.
- In the process of researching how to move to a fiber optic network. This will make our tower signal more reliable, stable and guaranteed deliver of our signal. Anna Neel will discuss this in further detail.
- We have been meeting with people regarding the building issues.
- Summer Learning Family Fun Day will be back in person June 18, 2022. Further details will come from Tara Wren.
- Radio department upgrade is almost complete and will be discussed further by Jason Klein
- Gulf State News Room is set to receive a \$20,000 gift from NPR host Michelle Martin.
- MPB News team took home top prizes from the Mississippi Association of Broadcasters last month. 3 first place recognitions, 1 Signature first place award for the extensive coverage of Mississippi's 15 week abortion ban. First, second, and third prizes were won in the documentary and stories category, and last MPB won first place in the feature category.

MPB FOUNDATION DIRECTOR'S REPORT

- Angela Ferraez stated that the TV pledge reached just under \$50,000. That is down 35% from last years drive. This is consistent across the nation. They will offer some incentives on the next drive like the radio department has done. Angela and Bill shot a promo that will be aired on Monday and Thursday evenings during the pledge drive. They will also air regularly scheduled programming during the drive to see if the viewers prefer that over special programming.
- Angela Ferraez stated that there was a radio pledge drive in April. During these drives the foundation and the agency work closely together to prepare for this.
- Angela Ferraez informed the board that the foundation received a \$10,000 donation from a donor in Duck Hill, MS. Angela called and asked if she could use his donation as a matching gift during the radio pledge drive and he was happy to do so. The next week he sent another \$20,000 with a note thanking Angela for the phone call.
- The rest of the nation is down in donations, and presently we are holding our own.
- The foundation partnered with Felder Rushing and the Gestalt Gardner in Meridian, MS at the MAX on April 1, 2022 and invited donors to come to a live show.

- The foundation also partnered with the radio department at the Home Show on April 30, 2022. Fix It 101 did a live show and then Felder Rushing did a live presentation for guests who were invited to the brunch we had for them. We had some promotional items that we gave away and received around 50 names and email addresses which was a success.
- In the past the foundation has had a Punch and Brunch at the Parlor Market in conjunction with the Summer Learning Family Fun Day. This year It will be hosted at the convention center with the Summer Learning event.
- The foundation had a table at The Alamo last week during The Moth Hour. There was a drawing for an MPB swag bag and they received about 50 names and email addresses.
- April is usually one of our slowest months in fundraising. We had a record month this April raising \$297,000. Membership growth has slowed a little but we are still growing.
- Angela informed the board that the foundation had a record-breaking month in December with \$290,000 in donations. We have almost reached our budgeted revenue for this year which has allowed us to help out with some special projects.
- Angela attended a state of the system webinar with CDP and were told they would see the effects of the recession 3 months down the road which is right about now. We will do everything we can to make up for any losses.
- Angela informed the board that they have moved forward with an endowment from the foundation. They have received a proposal from the Community Foundation. That proposal is being considered by the sub finance committee.
- We received our largest bequest, \$98,600, in the month of April, which is one of the reasons we had a record fund raising month.

STAFF UPDATES

Tara Wren

- Mississippi Library Tour is going well and future dates have already been planned.
- The education department attended the MS Makers Fest at The Two MS museums May 7, 2022. Ed Said made an appearance. They greeted over 300 guests, some of whom were donors.
- Summer Learning Family Fun Day will be in person on June 18, 2022. This is an effort to encourage parents and kids not to let what they have learned during the school year go to waste during the summer. The theme this year is Explore, Discover, Grow.
- The Education department is partnering with the MS Children's Museum. They will have a Dinosaur Train exhibit, which is a PBS cartoon. Every Wednesday morning from 10-12 MPB Education department will host an activity at the museum.

John Gibson

- Bobby Rush documentary is moving along nicely. There is a private concert being held at the Queen of Hearts in Jackson tonight for the documentary. The TV department will be traveling with Bobby Rush to the Delta so he can visit with some friends. There will also be a concert at the New Horizon Church on June 18, 2022.
- Post production on Fit to Eat and MS Roads is being finished. They will premier in the fall.
- Three young videographers in the department have all stepped up to produce Poetry Out Loud.
- Walter Anderson documentary has been picked up by American Public Television for national distribution. It stands to be the most aired MPB release in history.
- Walter Anderson documentary has been nominated for four southeastern regional emmy nomination. Ed Said has been nominated for Best Musical Composition, and best short format children's program 1 for Voters Handbook for short form content.

Jason Klein

- The renovation and update of the radio department is coming to a close. It looks and sounds great so far.
- Krista Tippet's show, On Being, will be going to a podcast only format. We will be replacing that show at the end of May with a repeat of Deep South Dining which airs on Mondays 10 am. Our local shows are doing better than our national shows on the weekends, and Deep South Dining has taken off.
- Home Show live broadcast was done April 30, 2022. The more that MPB is out promoting our local shows the more likely we are to be recognized to the people as part of the community.

Anna Neel

- University of Mississippi has received a \$1 million grant by the National Institute of Health for outreach and engagement in minority communities heavily effected by Covid 19. 1 of 11 in the nation that received this grant. Community Engagement Alliance against Covid 19 disparities. CEAL seeks to conduct urgent community engaged research and outreach to focus on Covid 19 education and awareness. We will work with them as an in house production team. Our part of the grant is \$250,000. \$100,000 will be to help them engage in social network and work as their PR. We will produce interstitials that will educate the public about different things.
- Roof update: We have been working with IHL, and there are some tentative dates that may shift. We went with a new contractor, Mid State for the Penthouse. That work was started May 1, 2022. This project for the Penthouse should be done by November 1, 2022, due to shipping and supply demands.

- The air handlers are beyond the span of life expected and need to be replaced. In the event that they stop working they are looking at alternatives. The expected replacement date for this project November, but again, due to shipping and supply chain issues that may not be possible. Once they receive the new air handlers it could be March of 2023 before they have completed this.
- The fiber project research is coming along. Anna talked with LA and AL and received tips on how it works and what to look for. We have also reached out to the state. Conservatively we spend between \$80,000 to \$100,000 and year on 12 microwave sites. Includes utilities but it fluctuates depending on maintenance needs. Currently with our microwave sites we have passed the ten year rule for replacement. It will cost roughly \$1 million to replace all twelve sites. We are working on the fiber contract with ITS which already has a fiber contract with CSpire. CSpire has said they will lay the fiber for all the sites for free. MPB would be required to pay the lease for the large circuit for the modems that will go in the rack station of all 9 tower sites. This will connect us to dark fiber throughout the entire state. Once this is all in place CSpire will charge us roughly \$4,000 a month, or \$48,000 a year. We will offset that cost with the satellite systems we already have in place for rural sites that don't have fiber yet.

OTHER BUSINESS

Chairman David Allen determined there was a need for executive session. A motion was made by Director Lipscomb and seconded by Director Mackey that the Board go into executive session. No second is needed so Chairman Allen closed the meeting.

SIGNED, this the 10th day of May, 2022

David Allen, Chairman
Board of Directors

Teresa Collier
Interim Executive Director