



ANNUAL REPORT FY 2018

July 1, 2017 – June 30, 2018



that's my
MPB
story

In fiscal year 2018, MPB implemented a testimonial campaign called "That's My MPB Story." Several people throughout Mississippi who have benefited from the array of services MPB offers the public said in their own words how MPB has impacted their lives. Those benefits included getting a job, business expansion, saving a life, career advice and much more. See all the stories at mpbonline.org/story.



“Hearing Felder Rushing on MPB Radio inspired us to include tea production on our blueberry farm. Our business continues to grow!”

Don Van de Werken and Jeff Brown
Poplarville, MS

that's my
MPB
story

“I grew up listening to MPB. It is a part of my daily life. As a volunteer, I can be a part of MPB's mission and make a difference in my community.”



Emily Stanfield
Jackson, MS

that's my
MPB
story



“As a single mom, MPB's Education Parent Academy gave my life direction. I now have a full-time job and help my sons excel in school.”

Valeria Haley
Jackson, MS

that's my
MPB
story

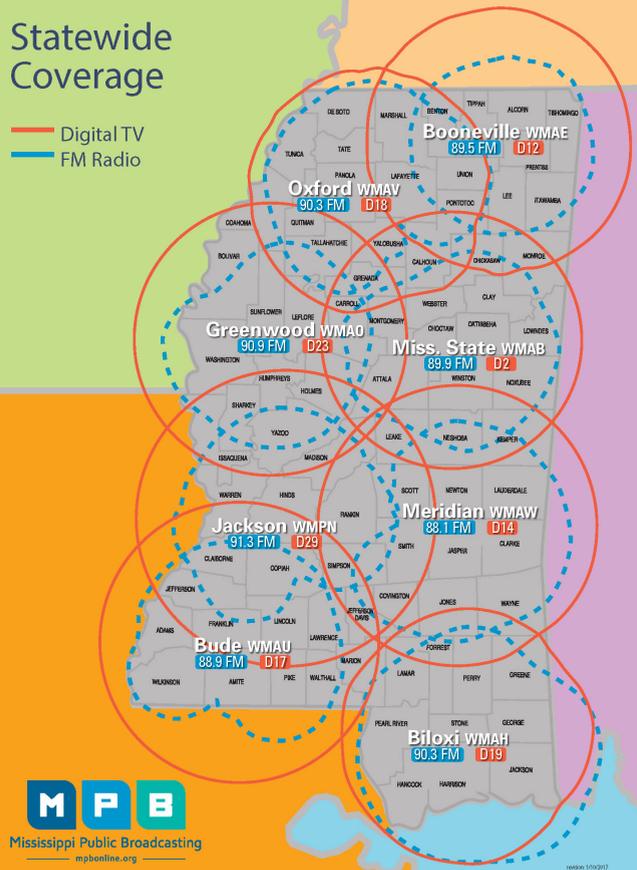
MPB Digital TV and Radio Coverage Map

MPB's system reaches Mississippians at once

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

Statewide Coverage

- Digital TV
- FM Radio



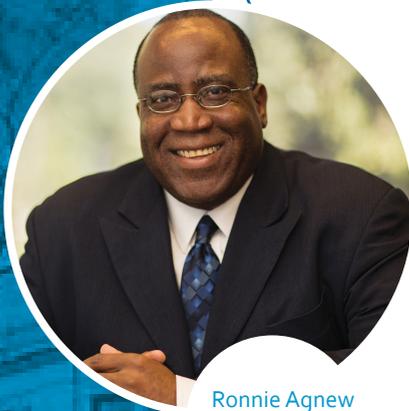
MPB
Mississippi Public Broadcasting
mpbonline.org

10/06/17 10/10/2017

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Executive Summary



Ronnie Agnew
MPB Executive Director

Mississippi Public Broadcasting continues to distinguish itself as one of the nation's top public media stations through the production of programs aimed at making Mississippi better. We are one of only 30 stations in America with a statewide reach, which is a tribute to the founders of what was formerly called Mississippi ETV. At MPB, we take seriously our mission to improve the lives of Mississippians through information that is contextualized, complete and focused on issues that matter most to our citizens.

The power of our broadcasting and ability to make known valuable state programs through our robust technological system is a strength we bring to Mississippi that is unduplicated by our media peers. In times of disaster, MPB works with first responders to alert Mississippians when there is danger. MPB can be counted on to enhance the lives of Mississippians on several fronts, from conducting early childhood literacy programs to coordinating our Radio Reading Service, in which dozens of volunteers read books, magazines, newspapers and published material to thousands of people unable to read due to visual or physical impairments.

While MPB proudly brings important content from national public media entities, our staff understands the importance of serving the citizens here at home with local storytelling. In the past year, our television department has produced several documentaries of importance to Mississippi, including *Fannie Lou Hamer: Stand Up* and *Mississippians in Vietnam: A Shared Experience*. In coordination with MPB's news department, our television department placed a spotlight on the opioid crisis in the state with a *Southern Remedy* TV special titled *Hooked: Mississippi's Opioid Hangover*.

This cross-departmental work has led to national attention. In the past year, two of our television programs have been broadcast nationally to more than 70 percent of the country, including New York, the nation's largest media market. MPB's *Mississippi Roads* is also about to make its national debut on the *Create* channel, which is available in 85 percent of U.S. television markets.



MPB's education department has effectively worked with partners, such as the state's community colleges, to showcase skills-based job opportunities that are life-changing to students who go through those programs. In Mississippi, many public officials, including the governor, have spoken about the jobs that are going unfilled because there are no workers to fill them. MPB is using the power of its broadcast capability and the testimonies of the students to try to bridge this gap. Our education team has also effectively continued its work with "parent academies," in which we use professional coaches to teach parents how to assist their children with schoolwork. These academies are an important part of the educational process, and MPB's work in the space has already produced amazing results.

Another of MPB's strengths is Think Radio, which is a lineup of radio programming that enjoys an audience of nearly 100,000 listeners a week, and has as a partner the University of Mississippi Medical Center to discuss health issues facing the state. Think Radio also highlights Mississippi culture with a show on dining and a program featuring authors and other newsmakers. Among Think Radio's most popular shows in fiscal year 2018 is the *Gestalt Gardener* featuring the state's premier horticulturalist and a new show called Fix It 101. Think Radio's goal fits the mission of Mississippi Public Broadcasting, which is to put Mississippi and the issues before it in the context in which they belong. MPB's staff and its broadcasting capabilities put the agency in a unique position of telling Mississippi's story in a way no other media can. MPB's connection with national networks also adds context to local stories of natural interest.

It has been an extraordinary year for our agency. We are proud of achievements in several areas, including our education team's work to enhance programs in the state, our television team becoming a finalist in six categories for a Southeastern Emmy and offering the only statewide daily newscast on radio and the only statewide public affairs show broadcast on television. Plus, we are ecstatic at the reaction our listeners and fans have of Think Radio. Those fans have downloaded the MPB app nearly 30,000 times.

Our success has not gone unrecognized. MPB Executive Director Ronnie Agnew is a member of the PBS National Board of Directors. He is board chairman of America's Public Television Stations, the advocacy group for public media. He was also featured as a HistoryMaker, a video profile that will forever be housed at the Library of Congress.

None of these successes would be possible without the dedicated staff at Mississippi Public Broadcasting. The recognition staff members receive is a direct result of the work that takes place inside the agency and throughout the state. MPB is here to serve Mississippi. We are Mississippi's storyteller. We are at times an ambassador and at times an agency that sheds light on complex problems. But the bottom line is we have a common bond of caring for Mississippi. And we have a staff that brings with it every day a commitment to be the best we can be.

MPB Board of Directors

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

Chair

Peggy Holmes

Vice-chair

Dr. Andrea Mayfield

Board Directors

David Allen

Robert J. Sawyer

Pete Smith

Hal Parker

MPB Foundation

The MPB Foundation supports and advances the mission of Mississippi Public Broadcasting. Donor members from across the state and region provide the gifts that enable MPB's excellent radio, television and education programming. The Foundation is a tax-exempt 501 (c) (3) organization, and donations to the Foundation are tax-deductible to the fullest extent of the law.

MPB Foundation Board members are listed below:



Darden H. North, M.D., Chairman
Jackson Healthcare for Women



Cissy Foote Anklam
Principal, Museum Concepts



Kimberly K. Aguillard, APR
Mississippi State Port Authority



Don B. Cannada
Barksdale Management Corporation



Grace P. Lee
*Founder, Retired President
Trilogy Communications, Inc.*



Andrew Mallinson
Multicraft International



Nora Frances McRae
Community Volunteer



George B. Ready
Law Office of George B. Ready



Finney Moore
Community Volunteer



Paul M. Rocconi, M.D.
*Vice Chairman, Board of Trustees,
the Library of Hattiesburg, Petal,
and Forrest County*



George Penick
*Head of School, Retired
St. Andrew's Episcopal School*



Jon C. Turner, CPA
BKD, LLP (Retired Partner)



Melvin V. Priester, Jr.
Priester Law Firm, PLLC



Ronnie Agnew (ex-officio)
*Executive Director
Mississippi Public Broadcasting*



Brian Pugh, Ph.D
*Mississippi Dept. of Finance &
Administration*



Peggy Holmes (ex-officio)
*Chair, MPB Board
Retired Educator*

MPB Foundation Staff

MPB Foundation staff members are Angela Ferraez, Development Director; Debra Kassoff, Bill Ellison, Mark Young, and Lisa Lancaster.



Angela Ferraez
Development Director



Bill Ellison
Corporate Relations Manager



Debra Kassoff
Development Associate



Lisa Lancaster
Foundation Assistant



Mark Young
Development Support Specialist

Connecting with supporters

One way in which the MPB Foundation connected with MPB supporters and members during its first full fiscal year was with **MPB on the Move**, a series of five events over the course of two weeks in late April and early May. In Starkville, Oxford, Gulfport, Hattiesburg, and Southaven, MPB Foundation staff along with MPB Radio and Television personalities and executive staff enjoyed refreshments while visiting and sharing the latest in programming and development efforts. These were attended by a total of more than 200 MPB devotees, who shared enthusiastic praise and insightful questions with the station's administrators and talent. We learned a lot, raised more than we spent, and made many valuable connections.

These were followed up with our second annual **Mississippi Punch & Brunch**, held in downtown Jackson in conjunction with one of MPB's largest events every year – Summer Learning Family Fun Day. Donors and community leaders in the capital area gathered on a steamy June Saturday morning over cold drinks and good food for an update on MPB's funding, programming, and continually evolving educational services to the community. Walt Grayson capped it off with a few stories from his travels on *Mississippi Roads*, and everyone had an opportunity to head around the corner to enjoy the MPB Education Department's success at entertaining and educating some 3,000 Mississippians of all ages at the Jackson Convention Complex.

At the other end of FY 2018, throughout late summer and fall of 2017, MPB Foundation supported MPB in reaching out to new audiences with receptions titled "Vietnam Reflections: Mississippi Stories" in Ocean Springs, Tupelo, and Jackson. At each reception, a screening of MPB's original documentary, *Mississippians in Vietnam: A Shared Experience* was shown. The events featured panel discussions with Vietnam Vets, some of whom were featured in the documentary, which was released in conjunction with Ken Burns' monumental *The Vietnam War*.

The Foundation held the usual four television pledge drives and three radio drives while experimenting with new potential revenue streams, such as Change by Softgiving, and it began planning for MPB's first live television pledge event in over 10 years.

The Foundation celebrated its volunteers this year with a luncheon at the River Hills Country Club, presenting each one with an MPB tote bag filled with swag and lots of appreciation from the most senior staff of both MPB and MPB Foundation. MPB Foundation Board Chairman Darden H. North, M.D., was the featured speaker.



MPB Think Radio

The MPB signal extends across all of Mississippi and beyond the state borders. MPB Think Radio broadcasts 16 weekly call-in shows focused on topics of local interest. The top three shows for FY 2018 are *Southern Remedy: Kids and Teens*, *Creature Comforts* and *Southern Remedy: Women*.

In the last year, an additional 2,000 people have subscribed to local MPB podcasts. Every weekday, MPB News broadcasts eight newscasts dedicated to Mississippi stories. MPB Think Radio shows focus on local financial literacy, health, education and in-state travel. Five different Southern Remedy programs air weekdays at 11 a.m. Monday through Friday, respectively, they are *Southern Remedy: Healthy & Fit*, *Southern Remedy: Relatively Speaking*, *Southern Remedy: General Health*, *Southern Remedy: Kids and Teens* and *Southern Remedy: Women*.

MPB Think Radio's 16 weekly call-in shows for FY2018 were:



MPB News

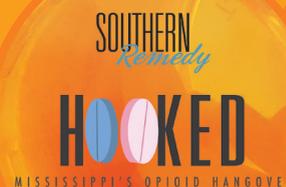
- The MPB News Department continues to fulfill its mission of providing statewide news and public affairs programs for both the radio and television networks.
- MPB News aired four hours of Mississippi news each weekday, which included six daily newscasts and *Mississippi Edition*, a daily 30-minute news and public affairs flagship program.
- Special live reports and programs have been broadcast for weather emergencies including around the clock coverage of evacuations, road conditions and weather conditions during Hurricane Nate. Live coverage was also provided of Gov. Phil Bryant's *State of the State Address* (radio and television simulcasts).
- During Fiscal Year 2018, MPB News staffers filed numerous stories for NPR that were broadcast nationally.
- The MPB News Department produced close to 50 public affairs programs for MPB Television, which included 39 *@ISSUE* programs and seven *Southern Remedy* television documentaries and specials.
- MPB News produced a series of stories examining "Mississippi's Opioid Crisis" and produced a series of in-depth stories exploring Mississippi's "State of Obesity." Both series won first place awards from the Mississippi Associated Press Broadcasters and included Southern Remedy television documentaries "Hooked: Mississippi's Opioid Hangover" and "State of Obesity." Other Southern Remedy documentaries for FY 2018 were "The Paradox of Pot," "Vietnam: Healing the Wounds of War," "A Sickly State," and "Fighting Fat."
- MPB journalists have won numerous awards for reporting, features and news series. MPB News' most recent accolades consist of five first-place awards from the Mississippi Associated Press Broadcasters, including Best Public Affairs reporting and Achievement for radio and television.



MPB NEWS
@ISSUE



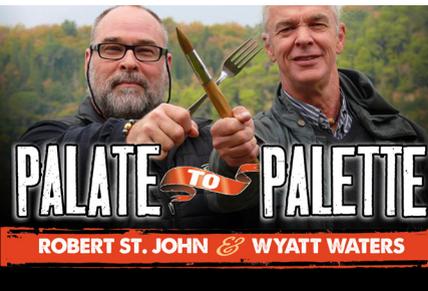
MISSISSIPPI
EDITION



SOUTHERN
Remedy
HOOKED
MISSISSIPPI'S OPIOID HANGOVER



STATE OF
OBESITY



MPB Television

During Fiscal Year 2018, MPB Television continued to produce several popular series, added two new independently produced series, two new historical documentaries, and two music specials – all featuring Mississippi personalities and telling uniquely Mississippi stories.

Viewers continued to enjoy longtime MPB favorites like [Mississippi Roads](#) with host Walt Grayson, [Mississippi Outdoors](#), [Conversations](#) with Marshall Ramsey, [Fit To Eat](#) with chef Rob Stinson, and our live music program, [Amped & Wired](#).

These shows were joined in the lineup by [Palate To Palette](#), an entertaining blend of travel, food, art, and friendship featuring Hattiesburg chef Robert St. John and Clinton artist Wyatt Waters. A younger generation came to the screen with award-winning teenage chef Mark Coblentz of Starkville in [Making A Chef](#).

MPB produced two historical documentaries, [Fannie Lou Hamer: Stand Up](#), about the Civil Rights era champion of voting rights, and [Mississippians in Vietnam: A Shared Experience](#), in which veterans told their own moving stories of participating in one of our nation's most misunderstood conflicts.

Tupelo singer-songwriter Paul Thorn was the star of [Paul Thorn's Mission Temple Fireworks Revival](#), a rousing gospel concert featuring Paul's band and all-star guests, including the legendary Blind Boys of Alabama. A companion documentary, [Paul Thorn: The Making Of...](#), told Paul's story and followed the process of recording his first gospel album.

Both Paul Thorn programs as well as [Fannie Lou Hamer: Stand Up](#) were accepted for national distribution. All three have now aired on more than 200 public television stations from coast to coast. The Create Channel, available to more than 85% of households nationwide, recently picked up our flagship series [Mississippi Roads](#), and will soon bring Walt Grayson's stories of Mississippi life and locales to all 50 states.

During the Christmas season, MPB brought the Mississippi College Choir's [Festival of Lights](#) annual performance to a statewide audience for the second time. Thanks to the overwhelming response, MPB will bring the next performance to viewers in December.

MPB Education

At the core of public broadcasting is education. MPB collaborated with a number of school districts and organizations on initiatives that focused on early childhood education and high school dropout prevention. It is not an overstatement to say that MPB's education team reached tens of thousands of students, parents and citizens through its programs. MPB's Between the Lions curriculum, sponsored by Rotary Clubs of Mississippi, reached 2,892 students in 219 early childhood classrooms. The agency's distance-learning program connected close to 1,000 students to teachers with expertise in specific subjects.

Digital Learning

Mississippi Interactive Video Network

The MIVN at MPB utilizes technology to enhance learning by providing new educational opportunities to students regardless of their location. A teacher can instruct students assembled in a classroom hundreds of miles away through state-of-the-art technology. MPB Education provided **40 course sections** and reached **962 students in FY 2018**.

Mississippi e-Learning for Educators

The program provides effective online professional development leading to gains in an educator's content knowledge and teaching practices.



**40 course
sections
offered
in K-12**

**962
students
served**

**44 CEU
courses
offered**

**1,379
participating
teachers**

Grants



Ready To Learn

In October 2017, the Corporation for Public Broadcasting (CPB) awarded an additional \$75,000 to MPB as one of 16 awards to public television stations for the expansion of school readiness projects in their communities. The Ready To Learn (RTL) initiative uses multiplatform media and other learning tools – including television programs, interactive games, mobile apps, as well as hands-on activities – to engage and strengthen early learning experiences for children ages 2-8 at home, in preschool and in other out-of-school settings. MPB Education implemented the RTL initiative in the Jackson, Mississippi neighborhood that feeds into Lanier High School, which has high rates of poverty, unemployment and school dropouts. MPB chose Dawson Elementary and neighboring apartment complexes (Lincoln Garden and Commonwealth Village) as partners to engage over 200 families and their teachers with in-school, after-school and at-home educational support. This collaboration is in partnership with Springboard to Opportunities, a resident-driven non-profit organization working to provide solutions to families living in affordable housing complexes.

For FY 2018, MPB Education reached 878 children, 109 caregivers or other adults, and 63 educators through the Ready To Learn initiative.

American Graduate

In January 2018, the Corporation for Public Broadcasting (CPB) awarded MPB \$200,000 as one of 19 awards to public television stations to partner with schools and businesses and help prepare students with the skill sets and training needed to be part of the new workforce, especially for high-demand fields. The American Graduate initiative has grown into one of the largest public media collaborations across the country. MPB has partnered with the Mississippi Energy Institute, Three Rivers Planning and Development District, South Delta Planning and Development District, the Mississippi Community College Board and all 15 community colleges to assess workforce challenges and opportunities and produce content focused on the essential skills needed for students and workers to succeed in the job markets of today and tomorrow. This initiative partners business, education, and workforce-related organizations to create content about the state of the workforce, highlight career pathways and highlight stories of job opportunities and skills required to meet local industry needs. This initiative focuses on youth and young adults (16-26 years old) who are neither in school or working, returning veterans, and adults in career transition. The key industry sectors are energy, manufacturing, information technology, logistics, and healthcare.



Vietnam Reflections

MPB received a grant to conduct teacher training connected to *The Vietnam War* documentary by American filmmaker, Ken Burns. Last year, Burns and Lynn Novick's documentary aired on PBS stations across the country. It was an 18-hour, 10-part series that covered every aspect of the war. MPB shared resources with teachers to assist them in introducing/teaching about this war to students.

Early Childhood Initiatives

BTL Rotary

MPB Education continued its successful partnership with Rotary International District 6820 (Central Mississippi). The partnership, which began in 2008, has helped MPB extend the reach of the Between the Lions Preschool Literacy Initiative to **219 preschool classrooms**, **26 Rotary Clubs**, and has served more than **2,892 children**.

Read for the Record

MPB Education promoted early education readiness by participating in Jumpstart's premiere national campaign, Read for the Record®. The event mobilizes millions of children and adults across our nation to celebrate literacy by participating in the nation's largest shared reading experience. MPB Education recruited Mississippians to participate in Read for the Record® on October 19, 2017 to read the book *Quackers*. MPB recruited 60 volunteers to read to more than 2,000 children.

JPS Summer Learning Celebration at Mississippi Children's Museum

On September 7, 2017, MPB Early Childhood staff provided books, bookmarks and pencils to the children and shared reading tips to the whole family. Six-hundred adults and children attended this event.

MPB School Visit

The Early Childhood Division traveled to Columbus, Mississippi September 20-21, to visit West Lowndes Elementary School. The teacher who requested MPB to visit was instrumental in getting students to join MPB Kids Club prior to the visit. MPB's presentation included a sing and dance along, welcome to and congratulations on being a MPB Kids Club member, read aloud, importance of reading message and tips. The children chose a book, pencil, bookmark, and other PBS items to go into a MPB bag. At least 375 students and 50 teachers and staff attended the school visit event.



Ready to Learn

Dawson Afterschool Program

MPB, Springboard to Opportunities and Dawson Elementary collaborated on the Dawson Afterschool Program. Staff and students continue to utilize the PBS KIDS® content and resources in the afterschool setting. Activities focused on literacy and science using PBS KIDS® characters, resources and media.

RTL events took place on the following dates:

- September 8, 2017, targeting pre K through first-grade students with 29 students and three teachers in attendance
- September 15, 2017, targeting second- and third-grade students with 30 students and four teachers in attendance
- September 29, 2017, targeting pre K through first-grade students with 29 students and two teachers in attendance

Splash and Bubbles “Get Your Feet Wet”

MPB partnered with the Mississippi Museum of Natural Science to bring the Splash and Bubbles “Get Your Feet Wet” event to more than 300 children and parents. Along with Splash and Bubbles PBS items, the children took home a book and a bookmark with helpful reading tips on the back.

Visit to West Lowndes Elementary

On September 21, 2017, 375 students at West Lowndes Elementary School were introduced to PBS KIDS 24/7 programs and encouraged to watch their favorite PBS programming. The children participated in read-aloud related activities to retell the stories. They received free books and other giveaways.





Park after Dark

On October 31, 2017, MPB participated in the Mississippi Children's Museum's annual Park After Dark event. Ed Said greeted families that visited MPB's booth and passed out a book and a healthy snack to more than 1,500 children.



OctoberFEST

MPB staff participated in the United Way of the Capital Area OctoberFEST at Northpark Mall. More than 1,000 children received a book and a healthy snack from MPB.

Youth Media Project Engagement



MPB Education's Community Engagement coordinated the Mississippi Youth Media Project (YMP) in the summer of 2017 for primarily underserved teenagers, ages 14 to 18. Twenty-nine high school students from 16 schools in central Mississippi worked together in a newsroom style laboratory using digital technology to produce high-quality multimedia projects to share their own stories and report on their communities with rigorous solutions journalism. Key goals of YMP are to reduce school dropouts, inspire more first-generation college students and bridge the workforce skills gap by preparing teenagers for an evolving work environment with 21st-century jobs. YMP offers blended student learning and engagement using creative instructional tools, such as the visual and media arts of writing, photography, videography, podcasting, web design and music production.



On July 28, 2017, the Jackson area high school students showcased their original pieces created during the summer program at a program held at the Capitol Club in the Capitol Towers Building.

Alignment Jackson Career Fair

MPB Education's Community Engagement exhibited at the Alignment Jackson Career Fair on November 15, 2017. Approximately 2,000 ninth-graders from the Jackson Public School District attended to obtain first-hand knowledge about a variety of industries to chart their career development and network with potential employers from across the state.

Youth Engagement

On October 30, 2017, MPB Education's Community Engagement spoke to more than 100 students about storytelling using PBS NewsHour and other digital PBS learning resources at the Mississippi Scholastic Press Association Statewide Convention.

Healthy Eating Education

Ed Said

On September 23, 2017, MPB staff attended the Mississippi Agriculture and Forestry Museum's annual Science Fest and presented Ed Said to participants. More than 600 children engaged in hands-on activities related to Ed Said, PBS KIDS programs and STEM. Each child chose a book and other PBS/MPB items to take home.

On October 12, 2017, MPB's Community Engagement team presented the Ed Said initiative to more than 60 nutritionists at the 80th annual Mississippi Public Health Conference.



MPB COMMUNITY OUTREACH



MPB is hands - on in our communities

MPB has incorporated grassroots opportunities for face-to-face interactions statewide. Our goals were to build brand and name recognition, grow statewide audience, create greater awareness about MPB programs and services and nurture relationships with publics. Community engagement events included:

Summer Learning Family Fun Day

On June 30, 2018, MPB hosted “Super Reader Super Fun,” a Summer Learning Family Fun Day event at the Jackson Convention Complex, as part of its Ready To Learn community engagement activities. The event focused on engaging the community about the importance of school readiness and continuous summer learning. Children participated in hands-on learning fun, and the activities were designed to facilitate learning in topics spanning from science to math to literacy. The event featured a special performance by Shawn Brown’s Super Fun Show. In addition, a variety of community partners, such as Springboard to Opportunities, BlueCross BlueShield, which was also a sponsor, Little Gym of Jackson, Mississippi Children’s Museum, Mississippi Natural Science Museum, The Jackson Zoo, United Way of the Capital Area, and the Mississippi Association of Educators all participated in the Summer Learning Family Fun Day event. The day also included face painting, free books for every child and giveaways. Approximately 4,000 people attended.



The winners of MPB’s Kids Club Writers Contest were announced at this event. Several children from across the state in grades K-5 submitted their stories for the contest.

To support *The Great American Read*, a national PBS campaign MPB participated in which encourages people to fall in love with reading again, each vendor selected a book to highlight at their booth.

Summer Library Tour 2018

MPB partnered with seven public libraries across the state in hopes of preventing summer learning loss by hosting a variety of free educational events. Children who do not participate in educational enrichment activities during the summer months risk returning to school with academic losses. The average student can lose up to a month in math and reading skills over their summer break if preventive measures are not taken. Participating children enjoyed story time and hands-on literacy and math activities, as well as received free books and other giveaway items.

Reading on the Road

In November 2017, MPB staff visited six schools and libraries as part of our Reading on the Road initiative. Reading on the Road is an initiative that encourages students to continue reading books and engage in literacy activities during their holiday school breaks. This initiative also highlights the importance of reading on grade level and developing early literacy skills. MPB staff engaged students in literacy activities to support learning and encouraged students to develop a love for reading. Teachers also participated in the fun activities by reenacting the book *Owl Babies* by Martin Waddell. This project is funded by a Ready To Learn grant provided by the Department of Education to the Corporation for Public Broadcasting.

23rd Annual Ice Cream Safari 2017

On July 15, 2017 MPB participated in the 23rd Annual Ice Cream Safari at the Jackson Zoo. This fundraising event for the zoo featured local media celebrities as they scooped Blue Bunny Ice Cream to win votes. Our celebrity scooper was Liz Gill, a host and producer on MPB Think Radio. During this family-oriented event, people enjoyed animal encounters, crafts, live music, face-painting, splash pad and numerous other activities. We received 111 votes for our Bunny Tracks Ice Cream.



Neshoba County Fair

MPB attended the Neshoba County Fair on July 26-27 in Philadelphia, Mississippi. July 26-27 were designated as the political speaking days at Founders Square. Featured speakers included Gov. Phil Bryant, Speaker of the House Philip Gunn, and former Commissioner of Agriculture and Commerce Cindy Hyde-Smith.

Mississippi Book Festival

On August 19, 2017, MPB attended the third Annual Mississippi Book Festival at the State Capitol in downtown Jackson. This event included panel discussions and book signings with well-known authors. Angie Thomas, the author of *The Hate U Give* was one of the featured panelists. Dr. Carla Hayden, Librarian of Congress, Gov. Phil Bryant and other state dignitaries kicked off the festivities and unveiled the Mississippi Literary Map of the state's classic and emerging authors. C-SPAN provided media coverage of this event. We gave away free children's books. Approximately 6,400 people attended this event.

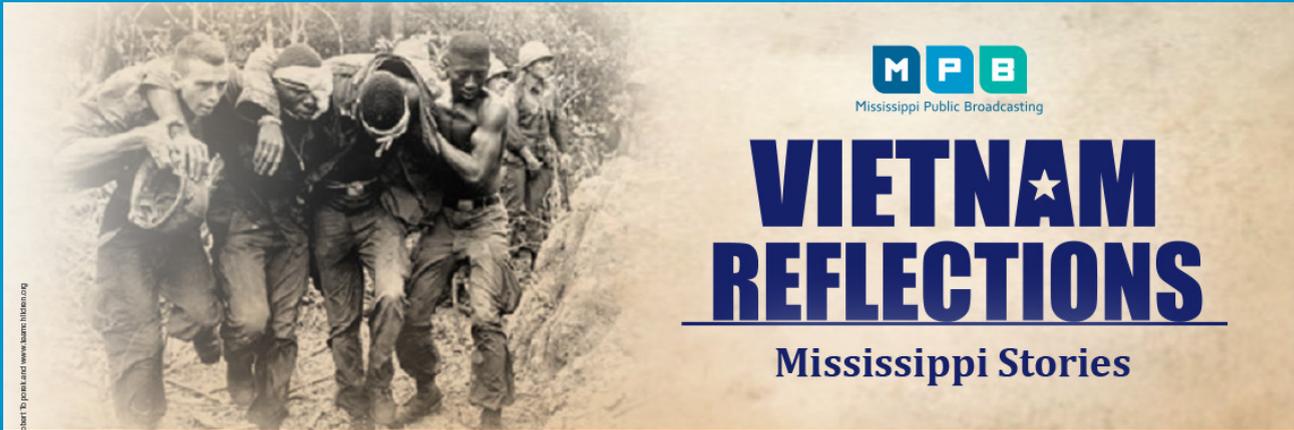


Photo by: gordon and www.kennethburns.org

MPB
Mississippi Public Broadcasting

VIETNAM REFLECTIONS

Mississippi Stories

The Vietnam War

Through MPB's The Vietnam War grant, MPB hosted three community engagement events titled "Vietnam Reflections: Mississippi Stories" in Ocean Springs, Tupelo and Jackson that focused on Ken Burns' and Lynn Novick's documentary *The Vietnam War*. This documentary tells the epic story of one of the most consequential, divisive and controversial events in American history. The series explores the human dimensions of the war through revelatory testimony of nearly 80 witnesses from all sides.

Vietnam Reflections in Ocean Springs

On September 1, 2017 MPB previewed the Burns/Novick documentary *The Vietnam War* in Ocean Springs, Mississippi. This event was free to the public and included a panel discussion with Dr. John Pendergrass, Lt. Col. Dick E. Wilson, USAF (Ret.), SFC (Ret.) Charles J. Brown, Trang Pham-Bui and Dr. Wiest. All of the panelists, except Dr. Wiest, had experiences with the Vietnam War. Wiest served as the historian on the panel. Marshall Ramsey was the emcee and moderated the discussion. The local JROTC volunteered as hostess and performed an Honor Guard presentation. Guests also enjoyed a lunch and tour of the Mississippi Vietnam Veterans Memorial. Approximately 200 people attended this event.



MPB Producer Corey Hart and Rep. Manly Barton



Pledge of Allegiance

Vietnam Reflections in Tupelo

On November 1, 2017 MPB hosted a screening of the MPB original documentary called "Mississippians in Vietnam: A Shared Experience" at the Elvis Presley Birthplace and Museum in Tupelo, Mississippi. This film was produced by Corey Hart of MPB. At this event, there was a panel discussion with Rep. Manly Barton, Col. Carlyle "Smitty" Harris, Marsha "Cricket" Holder, Rep. Mac Huddleston and Lt. Col. Rex Moody. Ronnie Agnew was the emcee and moderated the discussion. A reception with live entertainment was held in the lobby area of the museum after the program ended. Approximately 150 people attended this event.

MPB attended the dedication ceremony of the Vietnam War- Memorial Replica at the Veterans Memorial Park in Tupelo on November 2, 2017. The MPB tent was on site. Visitors received custom-made "Vietnam Reflections: Mississippi Stories" hats, Fine Tuning program guides and other MPB branded items. The City of Tupelo organized this event. The ceremony included remarks from Mayor Jason Shelton, Councilman Buddy Palmer, John Rowan and Lt. Governor Tate Reeves. Helicopter rides were offered to attendees. Over 1,000 people attended this event.



Replica Vietnam Veterans Memorial, Tupelo

Vietnam Reflections in Jackson

The last Vietnam community engagement event was at MPB in the auditorium on November 9, 2017, in Jackson, Mississippi. This event also included the screening of "Mississippians in Vietnam: A Shared Experience." In addition to screening the documentary, the program included an Honor Guard presentation from Murrah High School JROTC, entertainment from famed gospel artist Melvin Williams, remarks from Gov. Phil Bryant and a panel discussion with the members of the Bravo Bulls and reception. The members of the Bravo Bulls included Sgt. Samuel Ken Grimes, Sgt. Wayne Short, Sgt. Robert Toporek, and Sgt. William Yates. They discussed the bravery of the late Pfc. Milton L. Olive, III who risked his life in Vietnam to save theirs. Dr. Robert McElvain, a professor at Millsaps College, moderated the discussion and Jill Conner Browne was the emcee of the event. We also gave guests Fine Tunings and custom Vietnam hats. Approximately 130 people attended this event.



Bravo Bulls

Chimneyville Crafts Festival

From November 30 - December 2, 2017, MPB attended the Chimneyville Crafts Festival at the Mississippi Trade Mart in Jackson, Mississippi. It was a great opportunity to meet many individuals who were donors and avid fans.

A Mississippi Palate

MPB staff traveled with MPB Foundation to Hattiesburg, Mississippi to attend "A Mississippi Palate" at Southern Oak on December 14, 2017. This event was sponsored by Forrest General Hospital's Spirit of Women. Guest speakers were Robert St. John and Wyatt Waters. At MPB's table, the television show *Palate to Palette*, which features St. John and Waters, was promoted.

MPB Day at the Mississippi State Capitol

MPB staff shared with Mississippi legislators how programs and initiatives are making a difference in the lives of young and older Mississippians. Through a multi-media exhibition, MPB highlighted it's "That's My MPB Story" awareness campaign, the value of MPB's statewide coverage and the importance of legislative support. More than 30 MPB staffers interacted with state legislators and Capitol staff.

Natchez Powwow

On March 24-25, the Community Engagement Team attended the 30th Annual Natchez Powwow at the Grand Village of the Natchez Indians in Natchez, Mississippi. This event was hosted by the Mississippi Department of Archives and History. The following Native American tribes were present: Comanche, Choctaw, Kiowa, Natchez, Otoe, Pawnee and many more. Approximately 500 people visited MPB's tent over a two-day period.



Kid's Fest! Ridgeland

On April 21, 2018 MPB participated in Kid's Fest! Ridgeland. This annual family oriented event included hands-on children's activities, food trucks, a circus with a huge tent and animals. MPB's Ed Said character attended the event and passed out giveaways to participants. Approximately 718 people visited MPB's tent.

Trail of Honor

On May 19-20, 2018 MPB hosted a booth during the Trail of Honor event at the Harley Davidson Dealership in Jackson, Mississippi. The Trail of Honor is a half-mile long route with reenactments for every U.S. military conflict starting in 1812 and a replica of the Vietnam Veterans Memorial wall. A walking trail is accompanied by huge celebrations, honoring American veterans and Gold Star Families. MPB staff engaged with veterans from various military branches and other organizations that provide services for them. Approximately 545 people visited MPB's booth over a two-day period.

38th Annual B.B. King Homecoming Festival

MPB staff attended the 38th Annual B.B. King Homecoming Festival at Fletcher Park in Indianola, Mississippi on June 2, 2018. Tito Jackson was the headliner. MPB staff engaged with and informed residents from the Mississippi Delta area about the services and opportunities MPB has to offer the community.

Thacker Mountain Radio Hour

MPB attended a live taping of Thacker Mountain Radio Hour June 16, 2018 at the Clinton High School auditorium. MPB staffers connected with local residents and discussed MPB's statewide coverage and its partnership with Thacker. The Fine Tuning program guide and other MPB informational literature were distributed.

Fine Tuning Delivery

As a service to MPB fans, the MPB communications team produced a monthly programming guide that includes MPB Radio and Television programs. Fine Tuning is mailed to members of the MPB Foundation and additional copies are distributed at all community engagement events and to local businesses. As of January 2018, distribution began in the Jackson Metropolitan area. Between the months of January and June 2018, 903 copies of Fine Tuning have been picked up by people throughout the cities of Flowood, Brandon, Jackson and Madison.





Tell Them We Are Rising

MPB, through a community engagement grant, hosted a screening of the documentary *Tell Them We Are Rising: The Story of Black Colleges & Universities*, directed by Stanley Nelson.

The screening was held January 25, 2018 at the Mississippi e-Center at Jackson State University. It included a panel discussion with Stanley Nelson and college presidents of three Historically Black Colleges in Mississippi — Dr. Jerry Briggs (Mississippi Valley State University), Dr. William B. Bynum, Jr. (Jackson State University) and Dr. Beverly Wade Hogan (Tougaloo College). Students and staff from HBCUs in Mississippi attended. Approximately 300 people were present at the event.



Through a collaboration between public media stations and historically Black colleges and universities (HBCUs), Firelight Films Media and MPB presented the screening as part of a national HBCU Tour. The tour was a major part of HBCU Rising, the year-long multi-platform engagement project designed to drive dialogue sparked by the film among a variety of audiences. Tell Them We Are Rising reveals for the first time the complex history of how HBCUs – havens for black intellectuals, artists and trailblazers – offered a path of promise toward the American dream, educated the architects of freedom movements throughout the decades and cultivated leaders in every field. The film also examines the impact HBCUs have had on American history, culture and national identity for more than 150 years.



Hinds Community College-Utica



Ronnie Agnew & Stanley Nelson



Coahoma Community College



Three HBCU presidents (far right)



Mississippi Valley State University



Jackson State University



MPB staff with Stanley Nelson



MPB Technical Services

MPB Infrastructure Continues To Be Backbone For Public Safety Communications

MPB's broadcast network consists of eight transmission towers linked by 12 microwave sites across the state. Our network continues to provide the only available resource for transmitting emergency alert and preparedness information to every citizen in Mississippi at the same time. The transmission towers and microwave system carry both MPB's television and radio signals across the state.

The towers also host communications equipment for the National Weather Service to provide Mississippians with accurate and timely weather alerts and awareness information, communications equipment for federal law enforcement throughout the state, and upgraded equipment for a new digital communications tool for first responders.

Mississippi has invested millions of dollars in constructing and maintaining this infrastructure, and ongoing maintenance and upgrades of the towers continues to be a priority for MPB.

MPB At A Glance

Education-focused

- Every weekday, MPB's main channel offers Mississippi children 12 hours of educational and engaging content on television. Our second channel, MPB Kids, provides similar programming 24 hours per day, seven days per week.
- MPB provides online professional development courses for educators. More than 1,406 teachers enrolled this fiscal year.
- MPB Education works to promote early childhood literacy, college and career readiness for high school students, career transition for adults, including veterans.

Public Safety and Order

- During times of emergency or disaster, MPB's statewide network broadcasts vital information that saves lives.
- Various law enforcement agencies use space in MPB's transmission towers to ensure sufficient communication frequencies.
- MPB is a trusted information source regarding evacuations, shelter and weather.

Health

- Five days a week, MPB delivers vital medical advice and health education through five radio call-in shows.
- *Southern Remedy* programs for MPB Television and MPB Think Radio explore medical issues relevant to Mississippians, and all programs are hosted by University of Mississippi Medical Center physicians.
- MPB's Ed Said puppet tours Mississippi schools teaching young students to eat healthy foods and exercise. Children can access Ed Said's music videos, webisodes, educational tools and more at edsaid.org.
- Gulf Coast Chef Rob Stinson uses Mississippi-grown ingredients to prepare healthy meals on MPB Television's Fit to Eat cooking show.

Government and Citizenry

- MPB informs Mississippians of government news and happenings via local radio and television shows.
- *@ISSUE* is a television news magazine focusing on policy making all year long.
- MPB preserves Mississippi's culture and history.
- MPB educates and informs Mississippians.



MPB is Digitally Connected

Website Numbers:

Total Users: 184,356

Total Page Views: 1,400,475

MPB DIGITAL

- During fiscal year 2018, MPB connected with and attracted individuals through various multimedia platforms. MPB also used social media to engage with current and potential audiences in efforts to shift to a community engagement focus.
- MPB reached 33,835 users accessing the video portal content using MPB as their station versus 10,781 users last year. This number continues to grow as MPB pushes messaging encouraging users to find us online.
- The MPB mobile app increased users and now has more than 28,000 downloads/active installs. An increase in MPB's social media accounts was also noted with more than 16,000 followers on Twitter and more than 16,000 likes on Facebook.
- In correlation with the PBS Ken Burns Vietnam series, MPB launched a digital campaign asking for viewer submissions and stories. These stories and others were shared in the online series "Vietnam Reflections: Mississippi Stories." All of our content related to the series can be found at mpbonline.org/Vietnam. These stories received over 40,000 views online.
- MPB hosted a Facebook live stream of the MPB original documentary, *Fannie Lou Hamer: Stand Up*. This aired at the same time the documentary premiered on television. It received more than 1,000 views, reached more than 4,000 people and was shared 50 times.
- MPB also celebrated Mississippi's Bicentennial year with the mini-doc series "Mississippi A Thread Through Time." These short videos received at least 100,000 views online in 2017.
- MPB received a grant to host a screening of *Tell Them We Are Rising* and a Q&A with Stanley Nelson. We hosted a live stream of the panel discussion and promoted the event and screening. We had more than 4,000 engagements related to *Tell Them We Are Rising* on social media and we reached 96,000 people through online communications.

MPB partnerships link Mississippians and Mississippi businesses

MPB Television

MPB Television presented several productions that have become annual traditions.

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



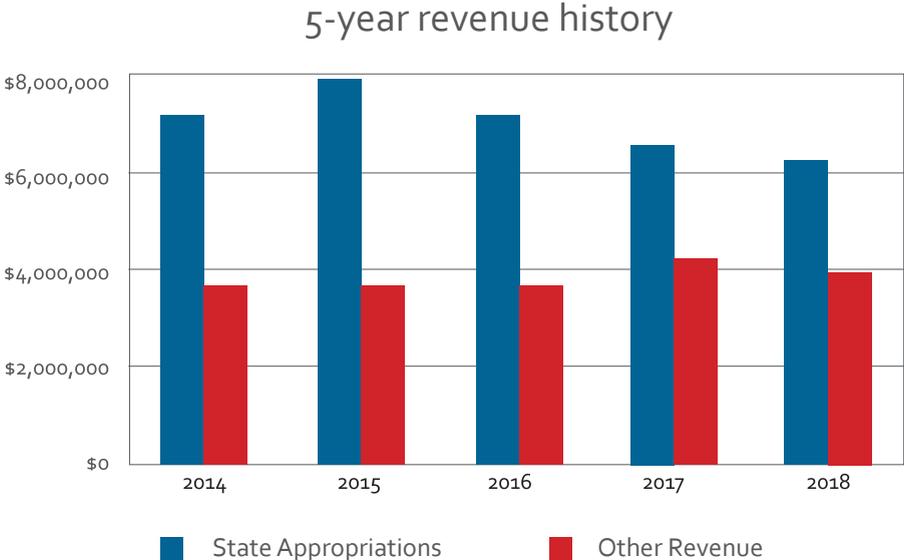
MPB Think Radio

Southern Remedy (x5).....	University of Mississippi Medical Center (Also a MPB Television partner)
Mississippi Moments	USM Center for Oral History
Rural Voices Radio	Mississippi Writing/ Thinking Institute
In Legal Terms	University of Mississippi School of Law
Creature Comforts.....	Mississippi Museum of Natural Science Foundation
Next Stop, Mississippi	Mississippi Development Authority (Visit Mississippi)
Thacker Mountain Radio.....	Thacker Mountain Radio Hour
Highway 61.....	Center for the Study of Southern Culture at the University of Mississippi
Mississippi Arts Hour.....	Mississippi Arts Commission

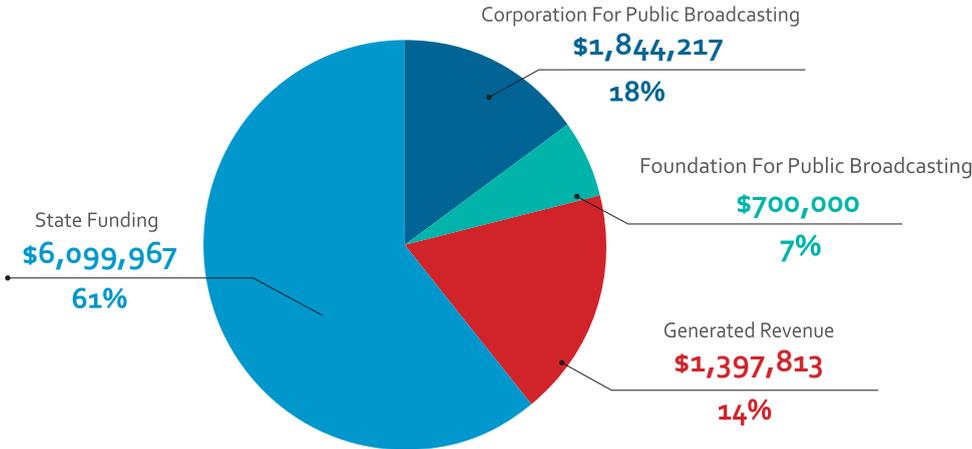
MPB Education

- Springboard to Opportunities: Ready To Learn initiative, parent academies, resources for families
- Dawson Elementary School: Ready To Learn initiative, afterschool program, school assemblies, resources for students
- Mississippi Department of Education: Strategic planning on statewide dropout prevention and early childhood efforts
- Alignment Jackson/United Way of the Capital Area: Served on various committees to provide resources and community support for Jackson Public Schools
- Jackson Public Schools: Summer reading initiative
- Rotary International District 6820: Between the Lions Preschool Literacy – Rotary Initiative
- The Corporation for Public Broadcasting: American Graduate initiative, workforce development resources for youth and young adults 16-26 years old and Ready To Learn initiative, educational support and resources for children ages 2-8
- Mississippi Community College Board: American Graduate initiative, workforce development resources for youth and young adults 16-26 years old
- Mississippi Energy Institute: American Graduate initiative, workforce development resources for youth and young adults 16-26 years old
- Mississippi Community Colleges: American Graduate initiative, workforce development resources for youth and young adults 16-26 years old
- South Delta Planning and Development District: American Graduate initiative, workforce development resources for youth and young adults 16-26 years old
- Three Rivers Planning and Development District: American Graduate initiative, workforce development resources for youth and young adults 16-26 years old
- Mississippi Museum of Natural Science: children's events
- Mississippi Agriculture and Forestry Museum: children's events

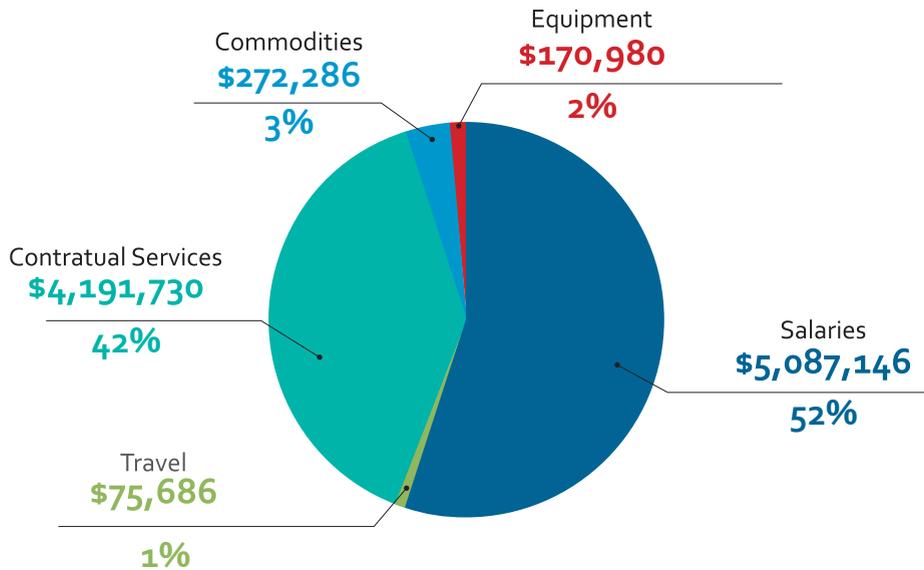
Revenue History FY 2018



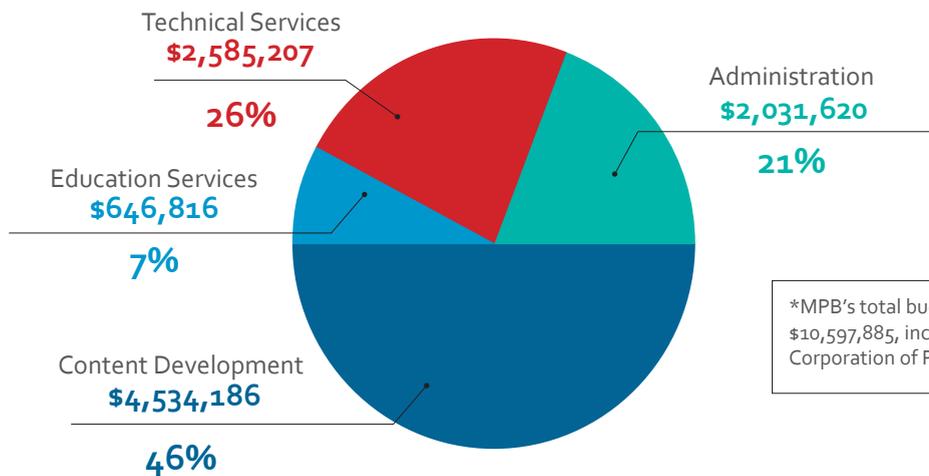
Revenue Sources FY 2018



Operating Expenses FY 2018



Expenditures by Program FY 2018



*MPB's total budget for fiscal year 2018 was \$10,597,885, including \$2,035,974 from the Corporation of Public Broadcasting.



“MPB’s digital media workshop for high school students was amazing! I learned new skills and now I’m pursuing a career in film production.”

Makallen Kelley
Jackson, MS

that's my
MPB
story

MPB

Mississippi Public Broadcasting

3825 Ridgewood Rd.,
Jackson, MS 39211

601-432-6565
mpbonline.org