

LOCAL CONTENT &



SERVICE REPORT

FY 2022

JULY 1, 2021—JUNE 30, 2022

CONTENTS

3	Contents
4	Executive Summary
5	MPB Board of Directors
6	MPB Digital TV and Radio Coverage Map
7	MPB Radio
8	MPB News
10	MPB Television
12	MPB Education
23	MPB Partnerships
24	MPB Technical Services
26	MPB Digital
27	Revenue History FY 2022 & Revenue Sources FY 2022
28	Operating Expense FY 2022 & Expenditures by Program 2022
29	MPB Foundation
32	MPB Foundation Staff



Mississippi is Our Mission

EXECUTIVE SUMMARY

Royal Aills
MPB Executive
Director



There are countless ways Mississippi Public Broadcasting brings communities throughout the state closer together. You often hear the phrase on MPB Think Radio, “Mississippi is our mission,” and that is true. Whether it’s our distinctive in-depth news coverage from the state capital or working with our sister stations in New Orleans and Birmingham, Alabama, as part of the Gulf States News Collaborative, MPB delivers news and information daily that Mississippians can trust.

Learning is not confined to the four walls of a classroom; it can occur anywhere. MPB is becoming the state’s go-to for free, readily available resources in the classroom and at home. We all know the state suffers from a teacher shortage. To help schools in rural districts throughout the state, MPB’s Digital Education Network (DEN) is gearing up to provide a solution through cloud-based distance learning in partnership with Mississippi’s Department of Education. If a local school in Lee County does not have a Spanish teacher, MPB can provide a Spanish teacher from a school in Hinds County who can teach the class in Lee County virtually. This means the students have a Spanish teacher and can fulfill their graduation requirements and the school district does not have to encumber the debt of paying a full-time teacher or contractor. This is a win for students, teachers and the school districts.

MPB continues to produce high quality programming that is both educational and entertaining. We believe our TV and Radio content should be resourceful and accessible, representing diverse peoples and perspectives.

As a public service to the state of Mississippi, MPB has a strong reputation and valuable relationships with communities across the state. To maintain and strengthen these relationships, MPB is reimagining everything we do. This will guide both our operations and our on-air and digital content while remaining true to our core principles: diversity, equity, inclusion, impartiality, integrity, and transparency.

The last two years have been an incredible journey shared with our audience. There is nothing more important than continuing to build strong, trusted, collaborative relationships with the people of Mississippi. MPB’s core mission hasn’t changed, but in many ways, Mississippi has technology has, and our audience. Knowing this, MPB remains committed to its mission to educate all ages, enlighten and inform the public on matters most important to them, and continue to provide vital emergency and safety messages during times of disaster.

This is who we are and what we do!

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 Mississippi Community College Board appoint a member.

The governor appoints four members, two of whom are teachers or principals in elementary and secondary school systems.



Jeanne Luckey
Owner, JCL LLC



Dr. Shawn Mackey
*Deputy Executive Director for
Programs and Accountability,
Mississippi Community College Board*



Richard Sawyer
*Director of Choirs and the Fine
Arts Department Chair,
Ocean Springs High School Board*



Dr. Judy Nelson
*Executive Director for
Mississippi Department
of Education*



David Allen, Chair
*Pastoral Associate, St. John
the Evangelist Catholic Church*



Russ Latino
President, Empower Mississippi

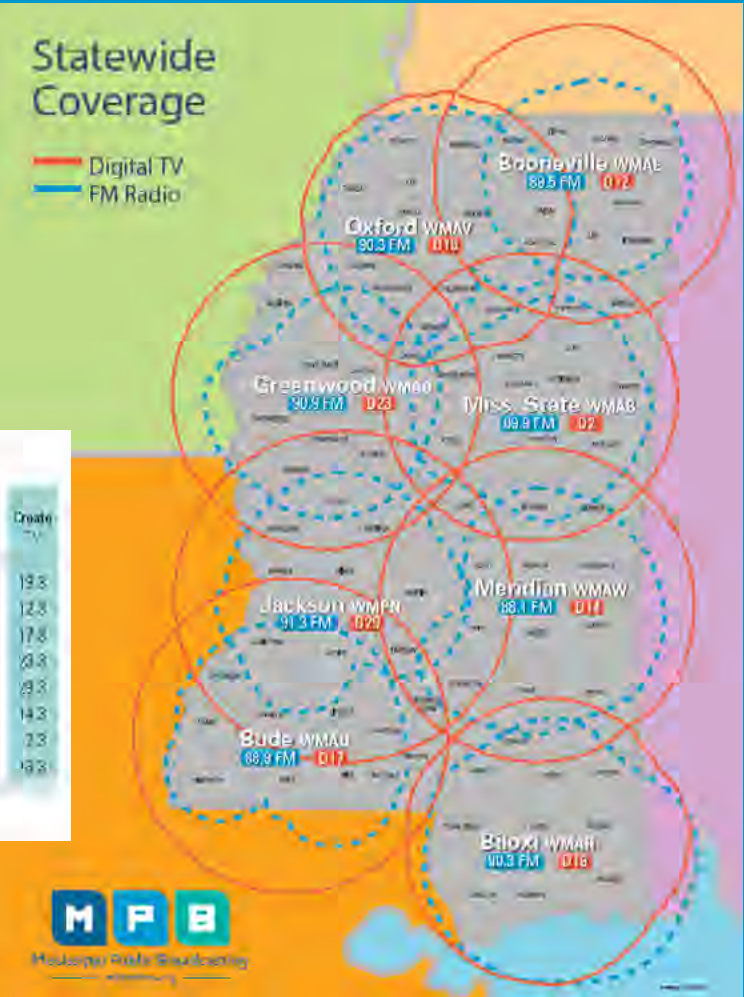


Whitney Lipscomb
*Deputy Attorney General, Mississippi
Attorney General’s Office*

MPB DIGITAL TV & RADIO COVERAGE MAP

MPB’s system reaches all Mississippians at once

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



MPB Channels & Frequencies		Think Radio (TV)	Think Radio (FM)	Music Radio (FM)	HD TV	World Channel MPB Classroom TV (113.0-4.0)	24/7 PBS KIDS	Create TV
WMAH	Biloxi	90.3 FM	90.3 FM	90.3 FM	19.1	19.5	19.2	19.3
WMAE	Booneville	89.5 FM	89.5 FM	89.5 FM	12.1	12.5	12.2	12.3
WMAU	Bude	88.9 FM	88.9 FM	88.9 FM	17.1	17.5	17.2	17.3
WMAO	Greenwood	90.9 FM	90.9 FM	90.9 FM	23.1	23.5	23.2	23.3
WMPN	Jackson	91.3 FM	91.3 FM	91.3 FM	29.1	29.5	29.2	29.3
WMAW	Meridian	88.1 FM	88.1 FM	88.1 FM	14.1	14.5	14.2	14.3
WMAB	Miss. State	89.9 FM	89.9 FM	89.9 FM	2.1	2.5	2.2	2.3
WMAV	Oxford/Univ.	90.3 FM	90.3 FM	90.3 FM	10.1	10.5	10.2	10.3

MPB’s system reaches all Mississippians at once

MPB’s Radio signal extends across Mississippi and beyond state borders. MPB Radio is comprised of MPB Music Radio, MPB Think Radio and The Radio Reading Service of Mississippi.

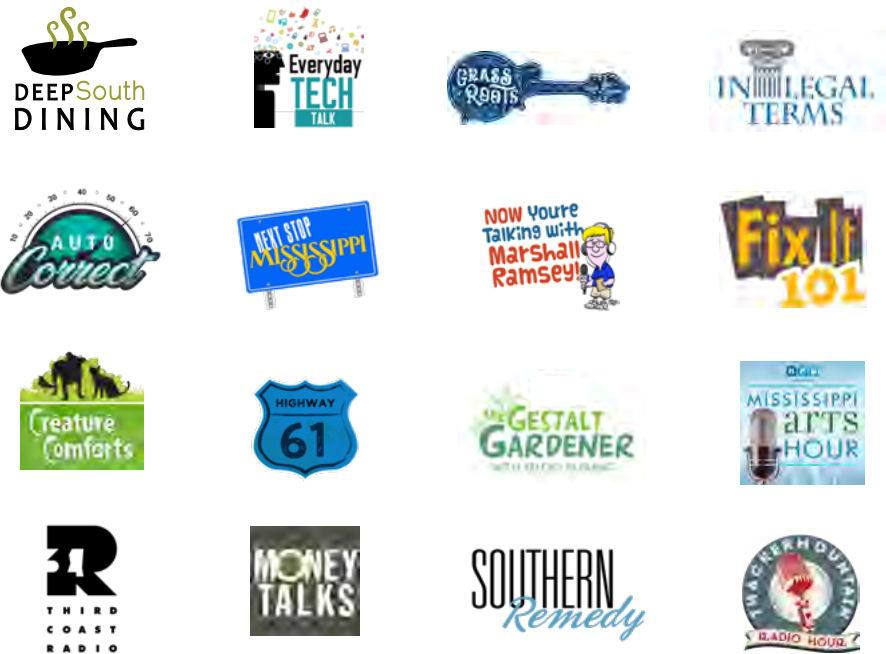
MPB Think Radio programs focus on local financial literacy, education, in-state travel and more. The top three local shows on MPB Think Radio for Fiscal Year 2022 are “**Creature Comforts**,” “**Gestalt Gardener**” and “**In Legal Terms**.”

MPB Music Radio airs music from a variety of genres, including jazz and classical.

Every weekday, MPB News broadcasts eight newscasts on MPB Radio dedicated to Mississippi stories.

MPB podcasts are downloaded over 30,000 times per month.

The Radio Reading Service of Mississippi features on-the-air readings of newspapers, books and magazines for persons who are unable to read the printed word.



Southern Remedy



Delbert Hosemann in radio studio

MPB NEWS

MPB News is a trusted source of fact-based journalism throughout Mississippi. Our team of reporters, producers and hosts continues to fulfill MPB's mission of providing statewide news and public affairs programs on both radio and television.

We explore some of the more critical issues in our state and region including government and politics, health care, education, criminal justice, as well as issues of race, equity, and inclusion.

MPB News airs five hours of Mississippi and regional news each weekday, which includes six daily newscasts. **Mississippi Edition** is our 30-minute news and public affairs program that airs each weekday morning.



Nationally Aired Stories

During Fiscal Year 2022, members of the MPB News staff produced more than a dozen stories that have aired nationally on NPR.

The MPB News team is the recipient of two regional Edward R. Murrow awards. These awards honor outstanding journalism throughout the country.

- Continuing Coverage 'We Want Our Running Water' - Jackson Residents Suffer in Aftermath of Water System Failures
*Mississippi Public Broadcasting
Jackson, MS*
- Newscast
MPB News 7am Newscast October 4, 2021
*Mississippi Public Broadcasting
Jackson, MS*

MPB News is also the recipient of three first place Mississippi Association of Broadcasters awards for excellence in broadcast journalism.



MPB TELEVISION

MPB's TV productions emerged from the COVID era with a new season of the ever-popular "Mississippi Roads," hosted by Walt Grayson. "Mississippi Roads" is also seen nationally on the Create Channel, as is MPB's healthy cooking program, "Fit To Eat."

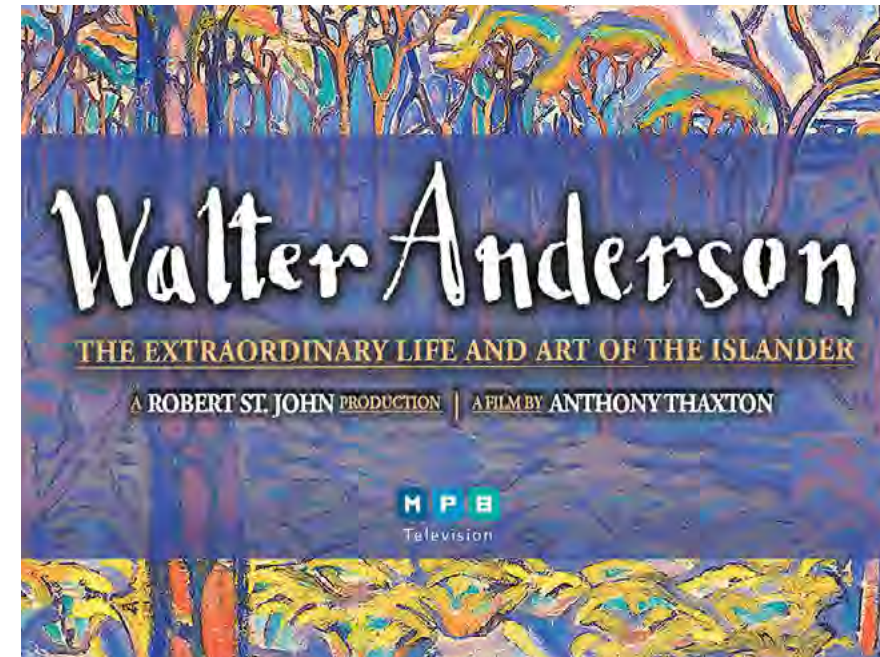
As always, MPB welcomed programs from Mississippi's independent producers and institutions of higher learning. Mississippi State University provided three series, "Simple Livin'," "On the Farm," and "The Hungriest State," as well as the documentaries "XIII" and "Tides of Change: Gulf Coast Communities Respond to Rising Seas."

One of the most popular documentaries was "Walter Anderson: The Extraordinary Life and Art of the Islander," independently produced by Anthony Thaxton and Robert St. John. This portrait of the great Gulf Coast artist's life was acquired by American Public Television for national distribution, bringing Anderson's story to viewers coast to coast.

For the ".5" channel, MPB Classroom TV, MPB continued to produce classroom lessons in coordination with the Mississippi Department of Education.

MPB also brought audiences the annual events they rely on the channel to air, from the Governor's State of the State address to the Mississippi Arts Commission's Governor's Arts Awards and Poetry Out Loud competition.

MPB also began two major documentary projects, one profiling a civil rights hero and the other an ageless blues star. The Medgar Evers documentary, which will premiere in 2025 on the one 100th anniversary of Evers' birth, will be a multi-faceted project with a broadcast documentary, web content, podcasts, and educational tools for classroom teachers. The Bobby Rush documentary, scheduled for a projected 2023 premiere, follows the legendary musician from juke joints to festivals to the concert stages of the world.



MPB EDUCATION

The MPB Education Department is a robust, boots-on-the-ground provider of services, resources and information. MPB Education offers a variety of rigorous programs both face-to-face and virtually. Services that focus on parents, children, and their families top the list of initiatives.

MPB Education seeks to serve as many Mississippians as possible and to support other agencies offering similar services or programs. MPB Education pursues engaging partnerships with key stakeholders across the state. The department offers teacher and parent workshops, workforce development programs, the Ed Said health initiative for children, distance learning, continuing education courses for educators and much more. Many of these services are in conjunction with PBS, which is the most trusted education platform in the world.



EARLY CHILDHOOD DIVISION

Preschool Teacher Workshops

MPB Education has a long-standing approval with the Mississippi Department of Health to provide continuing education hours to early childhood educators and administrators.

The PBS KIDS “Watch and Learn” Preschool Teacher Workshop (January 22, 2022) was designed to introduce and inform preschool teachers of the free and national/ state standard aligned resources, lesson plans, videos, games, and interactives that can be used in their classroom daily. This workshop was an opportunity for teachers to see firsthand how to operate PBSKIDS.org, PBS LearningMedia.org, and MPB Discussion Question Cards. PBS KIDS “Watch and Learn” Preschool Teacher Workshop was held via zoom on Jan. 22, 2022.

The Way I Feel – Preschool Teacher Social Emotional Workshop (July 30, 2021) This workshop’s goal is to assist teachers in developing lessons to address emotional and behavioral self-regulation. It provides strategies and activities that allow students to express their emotions safely and appropriately. It was an in-person event. **Twenty-two Participants attended the Toddler Institute.**

Back to School: Preparing for Success – Preschool Teacher Workshop (August 7, 2021) This workshop shared tips and strategies to assist teachers when planning for a successful new school year. The workshop was conducted virtually via Zoom with 37 early childhood educators.

Hungry for a Good Book - April 9, 2022 *The Hungry for a Good Book* Preschool Teacher Workshop was held at MPB. Teachers watched and engaged as a demonstration was conducted, showing them how to utilize Ed Said resources in their classroom. There were seven participants.

MPB EDUCATION PARENTS ARE TEACHERS TOO

Preschool Teacher Workshops

Parents Are Teachers Too (PATT) focuses on families learning together. It is a no-cost, early childhood parent support initiative. PATT provides parents of early learners with age-appropriate information needed to accelerate learning at home. The training focuses heavily on literacy and effective communication. In addition to teaching tools and strategies, parents learn how to use the many PBS KIDS and MPB resources at home to support learning. This program provides information and activities to improve outcomes for children, pre-K through third grade. This fiscal year, PATT sessions were held virtually and in person in nine Mississippi counties. PATT facilitators were trained and provided resources to lead the workshops. Since its inception, more than 500 families across the state have been impacted by the program. That includes more than 1,000 children. The initiative is supported by generous donations from Henry & Martha Hederman Charitable Foundation, Donna and Jim Barksdale, Sherly and Jay Davidson, and Origin Bank.

(July 2021-Aug. 2021 Sessions)

Along with the PATT content, MPB Education piloted the addition of information from the Mind in the Making (MITM) program. MITM highlights seven essential life skills for children. Four education staff members were trained on the program and paired with facilitators in three of the six counties to introduce the child development piece. **Approximately 57 families participated in this round, and about 100 children benefited** from their participation. Some of the children had not been to the library since the pandemic started. MPB Education sent each family several books to jumpstart or add to their home library. Each parent participant received free learning/teaching resources. Strategies were taught to utilize PBS programs and learning tools that are both educational and entertaining. Participants were from Claiborne, Hinds, Lauderdale, Lafayette, Warren, and Yazoo counties.

(October 5, 2021 Sessions)

The counties served during these sessions were Forrest, Hinds, Lincoln, Warren, and Yazoo. There were five facilitators, one who held in-person sessions and four who conducted virtual sessions. **Fifty-three families participated with about 100 children receiving services.**

(February 2022 – March 2022 Sessions)

PATT facilitators worked within Copiah, Hinds, Lincoln, Tallahatchie, and Yazoo counties. There were **five facilitators, and 46 parents** participated in the sessions with about 101 children serviced. During this COVID-19 pandemic, families spent more time at home together; PATT served as a free resource and support for those families. Participants received boxes containing books for various grade levels, water bottles, large and small lunch bags, umbrellas, POP-It game with instructions for family fun, certificates of completion, and additional reading resources.

MPB EDUCATION READING ACROSS MISSISSIPPI



9 CITIES VISITED

- Gulfport
- Brookhaven
- Jackson
- Natchez
- Ridgeland
- Brandon
- Purvis
- Kosciusko
- Greenville

208 PARTICIPANTS



Library Literacy Tour

MPB Education launched a new early childhood initiative, partnering with the Mississippi Library Commission (MLC) and community libraries across the state. The MPB Library Literacy Tour, featuring Ed Said, is designed to introduce students and their families to PBS KIDS programs in a more engaging way, extend PBS KIDS program activities into communities, and promote reading. Each event followed the same format - children and parents watched a segment of the featured PBS KIDS program, participated in a read along of a selected book, participated in a fun hands-on activity, and interacted with Ed Said when he made an appearance. A PBS Playtime Tablet was awarded to one child during each event.

Summer Reading with Mississippi Libraries - *Oceans of Possibilities*

The Early Childhood team was invited to read at two libraries for their summer reading program, *Oceans of Possibilities*. The team visited the Winston County Library and the Medgar Evers Library to read to young scholars and lead an activity that corresponded with the libraries' theme. As a treat, MPB provided drawstring bags with goodies and activity sheets for approximately **150 children**. MPB's very own edutainment character Ed Said joined in on the fun.

Read for the Record

Read for the Record, an annual national reading initiative by Jumpstart, was Thursday, Oct. 28, 2021. This day is set aside to read a pre-selected book to children around the world. This year's book was *Amy Wu and the Patchwork Dragon*, written by Kat Zhang. Read for the Record is the world's most extensive shared reading experience. This experience allows people to read the same book and complete accompanying activities on the same day with children everywhere. MPB Education partnered with the Mississippi Department of Education and the Mississippi Federation of Women to help share the book in classrooms, homes, and communities across Mississippi. MPB's Student Council members also participated by reading to younger children. We mailed/delivered 350 books to numerous counties in Mississippi. A few out-of-state registrants also participated. The total number of **student participants was 3,092.**

MPB EDUCATION AUDIENCE ENGAGEMENT



Chalkboard Ch@t is MPB's education podcast. It provides up-to-date educational resources through episodes that feature knowledgeable experts and interesting guests. Its purpose is to shed light on various topics relevant to the world of education throughout the COVID-19 pandemic and beyond. The target audiences include Mississippi teachers, parents, guardians, students, and education enthusiasts.

The podcast has been downloaded nearly 6,000 times. Over the past year, guests have been invited to talk about diverse topics related to education in Mississippi. They include Dr. Ebony Lumumba, Dr. Errick Greene, and Dr. Nashlie Sephus. Field trips were made to The Max in Meridian, the INFINITY Science Center in Pearlinton, the GRAMMY Museum in Cleveland, the B. B. King Museum in Indianola and the Jimmy Rodgers Museum in Indianola. Plus, the podcast celebrated school counselors, teachers, superintendents, and principals.



MPB Kids Club has more than 2,000 members. The club is free for children to join. The MPB Kids Club members receive membership cards, a birthday card in the mail, and invitations to members-only events. Plus, their names are displayed on MPB Television and the MPB Kids Club webpage to announce their birthday. They also receive a monthly newsletter full of information and educational activities. The MPB Kids Club exists to promote healthy social interactions between parents and their child(ren), encourage engagement with PBS KIDS programs, and to provide enrichment activities for children ages 4-12.

This year, MPB Kids Club members enjoyed a Pinkalicious and Peterific-themed birthday party, virtually. On Nov. 13, 2021, 71 members celebrated their birthdays with dance and an arts and crafts activity. Their favorite part of the party included making sock puppets.

Workforce Development Initiatives include a Getting to Work MS website and the popular monthly workshop, Workforce Wednesday. MPB's workforce development initiatives were created from a two-year grant received in 2018 from the Corporation for Public Broadcasting. These initiatives are sustained because the content created is relevant and resourceful to Mississippians – employers, employees, students, and the public. This initiative serves as MPB's megaphone to raise awareness about the state of Mississippi's workforce.

The effort aims to bridge skills gaps, tackle workforce challenges through our community partners, advance education, and promote career readiness. Through this initiative, MPB Education focuses on providing students, employers, and employees

MPB EDUCATION AUDIENCE ENGAGEMENT

with content, resources, and essential skills needed for gainful employment and to succeed in the job markets of today and the future. Our target audience includes students, young adults who are neither in school or working, returning veterans, and adults in career transition.

Workforce Wednesday continues to be a well-attended and engaging monthly workshop that covers many workforce topics. Over the past year, 300 guests attended 10 workshops. Topics included:

- American Graduate: Path to the Future
- Customer Service Employment Academy: A partnership between Goodwill Industries and Holmes CC
- Project Search, an MDRS Workforce Initiative
- Now Hiring! Apply Here! All Positions Available!
- Testimonials, Triumphs, and Transformations
- Mississippi's Heartbeat: An Inside Look at Small Businesses
- Mental Health in the Workplace
- Food for Thought: The Emerging Food Truck Industry
- Pathway to a Teaching Career
- Student Preparedness Series: Prepping Students for College and Work

Workforce Wednesday has been virtual since the pandemic and has not lost its audience. The workshop draws visitors from other states and countries, such as Canada and India. Over the past year, promotional posts and videos have reached 8,490 people on Facebook, Instagram, and Twitter combined. The YouTube videos have been viewed nearly 300 times. The announcements and videos receive consistent digital engagement.



MPB EDUCATION AUDIENCE ENGAGEMENT

MPB Student Council - MPB Education received a \$15,000 Next Gen Public Media Accelerator Project grant from the Joan Ganz Cooney Center at Sesame Workshop and CPB to support the new MPB Student Council. This program is designed to help public media stations explore new models for engaging young people in their communities, based on issues that young people see as relevant to their lives.

MPB's Student Council provides teens and tweens a forum to demonstrate civic learning, leadership, and media literacy skills that allow them to participate in a democracy. The Council comprises eight students from across the state who engage in storytelling workshops and produce a monthly podcast about social issues affecting them. This diverse group expressed their thoughts, beliefs, and opinions on various topics. Council members explored the use of merging new and old technology. They learned new ways to consume news and information, participated in writing and filming their community's stories, and became advocates for the educational mission of public media. The work of these students was highlighted at the 2022 NETA Conference & CPB Public Media Thought Leader Forum. Plus, one of the students, Makenna Mead from Hernando, MS, was highlighted in a segment of PBS NewsHour for her work with the Student Reporting Lab. The new podcast received nearly 300 downloads over the first six months.

Ed Said, MPB's children's "edutainment" project, teaches kids to be healthy through his raps and rhymes about his favorite fruits and vegetables. The lively puppet uses webisodes, music videos, raps, dances, live performances, and classroom curriculum to spread his healthy eating message across Mississippi. Ed Said is always touring the state, spreading the word about healthy eating. This past year, Ed's popularity was used to encourage children to read. Ed Said played a big role in the new initiative, MPB Library Literacy Tours with community libraries. The walkabout character visited libraries, took pictures with students and encouraged them to get moving through dance.

Mississippi EdNet is a loaner program for mobile hotspot devices. MPB provides a hotspot to individuals, schools, and other entities that do not have internet access. The purpose is to promote, encourage and assist all levels of education, research, and economic development. The internet provider changed over the past year from C Spire to T-Mobile. As a result, MPB was allotted hundreds of units to provide to eligible Mississippians.

The digital landscape of society is continuously evolving. MPB Education continues to grow its digital audience through a social media presence on Facebook, Instagram, and Twitter, via a digital monthly newsletter, and through the website at education.mpbonline.org. There are also more than 500 pre-K through 12th-grade lessons on its YouTube page. These lessons are taught by teachers and coaches from the Mississippi Department of Education.

MPB EDUCATION COMMUNITY VIRTUAL EVENTS

Virtual Panel - MPB Education hosted a **virtual panel discussion on learning loss/learning gaps** with Mississippi educators on Nov. 2, 2021, titled "Can they catch up? Covid-19's Impact on Student Learning." Felicia Davis, MPB's Early Education and Education Enrichment Division manager, served as moderator for the discussion with panelists who included: Dr. Debra Dace, superintendent of Greenville Public School District; Glen East, superintendent of Gulfport School District; Erica Jones, President of Mississippi Association of Educators (MAE) and Tenette Smith, Ed.D, executive director of Elementary Education and Reading. Forty-three viewers logged in to listen and view the discussion. They discussed test scores and what they mean. Plus, they shared innovative ways school districts are helping to accelerate learning for students; and provided ways all stakeholders can help teachers and students.

Mississippi Makers Fest was hosted at the Two Mississippi Museums by the Mississippi Department of Archives and History on May 13, 2022. It was a celebration highlighting musicians and artisans across the state. More than 300 children and parents stopped by MPB Education's table. In addition, MPB Foundation members, radio and TV fans visited with the team. Visitors were informed about the numerous services and programs MPB offers to support education. Since this event occurred the day before Mother's Day, the team created a Mother's Day frame craft activity for the children. They were photographed and they decorated a frame for the picture. Plus, Ed Said was on hand to greet and take pictures with his many fans – children and adults.

Can They Catch Up? Covid-19's Impact on Student Learning PANEL DISCUSSION via ZOOM

Join the Conversation

November 2, 2021 • 6:30 p.m. - 7:30 p.m.
Moderated by: Felicia Davis, MPB's Early Childhood & Education Enrichment Division Manager



MPB EDUCATION COMMUNITY VIRTUAL EVENTS

NatureFEST at Mississippi Natural Science Museum Jackson, MS - April 2, 2022

The Early Childhood Education department participated in Mississippi's Natural Science Museum's annual NatureFEST. The early childhood team participated as an exhibitor, providing books, drawstring knapsacks, PBS KIDS programs science-related activity sheets, seed kits, and Ed Said kites. Children decorated butterfly crafts and were provided a nature scavenger hunt card to complete on-site or at home. There was a significant community presence, and the department gave away 215 books/materials to children and signed up 52 children for the MPB Kids Club.

Summer Enrichment at the Mississippi Children's Museum was a success. MPB Education partnered with the museum during their Dinosaur Train: The Traveling Exhibit, which was on display from May 13 through Labor Day 2022. Since **Dinosaur Train is a PBS KIDS program, this partnership was a natural fit.** MPB Education participated in a launch event, which was for members only, giving away dinosaur posters and books. Visitors also were able to create a dinosaur bag puppet. After that, every Wednesday morning in June and July, from 10-noon, the team hosted an activity at the museum. Each week, opportunities were created for visitors to learn a new lesson in science. The team also provided activities from PBS LearningMedia, gave away stickers and a grand prize every week. Many of the prizes were donated by The Jim Henson Company. Students, parents, grandparents, and camp directors were eager to meet each week. More than 800 students had the opportunity to engage with MPB Education activities.



MPB EDUCATION COMMUNITY VIRTUAL EVENTS

Summer Learning Family Fun Day is MPB's annual signature statewide education event. The goal is to encourage families to have fun learning together and to keep learning all summer long to decrease the learning gap that occurs when school is out. The event was held June 18, at the Jackson Convention Center. The theme was "Explore! Discover! Grow!" MPB's Ed Said greeted fans and performed to some of his healthy eating raps. MDE hosted a live science experiment. Activities included face painting, book and prize giveaways, signups for the MPB Kids Club, and many learning opportunities. Families walked away with a plethora of information and resources to keep learning in action all summer long.

Twenty vendors who focus on education and family resources were on hand to greet attendees. Before the pandemic, crowds of more than 4,000 would attend this event. The 2022 Summer Learning Family Fun Day was MPB's first in-person event since hosting it virtually for two years. Nearly, 1,300 people attended. In addition to families, a few special guests stopped by, including Lt. Gov. Delbert Hosemann, JPS Superintendent Dr. Errick Greene, and members of the MPB Foundation. This event continues to be underwritten by Blue Cross and Blue Shield of Mississippi.

MPB EDUCATION INSTRUCTIONAL RESOURCES



The **Digital Education Network (DEN)** is a free distance learning program for schools offering classes to 9th -12th-grade students. The program, created more than two decades ago, is designed to instruct students via a state-of-the-art video conferencing network throughout Mississippi. The technology allows teachers to instruct students assembled in a classroom hundreds of miles away. The DEN can fill the void when a school cannot find a certified teacher. MPB is the statewide hub for this technology, connected with interactive video networks throughout the state.

Many of the classes are taught through a partnership with professors from Delta State University. Some courses taught include Spanish I and II, ACT Prep I and II, Creative Writing, Art.

MPB was awarded a \$1 million USDA Distance Learning grant in 2021 to upgrade the infrastructure of the service. The grant supports 28 schools in the most rural areas of Mississippi. MPB anticipates rebuilding the network to assist more schools and diversify programs. The DEN is supported annually by the Mississippi Department of Education.

MPB's **Mississippi e-Learning for Educators** program offers asynchronous continuing education classes online. Certified Mississippi educators facilitate high-quality, research-based professional development courses. All educators demonstrating requirements for M-Star, administrators needing to assign professional development, and those renewing licenses can take advantage of these courses. The purpose of Mississippi e-Learning for Educators is to provide Mississippi teachers the opportunity to receive convenient and low-cost professional development. Nearly 2,922 CEUs were issued to 1,880 teachers this year.

MPB Classroom TV is a free channel that can be viewed in Mississippi homes by using an antenna. The channel was created to provide relevant content to Mississippi students in the most crucial subject areas and grades. MPB has continued to work closely with educators from the Mississippi Department of Education to provide content for the instructional television channel. MPB Classroom TV is specifically dedicated to broadcasting instruction to Mississippi students. Mississippi teachers and coaches have recorded more than 500 instructional videos. Teachers, students, and parents can watch these videos in the classroom, at home, and on digital devices on YouTube. The videos can also be used as professional development for teachers.



MPB PARTNERSHIPS

August 2021

Mississippi Public Broadcasting hosted a **Best Campaign Slogan** contest. The contest was held in conjunction with the Mississippi Secretary of State Office's annual comprehensive K-12 voter education program - **Promote the Vote**. The theme was "Vote Local" and encouraged students to learn about local offices and challenged them to consider a candidate who could make a difference in their respective communities.



October 2021

Mississippi Public Broadcasting launched a special campaign called **It's Worth a Shot** to help combat COVID-19 by sharing vaccination information. The campaign included testimonials from Mississippians who share why they decided to get vaccinated.



February 2022

The 34th Governor's Arts Awards – an annual event recognizing Mississippi's top artists – aired on MPB Television in February 2022. Presented by the Mississippi Arts Commission, the Governor's Arts Awards are given to individuals and organizations to recognize outstanding work in the artistic disciplines as well as arts-based community development and arts patronage in Mississippi.



MPB TECHNICAL SERVICES

A large network of equipment maintained by a team of experienced and skilled technicians provide the broadcast for MPB programs.

The RF Network and Field Service Engineers maintain the **eight digital TV (DTV)** and **hybrid digital FM (HDFM)** radio stations, along with one DTV translator providing coverage to a majority of the state. The **eight stations** have **antenna towers** ranging from approximately **600 to 1,500 feet** in height that are required by the FAA to have lighting systems visible to aircraft.

The broadcast signals are made up of **five DTV channels** (HD Main, PBS Kids, Create and one audio only Think Radio or Music Radio channel selectable through the secondary audio program) and **four HDFM channels** (one conventional FM with two digital channels, Think Radio and Music Radio and a special channel for the Radio Reading Service for the blind).



MPB's broadcast 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 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. Ongoing maintenance and upgrades of the towers continue to be a priority for MPB.

Technical Services at Work

- The tower upgrades for WMAH and WMAU that were made possible by the \$2.5 million CAPEX funds are well under way and are expected to be completed by spring of 2023.
- Three new field technician vehicles were put on hold due to the microchip shortage.
- MPB is in the process of gathering information for a project to upgrade the aging Master Control system.
- AT&T and Verizon have completed upgrades and installations at the main office tower. AT&T will conduct more upgrades to their system in early 2023.
- The Booneville Repack project has been completed and preliminary tests are showing an increase in coverage reception range.
- New confidence monitoring equipment has been put in place in Master Control to allow the monitoring of the off-air television transmissions at each of the transmitter sites.
- The fiber migration project is underway with the installation of fiber to six of the eight transmitter sites to improve reliability and quality of service. The Statewide Microwave system will remain as the backup for redundancy.
- MPB now has a direct fiber connection, internet connection along with two new Microwave systems to MEMA and the Governor's office. This will give MPB triple redundancy for MEMA and the Governor's office to use for the dissemination of information when needed.
- Oxford is now at full power after repairs were made to the lightning-damaged coax cable.
- Old A/C units have been replaced at several MPB transmitter sites.



MPB DIGITAL

MPB Digital Division is responsible for the agency’s digital strategy on all social and web platforms. This includes strategic distribution of local, national and world content as it pertains to MPB, PBS and/or other media partners.

Duties also include design and maintenance of the agency website, MPBOnline.org, a resource for information, education and entertainment, offering a catalog of multimedia content, blogs and videos from MPB, PBS and NPR, as well as other partners.

In Fiscal Year 2022, MPB leveraged multiple social media platforms to engage its audiences, including Facebook, Twitter, TikTok, Pinterest, YouTube, LinkedIn and Instagram.

By the Numbers

MPB attained 695,000 page views at MPBOnline.org and reached 333,000 users.

The MPB Public Media app increased users and now has more than 461,328 sessions.

An increase in MPB’s social media accounts was noted, with more than 28,986 followers on the Main and News Twitter channels, more than 36, 615 fans on the Main, News and Education Facebook pages. There were 40,800 subscribers on YouTube, an increase of 9,800.

MPB Livestreaming

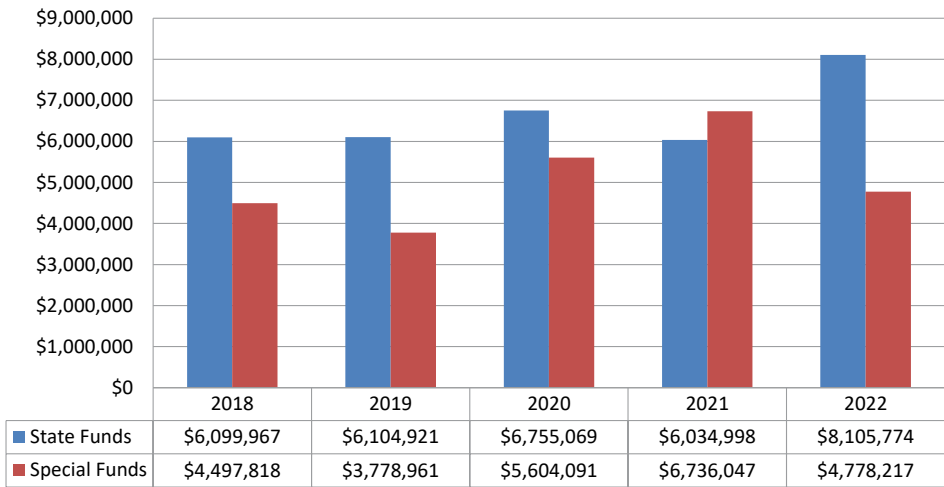
MPB Livestreaming at mpbonline.org makes watching live MPB Television possible from anywhere. And the number of residents who enjoy this feature continues to grow. There were 21,533 streams, with 10,028 users.

Whether on a cell phone or computer, viewers can watch MPB programming as it happens. Those with smart TVs can cast live programming from their computer, phone or tablet to their TVs – perfect for those who have cut the cord to cable television services.

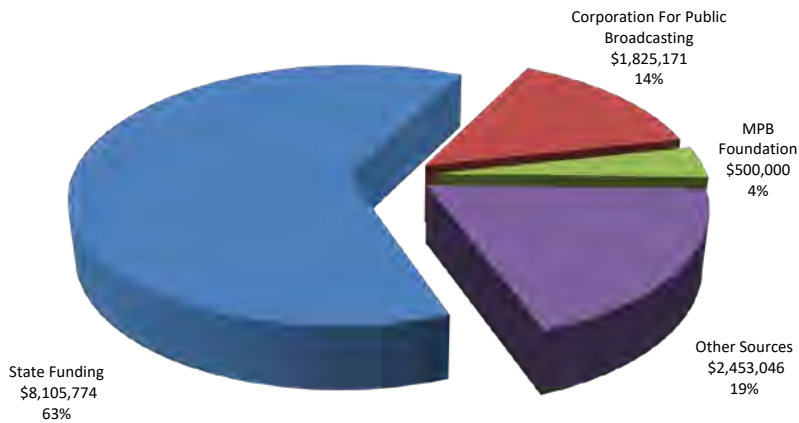
MPB Livestreaming is also available on the PBS Video app.

Revenue History FY 2022

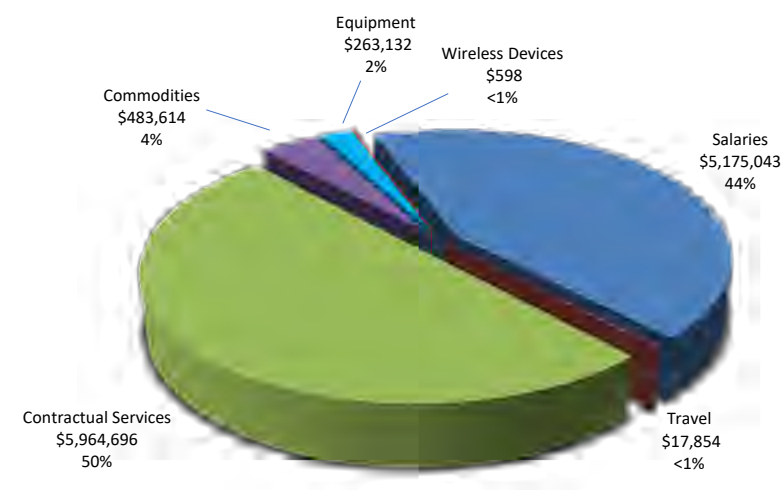
5-year revenue history



Revenue Sources FY 2022



Operating Expenses FY 2022



Expenditures by Program 2022



MPB FOUNDATION

The MPB Foundation supports and advances the mission of Mississippi Public Broadcasting. Donor members from across the state and region provide gifts that support 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:



Don B. Cannada (Board Chair)
Barksdale Management Corporation



Cissy Foote Anklam
Principal, Museum Concepts



Dave Bush (Development Com. Chair)
Philanthropist & Community Volunteer



John C. Hardy (CIMA, CPWA, AIF, CEPA)
Principle & President, Hardy Reed, LLC



Grace P. Lee, (Nominating Com. Chair)
Founder, Retired President Trilogy Communications, Inc.



Andrew Mallinson
Multicraft International



Nora Frances McRae
Community Volunteer



Finney Moore
Community Volunteer



George B. Ready
Law Office of George B. Ready



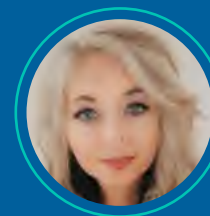
Paul M. Rocconi, MD
*Vice Chairman, Board of Trustees,
the Library of Hattiesburg, Petal, &
Forrest County*



Darden H. North, MD
Jackson Healthcare for Women



George Penick, (Vice-Chair)
*Head of School, Retired
St. Andrew's Episcopal School*



Cynthia Sutton
*Executive Director, Ocean Springs
Chamber of Commerce-Main
Street-Tourism Bureau*



Jon Turner
BKD, LLP retired partner



**Melvin V. Priester, Jr.
(Board Secretary)**
Priester Law Firm, PLLC



Brian Pugh, PhD
*Executive Director
Stennis Center for Public Service
Leadership*



Lynn Wilkins
*University of Mississippi
Music Department*



Rhea Williams-Bishop, PhD
*The Kellogg Foundation
Director, Mississippi & New Orleans*

MPB FOUNDATION STAFF



Angela Crossley Ferraez
Executive Director



Debra Kassoﬀ
Director of Member Engagement



Jaime Lowe
Development Assistant



Bill Ellison
Member Relations



Lisa Lancaster
Member Relations

While MPB Foundation wrapped FY 2021 with a cautious return to in-person, outdoor events that featured live broadcasts around the state by the Gestalt Gardener, hopes for a return to business-as-usual were dampened by a summer of spiking COVID-19 rates. Across the country, including in Mississippi, events frequently returned to virtual platforms.

MPB Foundation still found ways to keep in touch with members, starting with an appearance on July 31, 2021, at an outdoor car show at Trustmark Park in Pearl, in connection with MPB Think Radio's Auto Correct.

Outreach efforts continued in September 2021, with an exciting rollout of two new online donation products from FreeWill, a Foundation partner whose bequest tool continues to bring in significant engagement and planned gift revenue. The new stock donation and IRA/QCD donation tools, featured prominently on the MPB Foundation website, smooth the way for donors wishing to make gifts with significant tax benefits and without cutting into their personal cash-on-hand. Promotion of these tools presents ongoing opportunities to educate and engage donors, and the expectation is that these new revenue streams will grow stronger in the future.

Throughout the summer and fall of 2021 (Q1 and Q2 of FY 2022), MPB Foundation played an important role in MPB's second cohort in the PBS-Q Catalyst Digital Content Accelerator project, which focused on growing revenue via email communications. On the Foundation side of outcomes, the project resulted in better tracking of newsletter revenue, and it gave a significant bump to the number of new member prospects.

MPB Foundation participated in its first pandemic-era MPB Day at the Capitol in Q3 of FY2022. The event provided MPB and MPB Foundation a key opportunity to educate Mississippi lawmakers about the services and benefits the educational broadcast agency provides the state.



The final quarter of the year began with a flurry of in-person activities. The Gestalt Gardener got back on the road after nearly a year at home, starting with the 2022 Home Show at the Clyde Muse Center in Pearl, and continuing with a stop at the MAX (Mississippi Arts and Entertainment Experience) in Meridian. At both locations, MPB Foundation offered members complimentary breakfast and a first-chance opportunity to be present at the broadcast.

Fans of The Moth Radio Hour got a treat in April when The Moth brought one of its Mainstage performances to The Alamo Theatre in Jackson. MPB was given cosponsoring credit of the program, and MPB Foundation set up a table in the lobby, distributing program guides and MPB webcam covers while collecting contact information from audience members interested in entering the drawing for an MPB swag basket. The Foundation's director of Member Engagement welcomed the crowd and introduced the Mainstage show host.

Also in April, the MPB Foundation provided both the location and the audience for a private Bobby Rush concert staged by MPB Television as part of their work on a documentary about the Mississippi music legend. The Foundation celebrated another post-pandemic victory in June, with the return of the Mississippi Punch & Brunch reception, usually held annually in conjunction with MPB Education.

Education's Family Fun Summer Learning Day. Both events were held in person for the first time since 2019. An enthusiastic group of MPB major donors enjoyed visiting with Lt. Gov. Delbert Hosemann who shared a legislative update with the group and received a warm greeting from MPB's own Ed Said.

Capping FY 2022 was the prominent recognition of Foundation Executive Director Angela Crossley Ferraez as Mississippi Business Journal's 2022 Business Woman of the Year. This was not only a well-earned accolade for Ferraez, but also a powerful signal of the Mississippi business community's increased awareness of MPB and the agency's work, thanks in large part to efforts by the MPB Foundation Board and Ferraez.

Throughout FY 2022, MPB Foundation continued to work steadily with MPB Think Radio, MPB Television, and MPB Communications to promote the Foundation's car donation program, the Passport (PBS streaming video) member benefit, the online MPB shop (shopMPBonline.org), the FreeWill bequest tool, and conduct the annual Giving Tuesday campaign. One notable accomplishment this year was the increase in the number of MPB members, especially those coming in via MPB Think Radio membership drives, who activated and used their Passport benefit. The number of members coming in specifically to receive the Passport benefit also continued to increase.

As always, MPB Foundation led four television fundraising drives as well as multiple fundraising events tied to individual PBS program promotions throughout the year. The Foundation produced the annual fall and spring membership drives with Think Radio. With the help of an experienced consultant, the Foundation evaded the worst of the severe downward trend in drive time revenue seen by public radio stations nationwide and learned important fundraising lessons about the changing audience for and environment surrounding broadcast radio. Television pledge drives, too, have lost ground nationally but remain an important source of membership and revenue. MPB has had some success in this arena by producing more pledge pitches locally, with recognizable MPB talent.

Well into MPB's second year as one of CDP's MSB stations, there has been a trend of increasing retention of members in both the first and second years following a new member's first gift, and membership numbers now show a solid 40% increase over three years ago. While the overall increase in membership is impressive, the gradually increasing membership retention rate may prove even more significant over the long run, as new member acquisition continues to be one of the most expensive aspects of Foundation work. All of this provides a strong sense of hope and excitement going forward.



Mississippi is Our Mission

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