

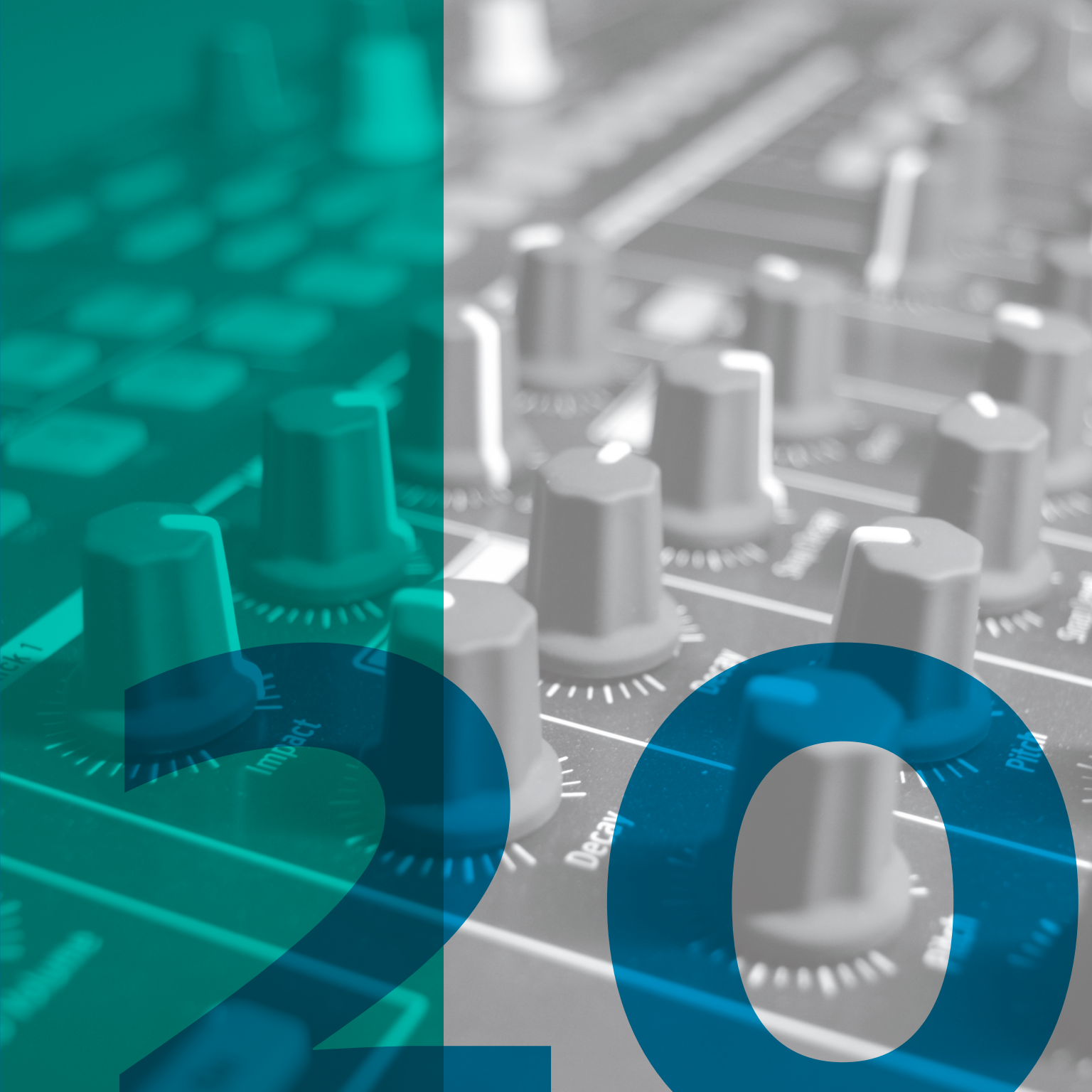


LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

FY 2020

July 1, 2019 — June 30, 2020



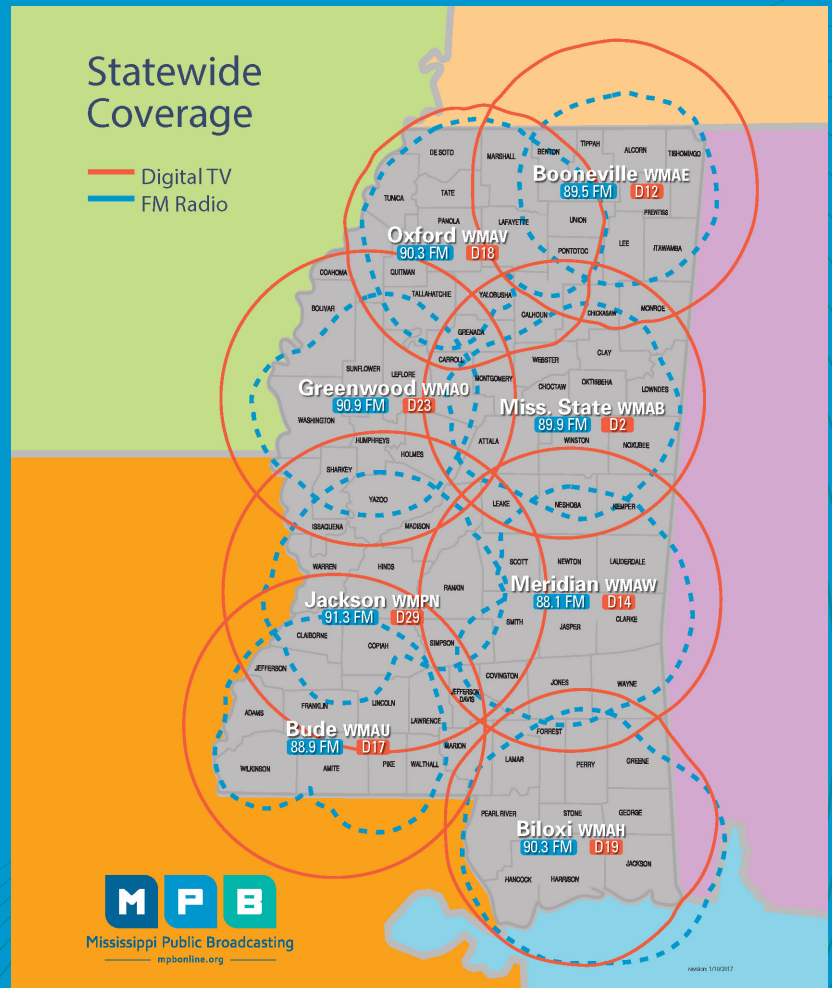


MPB Digital TV and Radio Coverage Map

MPB's system reaches all Mississippians at once

MPB's radio and television statewide 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 Analog	Think Radio HD	Music Radio HD	HD TV	24/7 PBS Kids	Create TV
WMAH	Biloxi	90.3 FM	90.3-1 FM	90.3-2 FM	19.1	19.2	19.3
WMAE	Booneville	89.5 FM	89.5-1 FM	89.5-2 FM	12.1	12.2	12.3
WMAU	Bude	88.9 FM	88.9-1 FM	88.9-2 FM	17.1	17.2	17.3
WMAO	Greenwood	90.9 FM	90.9-1 FM	90.9-2 FM	23.1	23.2	23.3
WMPN	Jackson	91.3 FM	91.3-1 FM	91.3-2 FM	29.1	29.2	29.3
WMAW	Meridian	88.1 FM	88.1-1 FM	88.1-2 FM	14.1	14.2	14.3
WMAH	Miss. State	89.9 FM	89.9-1 FM	89.9-2 FM	2.1	2.2	2.3
WMAV	Oxford/Univ.	90.3 FM	90.3-1 FM	90.3-2 FM	18.1	18.2	18.3



MPB At A Glance

Education

- Every weekday, MPB's main channel offers Mississippi children 12 hours of educational and engaging content on television. Our second channel, PBS Kids, provides similar programming 24 hours per day, seven days per week.
- MPB provides online professional development courses for educators. More than 1,193 teachers enrolled this fiscal year.
- **The MPB Education Department** works to promote early childhood literacy, support workforce development, and to provide certified teachers for Mississippi classrooms.

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 on MPB's transmission towers to ensure sufficient communication frequencies.
- MPB is a trusted source of information on evacuation, 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 on ***MPB Think Radio*** explore medical issues relevant to Mississippians, and all programs are hosted by University of Mississippi Medical Center physicians and healthcare professionals.
- MPB's Ed Said puppet teaches 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 on all MPB digital platforms.
- ***@ISSUE*** is a television news magazine focusing on legislative issues all year long.
- MPB preserves Mississippi's culture and history.
- MPB educates and informs Mississippians.

Contents



4	MPB Digital TV and Radio Coverage Map
5	MPB At a Glance
7	Executive Summary
9	MPB 50th Anniversary
11	MPB Board of Directors
12	MPB Radio
13	MPB News
16	MPB Television
18	MPB Education
25	MPB Community Engagement
31	MPB Technical Services
34	MPB Digital
36	MPB Partnership
38	Revenue History FY 2020
38	Revenue Sources FY 2020
39	Operating Expenses FY 2020
39	Expenditures by Program FY 2020 MPB
40	Foundation

Executive Summary



Ronnie Agnew
Ronnie Agnew
MPB Executive Director

Mississippi Public Broadcasting observed its 50th anniversary with events that paid tribute to outstanding programming broadcast into the homes of Mississippians. During the 2020 legislative session, MPB received a proclamation from state senators for reaching the important milestone.

Our year had gotten off to a fast start. We debuted a compelling documentary on Grammy-winning songwriter – Louisville, Mississippi native Carl Jackson - who has written hit songs for some of country music's most famous artists. We launched Parents Are Teachers Too, an initiative from our education department that trains parents on strategies to help bridge the home instructional gap. We continued to broadcast a prolific local radio lineup for a loyal statewide audience.

Our TV department produced our annual events – the **Governor's Arts Awards**, **Mississippi State Spelling Bee**

and the **Poetry Out Loud** contest, along with ongoing series **Mississippi Roads**, **Fit to Eat**, and **Conversations**, among others. MPB's TV department provided the pool feed for the state's media during Gov. Tate Reeves' **State-of-the-State Address** and the governor's briefings during the devastating COVID-19 pandemic. During the year of this annual report the MPB staff did its best to make our 50th anniversary memorable through programs that informed, educated and entertained Mississippians.

When COVID-19 struck, many things changed about our year. We have treated the change as an urgent call to do more to serve a state that needs us. If ever there was a time to put the power of our broadcasting capabilities across multiple platforms into play, it was during the pandemic. And that's exactly what we have done and will continue to do, as the only broadcaster in a rural state with the capability of reaching every household on radio and television.



We changed our daytime television lineup to feature shows that meet state standards in partnership with the Mississippi Department of Education. We created web pages filled with educational resources that are available for parents, teachers and students. We ramped up our distance learning services.

We added a radio show – *Mississippi Education Connection* - to give parents a chance to ask questions of education administrators during the pandemic. When we learned that our kids would not have traditional graduations, we created a web page to focus on their achievements. In addition, our Summer Learning Family Fun Day, which attracts more than 4,000 people each year, was converted into a virtual week of daily instruction and activities.

We play an essential role as the state's information source. Our news team provided comprehensive coverage through interviews with newsmakers on the front lines of fighting the pandemic. We kept Mississippians informed. Part of keeping Mississippians informed came through our Radio Reading Service, a lifeline for nearly 7,000 physical - or sight-impaired people who rely on volunteers to read books, magazines, and newspapers.

During times of disaster, MPB used the power of its technology to speak to an entire state at once, working closely with our friends at the Mississippi Emergency Management Agency. It's the ultimate example of public service.

During this year, MPB served diverse audiences through a multimedia approach. MPB is a place where intellectual thought meets educational mission, where, regardless of economic status, listeners and viewers participate as equals in programs that foster engagement and thought. As the agency observed its 50th anniversary, our mission was to do everything within our power to help our state during an extremely challenging year through the power of information.

MPB Marks 50th Anniversary



Starting in February 2020, Mississippi Public Broadcasting began commemorating 50 years of service to Mississippi residents. For five decades, MPB has been at the forefront of creatively using technology to educate, inform and entertain all ages in this state and beyond.

In 1970, MPB – then known as Mississippi Educational Television (ETV) – hit the statewide airwaves, providing quality educational television programming. Since then, MPB has upheld the Mississippi Legislature’s charge of providing educational and instructional professional growth for the citizens of Mississippi.

Through locally produced television and radio programming featuring people, resources and attractions unique to the state’s culture, MPB continues to carry out that charge. MPB has further expanded its service to Mississippi by providing public safety information in times of crises as well as created content to improve workforce development in the state.

MPB: Celebrating 50 Years of Service, a special documentary created to commemorate this milestone, memorializes a legacy of great programs and service to the people of Mississippi.

The documentary features clips from dozens of MPB’s award-winning programs like “Tomes & Talismans,” “Between the Lions,” “Dr. Tick Tock,” “Writers,” “Walter Anderson: The Islander” and “William Faulkner: A Life on Paper.” MPB staff members past and present add insightful commentary about MPB’s iconic television productions.

“One of the things that I thought important as we celebrate 50 years was to honor the extraordinary work produced by so many talented people,” said Ronnie Agnew, MPB executive director. “It’s a story of excellence, of commitment, of service. This documentary rightfully acknowledges the magnificent work of the Mississippi ETV staff, while looking into the present at the exceptional work created by this great team.”

A webpage dedicated to MPB’s 50th can be found at www.mpbonline.org/mpb50.



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.



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



Jeanne Luckey
Owner, JCL LLC



Pete Smith, Vice-chair
Senior Policy Advisor, Department of Education's Office of Communications & Legislative Services



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



Whitney Lipscomb
Deputy Attorney General, Mississippi Attorney General's Office



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

MPB Radio

MPB Radio's signal extends all across Mississippi and beyond state borders. MPB Radio is comprised of MPB Music Radio and MPB Think Radio.

MPB Music Radio plays works from a variety of genres, including jazz, classical and more. The top three shows on MPB Think Radio for Fiscal Year 2020 are *Auto Correct*, *Creature Comforts* and *Gestalt Gardener*.

In the last year, people have downloaded MPB podcasts of our radio programs more than **750,000 times**. 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 local weekly shows for Fiscal Year 2020 were:



Deep South Dining



Southern Remedy



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 five hours of Mississippi news each weekday, which included six daily newscasts and *Mississippi Edition*, a daily 30-minute news and public affairs flagship program.

Election coverage

Prior to the primary election in August 2019, *@ISSUE* aired a four-part election special featuring the Republican and Democratic candidates for governor and lieutenant governor. Each of the candidates sat down with us to talk about their campaigns, reasons for running and the issues they were focusing on. The air dates for each of the four programs were July 12, 19, 26 and August 2 on MPB TV.



We also created an online platform highlighting the campaigns for all the statewide candidates running for office. This information helped to educate Mississippians about each person's candidacy before the August 6 primaries.

The MPB News team provided live primary and general election night coverage on MPB Radio. Listeners were updated throughout the night with the latest results along with analysis of the numbers from two political experts.

Our *@ISSUE* program aired a three-part series examining the state of public education in Mississippi with candidates for governor and lieutenant governor explaining their plans for K-12 education. The programs aired October 18, 25 and November 1 on MPB TV and MPB Online.



During the week leading up to the November 5, 2019 election, *Mississippi Edition* aired interviews with the major party candidates seeking the posts of lieutenant governor, attorney general, secretary of state and treasurer.





Coronavirus coverage

The MPB News team throughout the coronavirus pandemic has been providing the latest news and updates about the virus and its impact on Mississippi.

Some of the highlights include:

- Daily coverage of Gov. Tate Reeves' coronavirus press conferences as he announced shelter-in-place orders, school closures, restrictions on restaurants and businesses during the pandemic.
- Aired numerous long-form stories focusing on:
 - How the pandemic has disproportionately affected African Americans in the state
 - What parents and educators are doing to keep students engaged and prevent learning loss while school is out
 - How farmers in Mississippi, particularly dairy farmers, are coping with the pandemic
 - Why child abuse and domestic violence cases appear to be on the rise with families confined to homes
 - Safety measures to protect poultry workers who were becoming infected with the coronavirus
 - What is being done to slow the spread of COVID-19 in nursing homes
 - The disappointment and regret felt by college graduates and their families due to canceled commencement ceremonies

On ***Mississippi Edition*** we talked with several experts about the coronavirus:

Gov. Reeves; Lt. Gov. Delbert Hosemann; State Health Officer Dr. Thomas Dobbs, Dr. LouAnn Woodward, University of Mississippi Medical Center; and Attorney General Lynn Fitch.

Gulf States Regional Hub

In partnership with public media stations in Alabama and Louisiana, MPB launched the Gulf States Newsroom. With support from the Corporation for Public Broadcasting (CPB) and NPR, the news collaborative will hire six new beat reporter and two editions dedicated to regional coverage based in each state. Working together as the Gulf States newsroom, all three stations have been coordinating and sharing content at the start of the coronavirus pandemic.



Nationally aired stories

During Fiscal Year 2020, members of the MPB News staff have produced more than a dozen stories that have aired nationally on NPR.

Awards



The MPB News team has won numerous journalism awards. They include four regional Edward R. Murrow awards for Best Newscast, Best News Series, Best Hard News and Best Feature reporting.



The MPB News team is also the recipient of six first-place Associated Press awards for Best Newscast, Best Short and Long Feature stories, Best Series, Best Public Affairs and Achievement.

MPB Television



Fiscal Year 2020 was a busy one for MPB Television, with the return of many favorites as well as some brand new additions — all before the COVID-19 pandemic radically changed operations.

Longtime viewers continued to enjoy *Mississippi Roads*, hosted by Walt Grayson; *Conversations* with Marshall Ramsey; and *Fit To Eat* with Chef Rob Stinson and Registered Dietitian Rebecca Turner. *Mississippi Outdoors* took viewers hunting and fishing, while *Palate To Palette* with Robert St. John and Wyatt Waters traveled across Mississippi and across the water to Italy. Working with MPB News, we had another informative season of *@ISSUE*, hosted by Wilson Stribling.

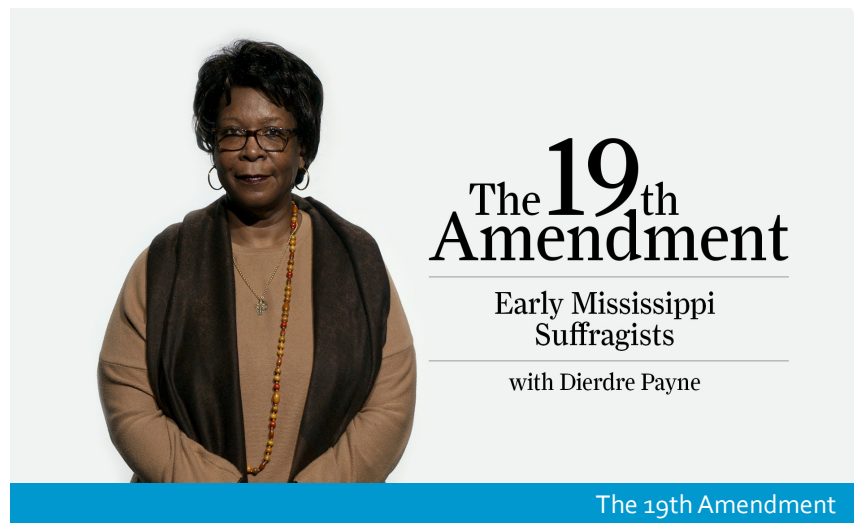
As in years past, MPB TV brought viewers the *Governor's State of the State Address*, the *Governor's Arts Awards*, the *Mississippi Spelling Bee*, *Poetry Out Loud* and the Mississippi College Choir's *Festival of Lights* performance at Christmastime. We also broadcast Gov. Tate Reeves' inauguration, live from the Capitol in January.

In conjunction with the PBS series Ken Burns' *Country Music*, MPB aired *Grassroots TV*, hosted by our own Bill Ellison, interviewing Mississippi's Marty Stuart and the scriptwriter for the *Country Music* series, Dayton Duncan. In February, MPB premiered our own country music documentary, *Meet Carl Jackson*, celebrating the career of the Louisville, Mississippi native with the help of Dolly Parton, Vince Gill, Linda Ronstadt, Emmylou Harris and other country stars who generously took part in this MPB exclusive. The year's country theme continued with *Something in the Water*, a documentary featuring Delta native Steve Azar.

Partnering with the League of Women Voters of Mississippi to celebrate the centenary of the 19th Amendment, MPB TV aired a series of 60-second interstitials telling the story of women's suffrage in our state. Larry Wells' documentary *Thinking of Home: Falkner House and Rowan Oak*, explored those two historic structures and the life of Mississippi's only Nobel Prize winner, William Faulkner.

When COVID-19 struck Mississippi in the spring, MPB TV shifted gears and priorities almost overnight. To prevent media functions from becoming super-spreader events, MPB TV crews served as the sole electronic media provider for Gov. Tate Reeves' daily press briefings as well as some Mississippi Emergency Management Agency (MEMA) events. With MPB providing pool feeds, other stations' crews no longer had to risk exposure. When the Legislature returned to Jackson, MPB TV set up live coverage for online viewing of key Senate committee meetings.

As spring turned to summer, MPB put the finishing touches on a major documentary celebrating MPB's 50 years of service. We worked with MPB Radio to create *Mile Marker*, a podcast series based on stories from *Mississippi Roads*. And we learned that our *Meet Carl Jackson* documentary would be distributed nationally by PBS in 2021.



MPB Education



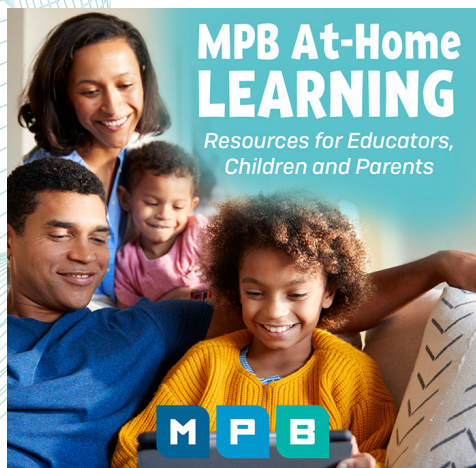
MPB Education Department is a robust, boots-on-the-ground provider of services, resources and information. MPB Education offers a variety of rigorous programs both face-to-face and digitally. Services that focus on parents, children and their families top the list of initiatives. The hands-on, consistent nurturing approach allows us to get to know those we serve and dedicate consistent time to programs that have a lasting impact.

Our vision is to serve from a holistic perspective. Therefore, we go beyond the family. Our relationship extends into the schools with teachers, principals and counselors, and into the community with librarians, businesses and organizations that we consider partners in the spirit of “it takes a village.”

We seek to serve as many Mississippians as we can and to be a support to other agencies offering similar services or that seek a complement to their programs. MPB Education believes in the success of engaging partnerships. 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. Some of these services are in conjunction with PBS, which is the most trusted education platform in the world.

MPB is a PBS station, and we are able to bring the rich content of MPB Education and PBS to Mississippians through our programs.

COVID-19 Response



Mississippi Public Broadcasting was built on the mission of providing resources for the educational and professional growth of the students and citizens of Mississippi. With schools in the state having closed their doors to help contain the spread of COVID-19, both MPB and PBS expanded educational efforts to ensure educators, parents and students were equipped with resources to keep the learning continual, even outside the classroom.

Education on Television

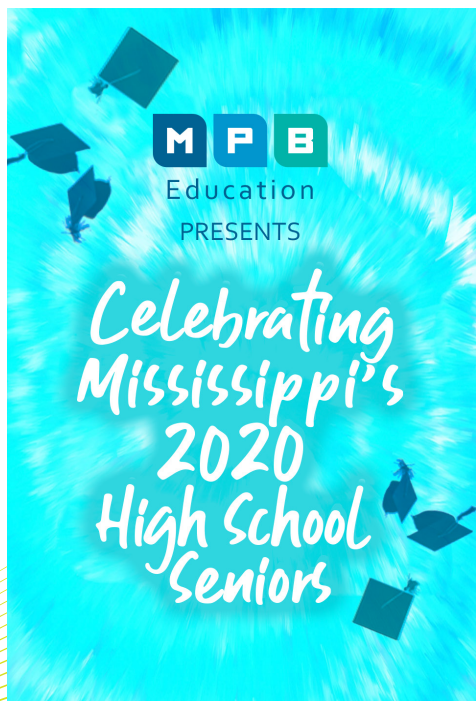
In March Mississippi Public Broadcasting changed its daytime television programming to offer educational content for PreK-12th grade students. MPB's primary television channel broadcast educational content to provide continuous learning at home.

The line-up featured both animated and live-action educational content covering subjects such as science, math and history. Early morning programming focused on early learners, while the content schedule for midday was for older learners. PBS content took up most of the early afternoon and evening programming with some locally produced Mississippi shows. This was an effort in collaboration with the Mississippi Department of Education.

Education Resources and Projects on education.mpbonline.org

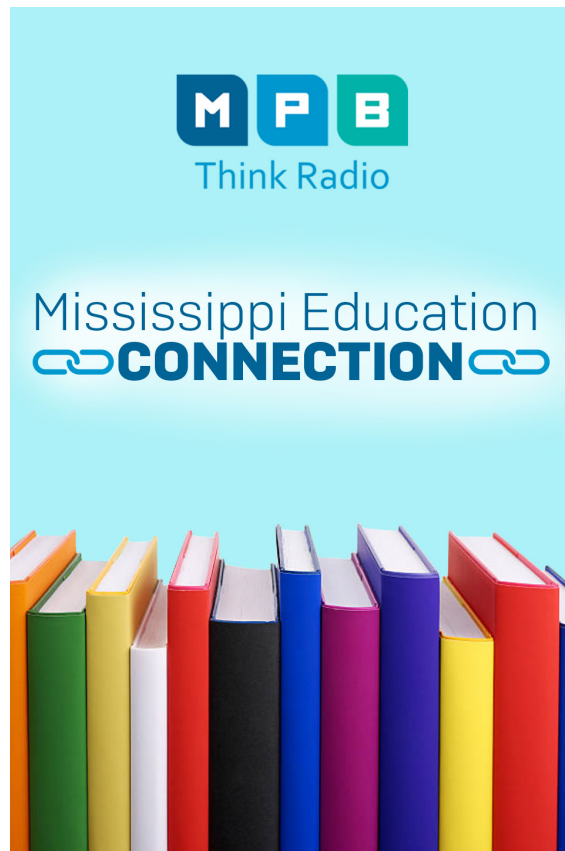
In addition to our ongoing programs and services, there are several web pages that were created specifically as a result of the COVID-19 pandemic:

- o **MPB At-Home Learning:** Various resources were made available for teachers, students and parents and updated frequently when school was not in session.
- o **Summer Learning Resources:** The resources and activities on this page for families targeted ideas and strategies to help combat summer learning loss.
- o **Celebrating Mississippi's 2020 High School Seniors:** A showcase of more than 100 graduating seniors from across the state. We wanted to give seniors a place to share their senior moments due to the absence of traditional graduation ceremonies.



Mississippi Education Connection

On March 26, 2020 MPB began airing a special MPB Think Radio program called **Mississippi Education Connection** that aired Fridays at 10 a.m., while **Next Stop, Mississippi** was on hiatus due to the COVID-19 pandemic. The goal of the show was to provide the timeliest and most relevant education information to parents, students, teachers and the community at large. On **Mississippi Education Connection** listeners heard from representatives from PBS, state education leaders, teachers, counselors, students, educational programs and others.



Audience Engagement

EdNet

A service that provides hotspots to schools, families and students that allow them to have Internet access.

Number of devices	Type of Location
33	Childcare Centers
452	PreK-12th Grade Schools
54	Community Colleges
166	Universities
5	Public Libraries
37	Education Staff & Non-Profit Education Partners
747	Total distributions to date

Ed Said

Prior to the shelter-in-place orders for the COVID-19 pandemic, Ed Said was featured at several events including MPB's Annual Health Fair at the Mississippi Library Commission, MPB's Day at the Capitol and the MPB's Kids Club birthday party. Ed Said attended several schools and health fairs throughout the state reaching more than 2,200 participants.

- September 7, 2019 – **Parents & Kids Magazine** Annual Fitness Fest in Jackson Mississippi at the Trademart Building – 513 participants
- September 21, 2019 – **Parents & Kids Magazine** Annual Fitness Fest in Hattiesburg, Mississippi at the Hattiesburg Zoo – 673 participants
- October 5, 2019 – **Parents & Kids Magazine** Annual Fitness Fest in Tupelo, Mississippi at Barnes Crossing Mall - 215 participants
- November 5, 2019 – MPB Kids Club birthday party at MPB with 65 members in attendance
- January 30, 2020 - MPB Annual Health Fair at Mississippi Library Commission 69 visitors
- February 7, 2020 - Ed Said school visit to Ida Greene Elementary School in Belzoni, Mississippi with 85 students
- February 13, 2020 - MPB Day at the Capitol
- March 3, 2020 - Ed Said school visit to Fulwiler Headstart in Greenville, Mississippi with 600 kids



Education website

MPB's Education Department launched a new website April 1, 2020. The new look is designed to engage parents, students from PreK-post secondary, and educators. The new website includes sections about myriad initiatives, projects and services such as Ready to Learn, Parents Are Teachers Too (PATT), Teacher Workshops, Book of the Month, MPB Kids Club, Early Childhood programs, Workforce Development, Digital and Distance Learning, Ed Said and more.

Early Childhood

JumpStart's Annual Read for the Record was held Nov. 13, 2019. This annual event brings together millions of adults and children around the world to read the same book on the same day in order to raise awareness about the critical importance of early literacy and access to high quality books. The book for 2019 was "*Thank You Omu!*" The book was shared in all 82 counties as well as in several senior homes. MPB was awarded the Bringing the Story to Life Award for efforts on this project.

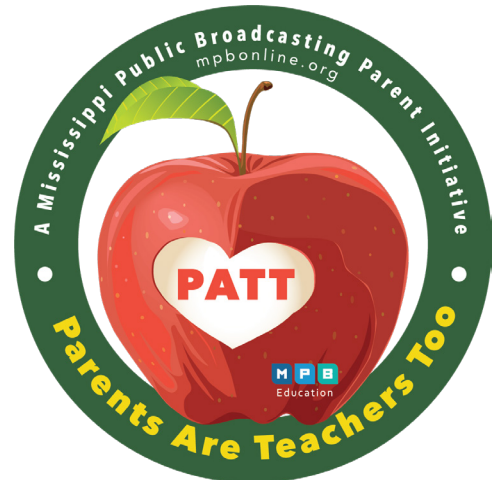
Aha! Island, a preschool initiative that utilizes computational thinking activities to get preschoolers to think like computers, was offered in 11 preschools across the state. The program thrives on the volunteerism of local Rotary Clubs in the state of Mississippi who share their love of reading to schools in their areas.



Parents Are Teachers Too (PATT)

The focus of the Parents Are Teachers Too initiative is to encourage and provide engaging discussion and activities for families learning together. The project sessions engage parents in hands-on literacy activities that will help to improve outcomes for Pre-K through second grade. This is also a parent training support initiative that provides teaching tools and strategies for working with children at home as well as extending what they are learning at school. The objectives are to leverage partnerships for early academic development and to connect home and school learning experiences for parents and children across the state, which combat learning loss and increase parent-child engagement at home.

As many other sessions of **PATT** were taking place in other counties, MPB held its first six sessions of PATT on Zoom with 10 families. The families were consistent with joining the MPB Early Childhood team as we facilitated this parent initiative. Each participant received books and other family resource items for participating. A little more than 100 parents participated, impacting approximately 150 children.





Summer Learning Family Fun Week

Because of COVID-19, we were not able to have our one-day event as planned on June 26, 2020. However, we hosted an **entire week of virtual fun learning**. The theme this year was **A Great Time to Learn Together**. The event was streamed live daily June 22-27 on MPB Education and MPB websites, MPB Facebook, MPB Education Facebook, MPB YouTube and MPB Twitter. Many families across the state, a few from other states and two other countries tuned in daily. Daily activities included a family hands-on exercise, highlights of a PBS KIDS program, and suggested book along with reading tips. Each day a different Mississippi family was featured to demonstrate the activities and spoke about their family learning style. Each participating family received a gift package by mail from MPB Education.

We reached across the state to get artists, teachers and families to help us make the week very engaging. Local families started each day with a daily activity and throughout the week we had special guests – Ed Said in concert, Terrence “Da Story Weaver” Roberts, a storyteller from Meridian; Yolande van Heerden, an artist from Greenwood; and Hannah Gadd Audrey, a music teacher who is MDE’s Teacher of the Year from Oxford.

During the event, there were more than 8,600 views of the daily live stream across all social platforms. Our organic reach on Facebook was more than 20,000. The number of people who reacted, shared, commented exceeded 3,400 (engagement). That number continues to grow because the content has its own web page. This event created an unique opportunity for us to be able to keep the content from the event on the MPB Education webpage.

Ready to Learn

Ready To Learn is a grant program hosted by MPB Education that aims to develop inquiry skills of and spark curiosity in children ages 2-8 in communities with fewer resources through engaging science and literacy content, personalized and adaptive learning, and community engagement. This was the fifth and final year of Ready to Learn. We partnered with Springboard to Opportunities on this work.

Due to the COVID-19 pandemic, many changes and modifications had to be made to our engagement with parents and students. The Early Childhood team provided lunch and encouragement to teachers and other staff at the grant's partner school, Dawson Elementary School, at the Opening of School Professional Development week as well as delivered teacher gifts, school related materials and other resources. We held Literacy Drive-Thru events at our RTL partner, Springboard to Opportunities, properties for the families. The children were given school supplies and books.

A message received:

"Thanks to Mississippi Public Broadcasting's Ready To Learn Initiative for generous donations of school supplies and books. This event was able to supply 275 children across four communities in Jackson, Mississippi with support to begin their school year. Parents and caregivers were relieved to have items to add to their toolkits to assist those students who have begun at-home learning during this uncertain time."

— Parthenia Field, Springboard to Opportunities Program Manager

Instructional Resources

Digital Education Network (DEN)

The Mississippi Interactive Video Network (MIVN) was renamed Digital Education Network (DEN) in an effort to brand the service more accurately. Several upgrades were made to the DEN including:

- For the first time schools were able to enroll through an online portal. Previous registration was manual.
- DEN teachers taught 27 course sections daily and reached 688 students in 2019.
- Wilkinson County School offered an additional Spanish class, which was a plus for the network.

e-Learning for Educators

- The e-Learning for Educators program provides effective online professional development. The content, knowledge and teaching practices gained will enhance teachers' performance. Seven sessions were offered that included 39 course offerings. A total of 3,579 CEUs were issued to more than 1,193 educators in Mississippi for 2020.
- CEU certificates have been sent out by mail in the past. This year, we begin sending the certificates by email, which is more efficient and economical for the agency.

Community Engagement

MPB Kids Club

MPB Kids Club has nearly 2,200 members between the ages of 4-12 years old. The MPB Kids Club engages children and parents throughout the state through events hosted and attended by MPB in their communities, the MPB Kids Club webpage where their birthdays are listed each month, MPB TV, a downloadable monthly newsletter and through birthday mailouts. On November 5, 2019, MPB hosted the second MPB Kids Club Birthday Party at MPB with 65 attendees. Clifford, Ed Said and the Mississippi Braves' Trusty walkabouts were on hand to greet the members. Activities included a coloring station, balloon making, face painting, PBS learning pads, and other educational activities. Each member received a PBS-themed cupcake and book at the end of the party.



Getting to Work MS

MPB's workforce development initiative, Getting to Work MS, formerly American Graduate, continues to create content about the state of the workforce, highlight career pathways and promote stories 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 nor working, returning veterans and adults in career transition. The key industry sectors include energy, manufacturing, information technology, logistics, and healthcare. Since the pandemic we have seen a stronger focus on careers in education, teleconferencing and transportation.



MPB partners with the Mississippi Energy Institute, Mississippi Department of Employment Security, Mississippi Department of Education, G.V. Sonny Montgomery VA Medical Center, Veterans Benefits Administration, Mississippi Department of Rehabilitation Services, Citizen Soldier for Life, Families First of Mississippi, 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 market.

MPB hosts a partner meeting every month through our Workforce Wednesday luncheons held at MPB every third Wednesday of the month. Through this initiative, MPB hosted five Workforce Wednesday luncheons with guest speakers from the Mississippi Economic Council, Midtown Partner, Mississippi Public Service Commissioners and the Mississippi Community College Board.

Getting to Work MS Events/Presentations

- **July 17, 2019:** Workforce Wednesday with guest speaker, Tonja Murphy, Midtown Partners – 32 participants.
- **August 6, 2019:** MPB staff attended a job fair at the Vicksburg Convention Center – 200 participants.
- **August 21, 2019:** Workforce Wednesday with guest speaker, Cecil Brown, Mississippi Public Service Commissioner - 39 participants.
- **September 18, 2019:** Workforce Wednesday with guest speaker, Matthew Riley, Director of MCCB Mississippi Apprenticeship Program – 32 participants.
- **October 4, 2019:** presented American Graduate at the 2019 Fall SSC & CTE Counselor Workshop through our partnership with the Mississippi Department of Education. Workshop was held at Hinds Community College-Clyde Muse Center in Pearl, Mississippi - 145 attendees.
- **October 16, 2019:** MPB hosted a Resume Building Workshop at MPB and assisted more than 42 job seekers with polishing their resume in preparation for the Job Fair MPB hosted November 20, 2019.
- **October 24, 2019:** Attended a high school career fair with students from Starkville High School, Starkville Academy and Starkville Christian School in Starkville, Mississippi - 630 participants
- **November 6-7, 2019:** Participated in the Pathways 2 Possibilities Career Fair for eight-grade students in the Jackson Metro area at the Jackson Convention Complex - 6,000 participants.
- **November 15, 2019:** MPB hosted a second American Graduate Counselors Luncheon – 10 participants.
- **November 20, 2019:** MPB hosted a Hiring Event – 515-plus participants and 42 vendors.
- **December 11, 2019:** Brandon High School students' tour. Shared American Graduate and podcast interviewing techniques - 12 participants.
- **January 15, 2020:** Workforce Wednesday with guest speaker, Scott Waller, MEC President and CEO - 35 participants.
- **February 19, 2020:** Workforce Wednesday with guest speaker, Sandy Crist, MCCB State Workforce & Adult Education Director – 32 participants.
- **February 20, 2020:** MPB staff presented at the Career and Technical Education Conference at the Silver Star Casino – 30 participants.
- **March 6, 2020:** Career Fair at Northwest Jackson Middle School, Jackson, Mississippi - 308 students.



Résumé Building Workshop

MPB hosted a Résumé Building Workshop October 16, 2019 at MPB to assist job seekers with improving their résumé in preparation for the Hiring Event MPB hosted November 20, 2019. During this event, 20 vendors worked with 42 attendees, providing them focused, one-on-one time to help them build their résumés. Each attendee walked away with several printed copies of their résumé, a copy on a jump drive and an American Graduate/MPB portfolio. Several of those who attended this workshop also returned to the Hiring Event.

Counselor workshop

On November 15, 2019 MPB hosted a second American Graduate Counselors Luncheon with 10 participants in attendance. MPB provided middle- and high-school counselors with educational resources they can utilize with the students in their schools. These resources include career pathways information and the MPB Soft Skills series produced through this initiative.



Hiring Event

On November 20, 2019 from 9 a.m. to 2 p.m. MPB hosted an industry sector-specific hiring event for job seekers with certifications/degrees in the following fields: manufacturing, logistics, information technology, healthcare and energy at MPB. This was a new event that was well-attended with over 500 participants and 42 vendors. Two vendors for each of the five key industry sectors highlighted through the American Graduate initiative participated. Participating vendors:

- Georgia-Pacific (Monticello)
- B&B Electrical & Utility Contractors
- International Paper Mill (Vicksburg)
- Anderson Regional Medical Center
- Dr. Arenia C. Mallory Community Health Center
- G.V. (Sonny) Montgomery VA Medical Center
- Department of V.A. Jackson Regional Office
- Mississippi State Hospital
- Mississippi Department of Health
- Golding Barge Line Inc.
- Ingalls Shipbuilding
- Mississippi Coding Academy
- Mississippi Department of Information Technology Services
- C-Spire
- Brown Bottling Group
- Jackson Municipal Airport Authority
- Fastenal Industrial & Construction Supplies
- Dollar General
- Belhaven Adult, Graduate and Online
- LSU Online Graduate Degrees
- Mississippi Department of Education
- Primerica Financial Services
- Professional Management Solutions
- Express Employment Professionals
- Mississippi Department of Employment Security
- SODEXO Magic
- Statewide Federal Credit Union
- Magnolia College of Cosmetology
- RPM Pizza
- Hinds Community College
- Mississippi Department of Human Services
- Federal Bureau of Prisons
- Mississippi Department of Corrections
- Families First
- Mississippi State Personnel Board
- Internal Revenue Service; Taxpayer Advocate Service
- Delta State University Graduate Studies
- Dependable Source Corp. (DSC) Training Academy
- National Drug Testing LLC
- Mississippi Department of Rehabilitation Services
- Mississippi Highway Patrol
- U.S. Census Bureau

Other Community Engagement Events

- ***Southern Remedy's Vaping: Clouded in Controversy*** was highlighted at the Vaping Summit held at Jackson Prep February 5, 2020. This summit was attended by students, teachers and healthcare professionals. At least 115 attendees visited our booth.
- On February 12, 2020 MPB participated in the Youth Health Matters Symposium at the Jackson Medical Mall. This symposium was attended by students, teachers and healthcare professionals. At least 300-plus participants visited our booth.



MPB Technical Services

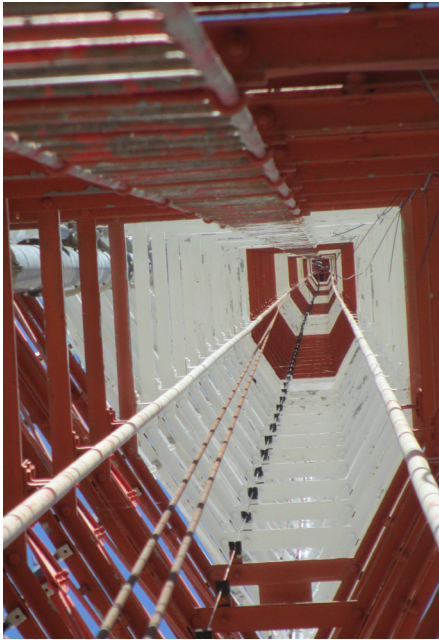
A large network of equipment maintained by a team of experienced and skilled men and women provide the broadcast for MPB programs.

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 the majority of our 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 to be visible to aircraft. The stations have 30 to 40 tons of air conditioning that must be maintained to keep the transmitters operational and at full operating power licensed by the FCC. Each station has a 350KW emergency backup generator with automatic transfer switches in case of commercial power loss to help maintain the highest possible availability of our broadcast signals. The broadcast signals are made up of four 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.



Our 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 continues to be a priority for MPB.

The eight DTV/HDFM stations are connected by 12 microwave radio sites covering more than 550 miles. Each microwave site has a tower in the 300-foot range with lighting at night to be visible to aircraft. The sites are cooled by two three-ton redundant air conditioning units and have 30 KW emergency backup generators and automatic transfer switches. The microwave equipment has a backup uninterruptible power system for up to eight-hour operation. An ATSC transport stream containing the video and audio signals along with a 99 Mbps IP network is fed out of the Jackson DTV master control.



The DTV master control is the central point for incoming media and audio sources from satellite receivers, cloud based Public Media Management systems, archive servers, production control room, radio master control and Mississippi Emergency Management Agency (MEMA). Media is controlled by an automation system and routed through weather system computers to add the accurate and timely weather alerts and awareness information. The media signal is compressed and encoded along with the radio signals to create the ATSC transport stream. The transport stream is routed through the PBS WARM System that adds emergency alert system information that can be used as a backup source of EAS information for the cell providers WAE notification system. The master control operators ingest our local programs and promotions to meet scheduled on-air dates to include: media and file based programs making sure of the start, duration and end of media are marked. They also perform manual downloads from the PMM Cloud and configure local software for recordings. They are the ones to replace existing media when notified of discrepancies and performing the quality control to ensure proper video, audio and closed captions. They monitor and control the DTV and FM transmitters at the eight stations providing the first line of defense utilizing remote control software, confidence monitoring multi-imaging displays, audio patch panels and studio silent sensors. They ensure the required EAS weekly and monthly tests are delivered at the scheduled times in coordination with external responsible agencies.

The Tech Core Engineers maintain the master control equipment along with the in-house media/audio routers, control rooms, video tape and disk recorders/players, monitors, studio equipment and video, audio and network cabling. They maintain the PBS 10 meter satellite dish, satellite downlink facility and the satellite uplink truck used for remote location shoots such as the governor's State of the State Address that is broadcast on our statewide network. They provide assistance to the MPB Television production teams during remote shoots. They are responsible for maintaining the MEMA microwave link that provides a resource for the governor to communicate information to the state during emergency conditions.

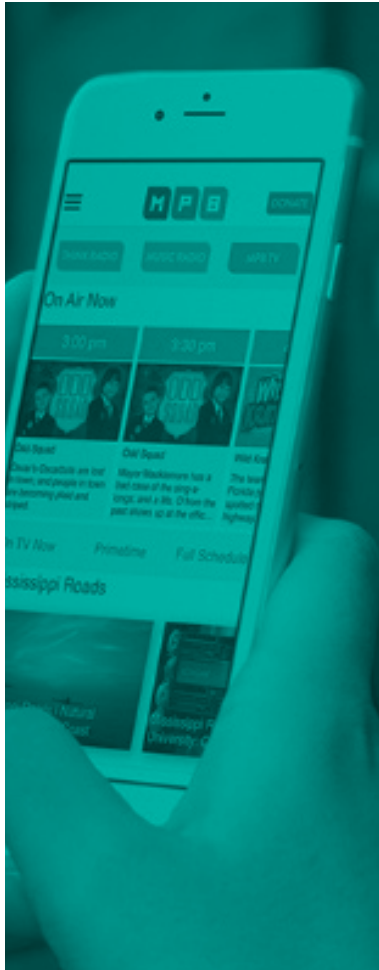
MPB's main radio channel, Think Radio, audio is controlled by automation software that gets its sources from any of five studios, satellite receivers, local media and the network. Live shows have callers contribute through the phone system with caller screening and a COMTrex VOIP system for network connections. The radio audio signal is processed over a modern intelligent Wheatnet-IP based system. The secondary channel, Music Radio, audio is also controlled by iMedia automation software and gets its source from 7/24 satellite and local server sources. The Radio Reading Service audio is developed and processed through its own Wheatnet system and studios with local volunteer readers providing a source of programming along with satellite and an internet feed. The three channel audio signals are fed down to the DTV master control to be included in the broadcast transport stream. In addition an audio signal from the Think Radio and Music Radio are fed to streaming servers where a link on MPBonline.org makes it available to the public. MPB's auditorium is also equipped with its own Wheatnet System with audio visual sources available to provide for meetings, conference and working groups. Radio engineers configure and maintain the Wheatnet systems, studios, player/recordings, microphones, phone systems, and all associated monitoring equipment.



What's New:

- On January 17, 2020 MPB transitioned to its new channel frequency at WMAW/ Meridian operating on a new Comark high power DTV transmitter.
- WMAB/Mississippi State and WMAE/Booneville had new low-power DTV transmitters installed for their transitions scheduled for July 2, 2020. WMAB had a temporary antenna installed to meet the transition date until tower modifications could be made for the new antenna.
- The WMAV/Oxford erosion project to maintain the integrity of the grounds for the tower site had to be rebid due to the lack of multiple bidders. The project came in at \$143,720.24 with the bid awarded on April 4, 2020. The Notice to Proceed was on June 25, 2020 with a preconstruction meeting scheduled for July 9, 2020. The project is due to be completed in the second quarter.
- The WMAV/Oxford tower building roof was replaced. The HD radio equipment that generates the digital FM signal was updated with a combined importer/exported unit.
- The WMAH/McHenry FM antenna was replaced after the original antenna was repaired, failed and burned up. A structural analysis and design drawings were completed in order to identify the required maintenance and repair to bring the tower up to current standards. The project will be bid out when funding and a tower company become available.
- WMAO/Greenwood, WMAV/Oxford, and WMPN/Jackson had one of four air conditioning units replaced.
- The Agency Uninterrupted Power Systems 120 batteries were replaced to provide several additional years of emergency power coverage. The room air conditioning unit was also replaced due to failure of the old system.
- The DTV master control "on air" automation software, network management and Neilson Watermark Encoder servers were replaced due to age and operational problems.
- The eight tower site transport stream DTV and radio decoders were procured for replacement along with the end-of life Cisco network switches providing the local area and wide area connectivity from the agency through the microwave network. Disaster recovery and portable remote operations equipment was procured to provide 1.2 meter Ku band quick deployment terminals and microwave radios for remote television production and support for the MEMA.

MPB Digital



MPB Digital Division at Mississippi Public Broadcasting is responsible for the agency's digital strategy on 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 an updated content management system which populates the redesigned agency website - MPBOnline.org – which launched in April 2020. The new look of the website is more dynamic and engaging for visitors and offers a plethora of multimedia, blogs and videos from MPB, PBS and NPR, as well as other state agency partners.

The main duties of MPB Digital include creating consistent scheduling of content for social sites, updating and monitoring MPB's website and assist other agency divisions with planning marketing projects for respective events or production releases.

MPB uses multiple social media platforms including Facebook, Twitter, Instagram to engage with current and potential audiences in efforts to shift to a community engagement focus.

Coronavirus

At the forefront of a statewide pandemic, MPB Digital launched a Coronavirus Resources webpage to inform and educate Mississippians about the disease. Content included live daily video streams from Gov. Tate Reeves, Mississippi State Department of Health State Officer Dr. Thomas Dobbs, as well as other state officials. This resource page has been visited more than 30,000 times.

By the numbers

MPB attained 1.3 million page views at MPBOnline.org and reached 31,956 users, with 31,624 new users, accessing the video portal content using MPB as their station. The MPB Public Media app increased users and now has more than 469,706 sessions. An increase in MPB's social media accounts was also noted with more than 18,000 followers on Twitter and more than 26,000 fans on Facebook.

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 February, MPB Television, working again with the MAC, presented the ***Poetry Out Loud*** recitation competition. The program aired in April.

Also, during early March, the highly competitive **Mississippi Spelling Bee** was held and recorded at MPB Television's studios.



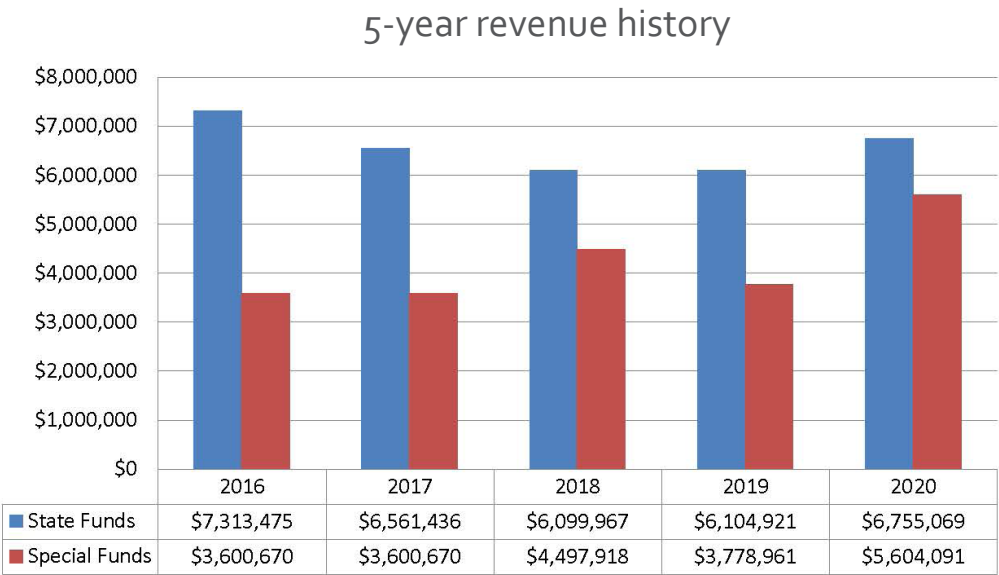
MPB Think Radio

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
Write On Mississippi.....	Mississippi Book Festival
Evening Jazz.....	WJSU/JSU
Governor's Arts Awards.....	Mississippi Arts Commission

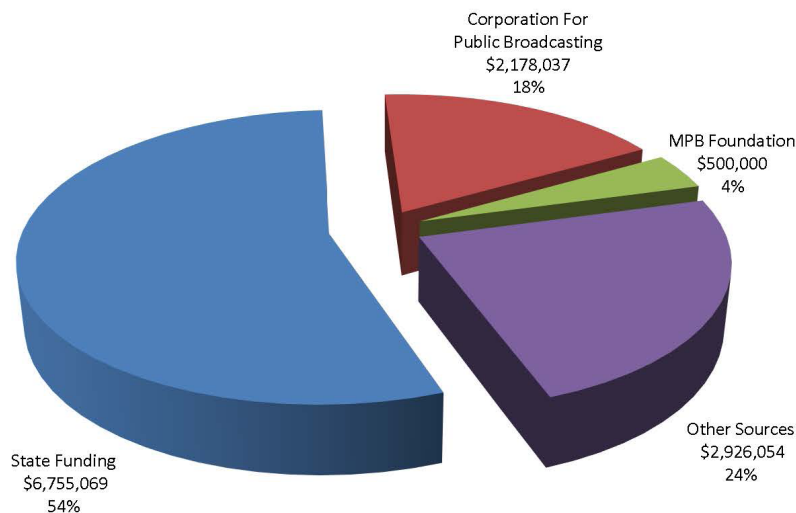
MPB Education

- **Springboard to Opportunities:** Ready To Learn initiative, parent workshops resources for families
- **Dawson Elementary School:** Ready To Learn initiative, afterschool program, school assemblies, resources for students and teachers.
- **Mississippi Department of Education:** Strategic planning on workforce development and At-Home learning during the COVID-19 pandemic
- **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
- **Mississippi Department of Employment Security:** American Graduate initiative, workforce development resources for youth and young adults 16-26 years old
- **Citizen Soldier for Life:** American Graduate initiative, workforce development resources for youth and young adults 16-26 years old
- **Mississippi Department of Rehabilitation Services:** American Graduate initiative, workforce development resources for youth and young adults 16-26 years old
- **Veterans Benefits Administration:** American Graduate initiative, workforce development resources for youth and young adults 16-26 years old

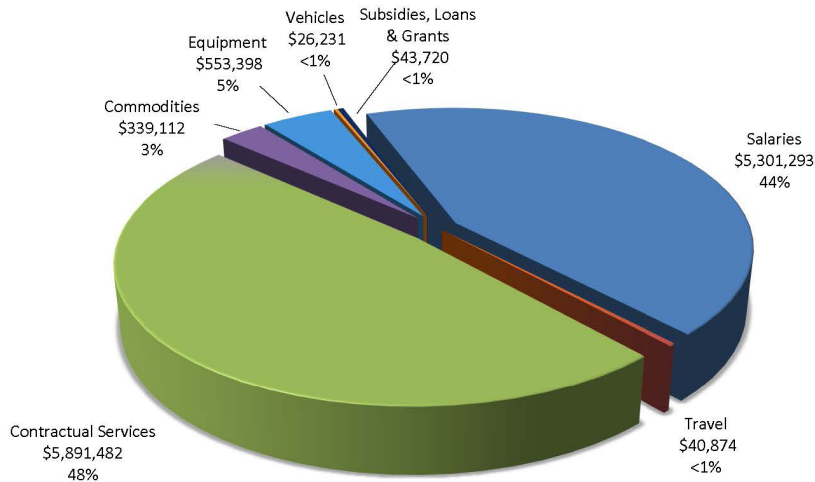
Revenue History FY 2020



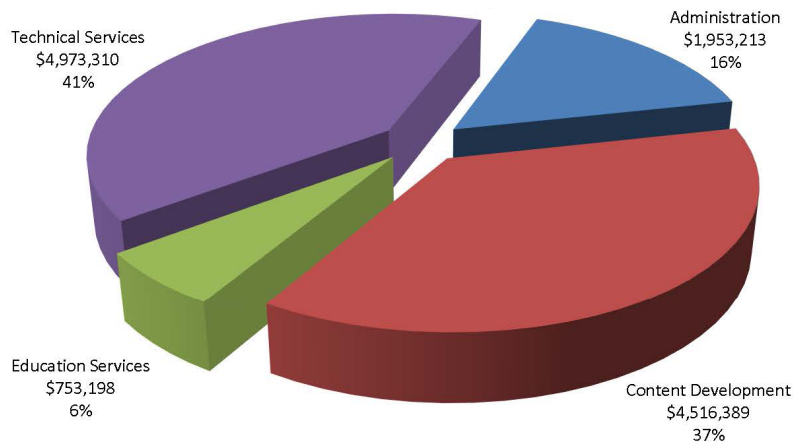
Revenue Sources FY 2020



Operating Expenses FY 2020



Expenditures by Program FY 2020



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:



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



David Allen (ex-officio)
Pastoral Associate, St. John the
Evangelist Catholic Church



Cissy Foote Anklam
Principal, Museum Concepts



Dave Bush
Philanthropist and Community
Volunteer



Don B. Cannada (Board Chair)
Barksdale Management
Corporation



John C. Hardy (CEPA)
President, Hardy Reed, LLC



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



Andrew Mallinson
Multicraft International



Nora-Frances McRae
Community Volunteer



Finney Moore
Community Volunteer



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George Penick (Board Vice-Chair)
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(Board Secretary)
Priester Law Firm, PLLC



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Executive Director
Stennis Center for Public Service



George B. Ready
Law Office of George B. Ready



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



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



Lynn Wilkins
*University of Mississippi
Music Department*



Rhea Williams-Bishop, PhD
*Director of Mississippi and New
Orleans Programs,
Kellogg Foundation*



MPB Foundation Staff



MPB Foundation staff members are Angela Ferraez, Executive Director; Debra Kassoff, Jaime Lowe and Mark Young.



Angela Ferraez
Executive Director



Debra Kassoff
Director of Member Engagement



Jaime Lowe
Development Assistant



Mark Young
Development Support Specialist



Fiscal Year 2020 started off with a resounding twang as we partnered with **MPB Country Music** to welcome more than 250 guests for a special event held September 11, 2019 at Two Mississippi Museums. The event featured excerpts from Ken Burns' *Country Music* documentary and a preview trailer for MPB's Mississippi country music documentary titled ***Meet Carl Jackson***. The evening began with a sold-out VIP reception and live entertainment by the Luckenbach Willie Nelson Tribute Band before the screening, and it concluded with a live appearance and performance by Carl Jackson himself.

Our annual Volunteer Appreciation Luncheon took place October 3, 2019 at the River Hills Country Club in Jackson as a thank you event for our scores of volunteers who help with **Education** events, Mississippi's Radio Reading Service, **Think Radio** call-in shows and Foundation mailings and data entry. Walt Grayson of *Mississippi Roads* and his Emmy-award-winning daughter Keri Horn (Ed Said) shared the podium as the featured speakers, and all volunteers were recognized with a thank-you gift.

MPB Foundation once again brought some sizzle to MPB's annual Day at the Capitol February 13, 2020, offering hot breakfast biscuits for legislators and their staff to enjoy while they stopped to visit with MPB personalities and staff, and learn more about how MPB serves the people of Mississippi. Following our morning under the dome, we hosted a luncheon for the annual joint meeting of the MPB Agency Board and the MPB Foundation Board in a Capitol conference room.

On February 18, 2020, in a follow-up event to the September Country Music celebration, MPB Foundation hosted the public premiere of MPB's completed documentary, ***Meet Carl Jackson***, with a screening at the Old Capitol Museum following a celebratory reception and meet-and-greet with Carl and his family.

January 2020 saw an important milestone in a project that had begun over a year earlier and that continues to have a major impact on Foundation's efficiency, effectiveness and success moving forward; we bid farewell to our legacy database and went live on the cutting-edge software and coordinated marketing services provided by Boston-based CDP (Contributor Development Partnership).



Originally a division of WGBH and now a public benefit corporation that counts WGBH and dozens of other PBS and dual-licensee stations as its clients, CDP has become our full partner in member services. This shift enables the Foundation to have access to the latest technology and increase our fundraising results on all levels.

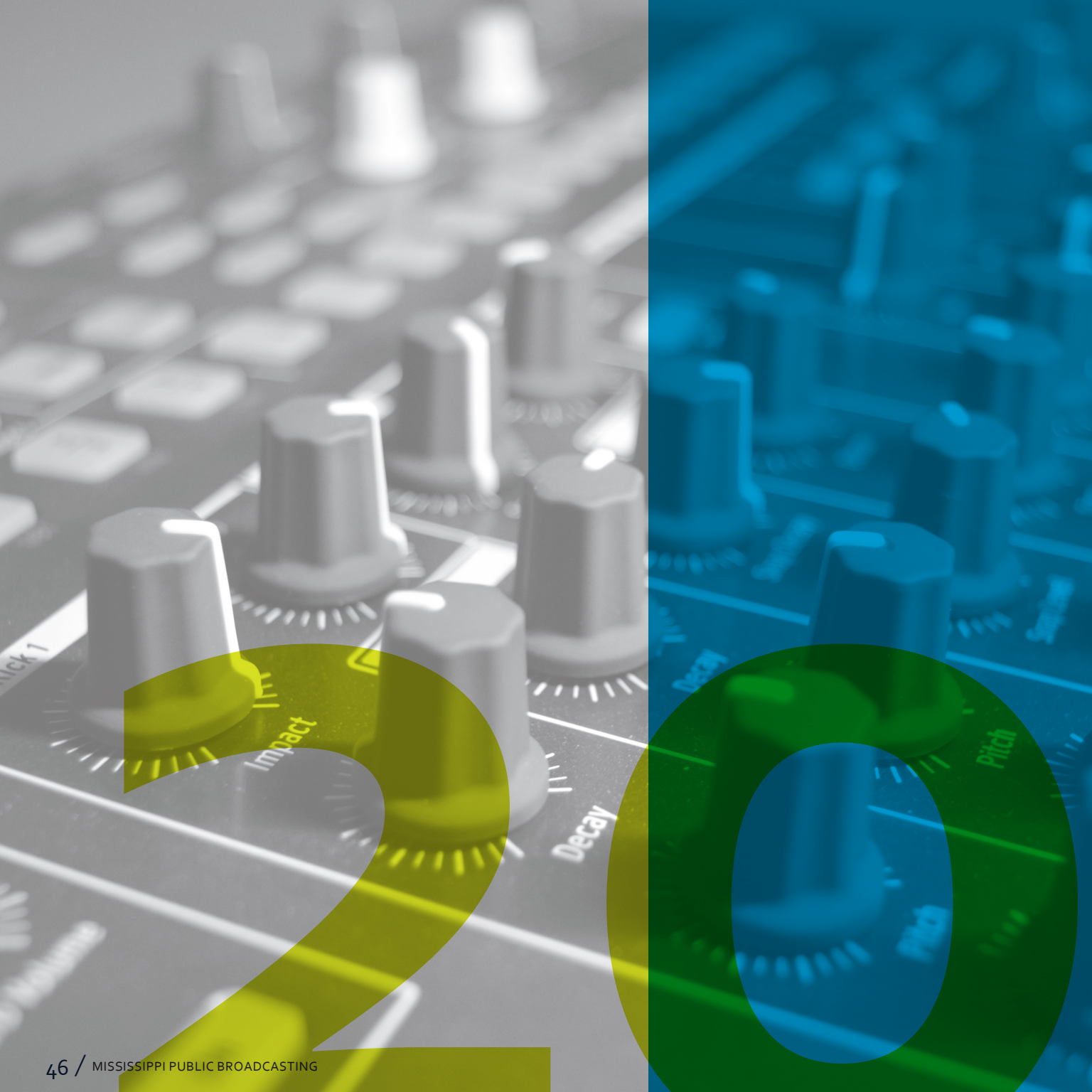
The task of completing the transition to a new database, payment processing system, direct mail house, and more, continued through the remainder of Fiscal Year 2020. Nevertheless, our switch to CDP was serendipitously well-timed for putting MPB into the strongest possible position to weather a period of profound economic disruption and uncertainty. We ended the fiscal year with a growing membership base and increased donor support.

Following the closing of state offices in March due to the COVID-19 pandemic, MPB and the **MPB Foundation** moved to working remotely. We were aided in this by increased online donation activity, supported in part by the email marketing plan CDP began executing on our behalf. Our direct mailings have continued and continue to prove profitable. We have, however, branched out to a number of efforts to increase traffic to online platforms, including texting and search engine optimization campaigns, both of which show early signs of success.

Carrying on with public television tradition, we broadcast our four annual television pledge drives on both the main channel as well as our CREATE channel. We also conducted two radio pledge drives in October and June.

By the close of Fiscal Year 2020, we were mobilizing and planning for online member events, with our first one scheduled for early Fiscal Year 2021. We look forward to resuming member engagement activities in person when we can do so safely.

In the meantime, we continue to serve MPB listeners and viewers, members and staff as best we can by providing the resources necessary to produce the high-quality entertainment and fact-based journalism that public broadcasting is known for nationally, so that every Mississippian may continue to enjoy and benefit from our programming every day.



Watch and Listen Anywhere. Anytime.

Download the free MPB Public
Media app on your smart phone
or mobile devices.

Connect with us @MPBonline



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Mississippi Public Broadcasting