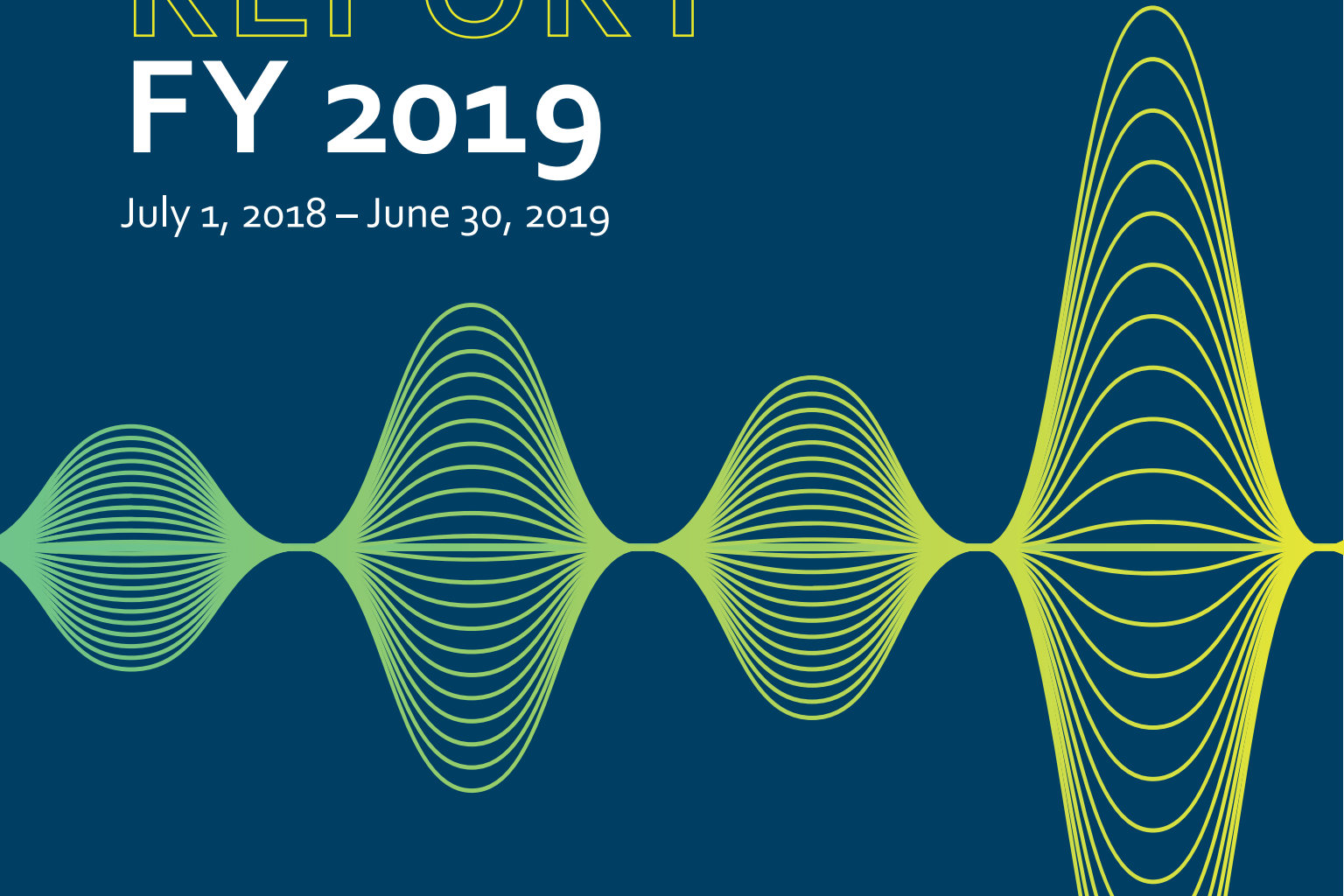




ANNUAL REPORT

FY 2019

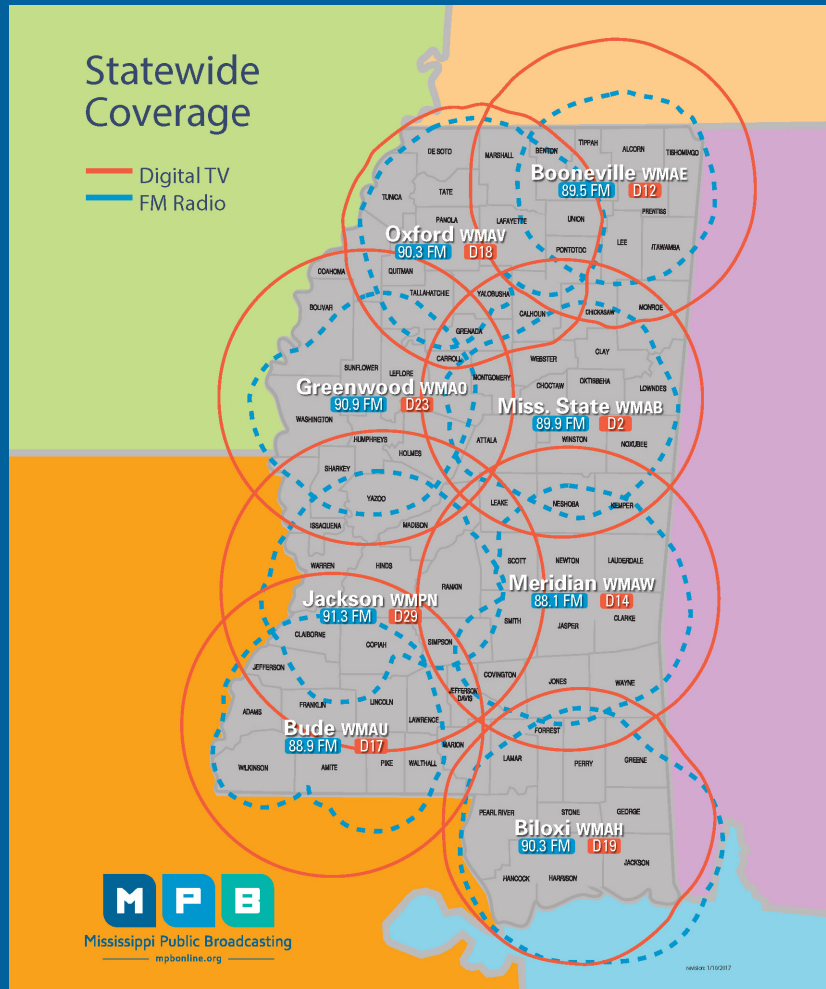
July 1, 2018 – June 30, 2019



MPB Digital TV and Radio Coverage Map

MPB's system reaches Mississippians at once

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



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 **1,300 teachers** enrolled this fiscal year.
- MPB Education works to promote early childhood literacy, workforce development and 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 in MPB's transmission towers to ensure sufficient communication frequencies.
- MPB is a trusted information source regarding evacuations, shelter and weather.

Health

- Five days a week, MPB delivers vital medical advice and health education through five radio call-in shows.
- *Southern Remedy* programs 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.
- *@ 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.



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Ronnie Agnew

Ronnie Agnew
MPB Executive Director

Executive Summary

Mississippi Public Broadcasting celebrates and enriches the lives of Mississippians through a broad range of programs and initiatives that inform and educate. From its extensive work in the area of workforce development, to its award-winning programming, MPB continues to hold its position as an important voice and information source for Mississippi citizens.

As one of only 30 public broadcasting stations with a statewide reach, MPB's strength lies in its many platforms. The agency has technology with the capability of reaching every household in Mississippi. It has used its powerful reach to inform citizens in times of emergency, enlighten them about the state's arts and culture, and educate them on important topics that foster civic engagement. MPB is a place where intellectual thought meets educational mission and a place where, regardless of economic status, listeners and viewers receive information that prepares them to be better citizens.

Because MPB is part of the PBS system, the agency offers its locally produced programs to a national audience. MPB was successful in having a show featuring a North Mississippi music artist aired in more than 70 percent of the country and in some of the nation's largest media markets. Additionally, MPB's *Mississippi Roads* was made available to a national programming service for public media stations and is now available in 85 percent of the country's television markets. The power of MPB's programming was on full display with Ken Burns' *Country Music* documentary, which featured Meridian's Jimmie Rodgers, Sledge's Charlie Pride, and Philadelphia native Marty Stuart.

At the core of MPB is education. The agency's education team has done some impressive work and is an example of the diverse programs offered here. It has teamed with the Secretary of State's office on a program called Promote the Vote, which is an effort to get more people to exercise their voting right. It has developed Workforce Wednesday, which brings together entities offering skills-based training, such as community colleges, and hiring professionals. The team also has worked with local preschool and elementary schools to supplement classroom reading instruction with programs offering educational assistance to parents and also Mississippi school teachers.

MPB's radio department continues to provide content that speaks to Mississippians, from shows on Mississippi's culinary history to a daily health show, which is done in partnership with the University of Mississippi Medical Center. Through its Radio Reading Service, MPB is a lifeline for nearly 7,000 sight-impaired people, who rely on MPB's volunteers to read everything from books to magazines to newspapers.

MPB has long held as part of its mission to create a space where the underserved have as much right to information as those with means. It is a non-commercial network with tight FCC restrictions prohibiting the agency from selling commercial advertising. We have used our eight towers, 12 microwave units and 16 transmitters to bring the region, the state and the world to Mississippi. Founded nearly 50 years ago, MPB has long set a standard of excellence in every area, from television to radio, from education to news. The agency's founders' vision of an agency that would enhance the lives of Mississippians through knowledge is one taken seriously. We are an agency with an impact. We are an agency serving all of Mississippi and Mississippians.



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.

Chair

Peggy Holmes

Vice-chair

Dr. Andrea Mayfield

Board Directors

David Allen

Robert J. Sawyer

Pete Smith

Hal Parker

MPB Foundation

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



Darden H. North, MD, Chairman
Jackson Healthcare for Women



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



Cissy Foote Anklam
Principal, Museum Concepts



Andrew Mallinson
Multicraft International



Don B. Cannada
*Barksdale Management
Corporation*



Nora Frances McRae
Community Volunteer



Finney Moore
Community Volunteer



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



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



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



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



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



Brian Pugh, Ph.D.
*Executive Director
Stennis Center for Public Service*



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



George B. Ready
Law Office of George B. Ready

MPB Foundation Staff

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



Angela Ferraez
Development Director



Bill Ellison
Corporate Relations Manager



Debra Kassoff
Development Associate



Lisa Lancaster
Foundation Assistant



Mark Young
Development Support Specialist

Connecting with supporters

The MPB Foundation kicked off Fiscal Year 2019 with something new: for the first time in over five years, and with some heavy lifting from the MPB Television team, we hosted a live, on-air phone-a-thon. For two hours on August 23, 2018 *Watch Us Shine* showcased some of the best upcoming segments from locally produced favorites such as *Mississippi Roads*, *Conversations*, and *Palate to Palette*. It also featured live breaks with the programs' hosts – Walt Grayson, Marshall Ramsey, Wyatt Waters, and Robert St. John – and on-air support from Keri Horn of Ed Said, Bill Ellison of MPB Think Radio's *Grassroots*, and *Deep South Dining* host Deborah Hunter.

Scheduled to broadcast live during our regular August MPB Television pledge drive, *Watch Us Shine* kept MPB Foundation staff busy for weeks in advance. Besides organizing the behind-the-scenes volunteer teamwork and technology that makes an event like this come together, we also worked closely with MPB's communications department to publicize the event throughout the state. At the Mississippi Book Festival on August 18, 2018 MPB Foundation not only supported MPB with volunteers and staff at MPB's festival booth, we also distributed hundreds of *Watch Us Shine* flyers.

Volunteers from MPB Foundation's Board of Directors as well as MPB staff took donors' calls and comments, appearing on air during live breaks. Every donor who pledged by phone or online during the live program and its rebroadcast three days later was automatically entered into a drawing for a Wyatt Waters painting of Felder Rushing's garden truck, which was featured in one of the previewed *Mississippi Roads* segments during the evening, and a commemorative cartoon made by Marshall Ramsey in honor of the event. Our viewers came through, raising over \$10,000, more than any other program during the 10-day pledge drive.

We showed appreciation for our many volunteers on October 2, 2018 at the annual Volunteer Appreciation Luncheon, which we hosted for the second year in a row at the River Hills Country Club in Jackson. This time Wyatt Waters and Robert St. John headlined, with Robert at the speaker's podium and Wyatt live-painting a still life throughout the luncheon.

Foundation

MPB Foundation provided breakfast for legislators and their staff at the 2019 MPB Day at the Capitol on February 20, 2019. On March 3, 2018 we partnered with the Metro Male Chorus of Jackson, which had selected MPB Foundation as the recipient of its annual concert proceeds. In return, MPB Foundation promoted the concert and printed tickets and programs for the event.

Late March and April saw us back out on the road. We supported MPB's *Country Music* preview events in Philadelphia and in Meridian, where we sponsored a brunch reception following the screening of clips from Ken Burns' not-yet-released documentary. The two screenings entertained over 600 members and prospective members between them, and we had the opportunity to thank 200 of our friends and supporters at the brunch in Meridian.

We kicked off our second annual MPB On The Move tour in mid-April with visits to Starkville, Oxford, and Hattiesburg. These events were even more well-attended than last year's. Felder Rushing entertained and educated the crowds with his message of gardening for all, and once again MPB executive staff and on-air personalities had an opportunity to hear from members around the state about their interests, enthusiasm, and suggestions regarding MPB. We look forward to completing our On The Move tour with stops in Gulfport and Southaven in the fall.

The fiscal year wound up once more with our Mississippi Punch & Brunch event, scheduled as always to coincide with MPB's annual Summer Learning Family Fun Day in downtown Jackson. Members and business leaders gathered for cold drinks, good food, and an update on MPB's funding, programming, and continually evolving educational services to the community.

We also hosted our usual four yearly television pledge events and two radio drives this year as we continue our quest of raising more private dollars for Mississippi Public Broadcasting. All in all, the Foundation had an extremely busy and productive year, and we look to continue this trend moving forward.





Allison Walker
Auto Correct host

MPB Think Radio

The MPB Radio signal extends across all of Mississippi and beyond the state borders. The top three shows for Fiscal Year 2019 are *Southern Remedy: Women*, *Creature Comforts* and *Gestalt Gardener*.

In the last year, people have downloaded MPB podcasts over **200,000 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 2019 were:





MPB News

- The MPB News Department continues to fulfill its mission of providing statewide news and public affairs programs for both the radio and television networks.
- MPB News aired 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.
- Special live reports and programs have been broadcast for weather emergencies including coverage of Tropical Storm Gordon as it headed towards the Mississippi coast. MPB News kept listeners informed before, during and after the storm made landfall. Live coverage was also provided of Gov. Phil Bryant's State of the State Address (radio and television simulcasts). Additionally, MPB News provided live up to the minute election results and analysis of the state's two U.S. Senate seats that were up for re-election.
- During Fiscal Year 2019, MPB News staffers filed more than a dozen stories for NPR that were broadcast nationally.
- The MPB News Department aired close to 30 public affairs programs for MPB Television, which included 29 @ISSUE programs and two Southern Remedy television documentaries — *Vaping: Clouded by Controversy* and *Concussion: A Game Changer*.
- This fiscal year, @ISSUE Television was expanded to MPB Think Radio. Airing Monday mornings during the legislative session, the program provided in depth analysis of legislative issues. Listeners were invited to join the conversation with their questions and comments.
- With every statewide office up for election this fiscal year, MPB News created an online platform for all the statewide candidates. Information was posted on our website to help educate Mississippians about each person's candidacy.
- MPB journalists have won numerous awards for news stories, feature stories and several news series. MPB News' most recent accolades consist of five first-place awards from the Louisiana-Mississippi Associated Press Broadcasters and Media Editors Association, including Best Newscast, Best News Anchor, Best Documentary and Achievement for radio reporting.
- MPB News is also the recipient of a first place Public Radio News Directors' award for best newscast. This is a national award, competing against public radio stations across the country.



MPB Television

During Fiscal Year 2019, MPB Television viewers continued to enjoy our many entertaining and informative series. Viewers hunted, fished, and camped with *Mississippi Outdoors*; met newsmakers, writers, and artists on *Conversations* with Marshall Ramsey; learned to cook healthy and delicious meals on *Fit To Eat* with Chef Rob Stinson; combined art and dining on *Palate To Palette* with Chef Robert St. John and artist Wyatt Waters; and got to know Mississippi's next great culinary talent, Mark Coblentz, on *Making A Chef*. In conjunction with our News department, MPB TV produced another great season of *@ISSUE* with host Wilson Stribling, Mississippi's only statewide news broadcast.

Of course, viewers also tuned in to MPB's most popular television program, *Mississippi Roads*, traveling with host Walt Grayson to every corner of the state to discover the people, places, and events that make Mississippi so special. In January, *Mississippi Roads* became a regular weekly feature on the Create channel, a national network of travel, crafts, cooking, and how-to programs. Now viewers in all 50 states are getting to know our state at its best.

As in years past, MPB Television brought viewers the Governor's State of the State Address, the Governor's Arts Awards, the Mississippi Spelling Bee, and the sacred sounds of the Mississippi College Choir's Festival of Lights performance at Christmas time.

More than ever, MPB Television collaborated with MPB's Education, Communications, and other departments, with programs like *American Graduate: Getting To Work*, a television and web series helping Mississippians find training programs in our community colleges as they build their productive and lucrative futures.

Working with our partners at the University of Southern Mississippi, MPB Television produced the documentary *35 Million Years Down the Chickasawhay*, a fascinating look at our state's natural history as found in one southeast Mississippi waterway. MPB also began production on our next feature documentary, *Meet Carl Jackson*, the story of the Grammy-winning Louisville, Mississippi native who has become a legendary country songwriter, record producer, vocalist and musician.

MPB Education

MPB Education Services 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 Services believes in the success of engaging partnerships. The Education Services Department offers teacher and parent workshops, workforce development programs, the Ed Said health initiative for children, distance learning, CEU 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 PBS to Mississippians through our programs.



Digital Learning

Digital Education Network (DEN)

The Digital Education Network (DEN) utilizes technology to enhance learning by providing new educational opportunities to students regardless of their location. A teacher can instruct students assembled in a classroom hundreds of miles away through state-of-the-art technology. The network includes schools across the state, with the assistance of Delta State University. The network provided **38 course** sections daily and reached nearly **1,000 students** in Fiscal Year 2019.

Mississippi e-Learning for Educators

The e-Learning for Educators program provides effective online professional development leading to gains in an educator's content knowledge and teaching practices. Mississippi e-Learning for Educators provides an online platform for teachers to conveniently register for classes. This platform allows Mississippi teachers to connect via the Internet anywhere to access the online classroom platform. Six sessions were offered that included **39 course offerings**. A total of **6,237 CEUs** were issued to more than **1,300 Mississippi teachers** for Fiscal Year 2019.

Early Childhood

MPB Early Childhood Division's programs and initiatives are designed and facilitated to make an impact on a child's success in school. The Early Childhood programs and initiatives are not only important, they are very necessary for the entire family. The best teaching approach for early learners is teaching educational hands-on, fun-filled, encouraging and positive attitude. Best practices of teaching and learning must be fun and engaging along with patience, enthusiasm, motivation, responsibility and conversations to reach every learning style.

MPB's Early Childhood Division hosts a series of professional development workshops for teachers, parents, community leaders and advocates also hosted school and community events to help build awareness of content and resources available around our PBS KIDS 24/7 children's programming.



Grant Programs

Aha Island!

Aha Island! is capitalizing on state-based systems, designed to help parents access high-quality support to effectively prepare their children for school, in partnership with the BUILD Initiative. Recognizing that current programs for preschool children and their families often operate in isolation, at cross-purposes, or without enough resources, BUILD provides state systems with planning support, training, technical assistance, and evaluation services. WGBH and BUILD consulted with the departments of early education and care and the state systems of public broadcasting in two states (Maryland and Mississippi) to develop and pilot family engagement models sharing instruction on computational thinking.

Mississippi Public Broadcasting worked with the Mississippi Library Commission and community libraries across the state to host this program with more than **200 Mississippi families**. Participating libraries are located in the counties of DeSoto, Sunflower, Holmes, Hinds, Warren, Adams, Pike, Harrison, Tishomingo, and Lauderdale. The program uses books, video, classroom- and home-based activities to engage families.

Ready To Learn (RTL)

Forty families from all three Springboard to Opportunities properties participated in Family Creative Learning workshops.

The Ready To Learn early childhood education initiative was developed to help combat the millions of school-aged children who lack the basic early learning skills needed in order to succeed in the school setting. This initiative is designed to engage children ages 2-8 in early literacy and science learning. By using family centered content, the RTL resources encourages two-generational learning to take place amongst families. The RTL resources were developed to target preschool and early elementary school children and their families, especially those who live in low income communities. The Ready To Learn project focuses on positively impacting the target audience with RTL science and literacy content through various engagement efforts. The MPB Early Childhood Division works collaboratively with other education and community partners to meet the needs of early learners; and to work to narrow the academic achievement gap.



Powered by a Ready To Learn Grant



These events are funded by a Ready To Learn grant provided by the United States Department of Education to the Corporation for Public Broadcasting:

- MPB hosted several Family Creative Learning (FCL) workshops at Northwood Village Apartments in Jackson, Mississippi.
- MPB Early Childhood staff held hands-on school enrichment programs with students during school assemblies, at events and at Dawson Elementary after-school program that incorporated early science and literacy lessons. Approximately 370 students and 30 teachers participated in these programs.
- Tech Time was developed in an effort to increase media and technology use in the classroom setting. Students were allowed the opportunity to navigate the PBS Playtime Pads to access videos, games and various learning resources.



These events are funded by a Ready To Learn grant provided by the U.S. Department of Education to the Corporation for Public Broadcasting.

A Ready To Learn Success Story

Ossie Williams, a teacher at Dawson Elementary School, Jackson, Mississippi, is a great example of an educator impacting the community. She has worked as an educator for 11 years, four of which have been at Dawson Elementary, where she serves as a kindergarten teacher. Her love for education can be seen in her classroom as she works to nurture a well-rounded learning environment. When asked what her aspirations for her students are, Williams stated, "My aspirations are for my students to become well rounded citizens in today's society and to give them the best educational experience I can offer."

Her enthusiasm and engagement with the students were robust from the first time MPB staff members met her. When asked why she enjoys teaching her response was simply, "I love teaching. I consider teaching a passion more than a career." Williams' passion was very evident to the Early Childhood staff. As a result she was asked to serve as facilitator for the PBS KIDS Odd Squad: Be the Agent camp.

Williams' passion for education and her classroom expertise proved to be a key asset to the overall camp experience. On becoming a facilitator for the camp, Williams said, "I thought it would be a great opportunity for me to share my teaching skills with the students and help keep the children's brain functioning during the summer break... Each camper benefited from camp."

Williams added, "MPB, PBS and Ready To Learn give a full spectrum of technology to the students. The technology has a positive impact on the lives of students that is not only fun, but also supports a curriculum based environment...Technology and media play important roles in today's society and with media, it can really bring education to life."





Teacher Workshops

More than **200 preschool teachers** participated in MPB Early Childhood Literacy workshops.

MPB's Early Childhood Division hosted a professional development workshop for preschool teachers titled "The Best Teacher Ever!" at MPB. This workshop focused on classroom management and teaching early literacy skills.



PBS KIDS Playful Learning for Educators

MPB's Early Childhood team, in partnership with Medgar Evers Boulevard Library, hosted the PBS KIDS Playful Learning for Educators workshop. The workshop, titled "Inquiry with The Cat in the Hat," focused on demonstrating to teachers how to incorporate science at the preschool level. **Sixty teachers** attended.



Summer Reading Workshop

"Reading All Summer" was the title of the workshop facilitated to the teachers who are preparing for summer camps. Reading tips and suggested activities were shared during the workshop. The teachers participated in group literacy activities and best practice discussions.

Message from legislator:

We are forever indebted to Mrs. Shelia Brown Robinson for conducting our training. The news reached me in Pittsburg about the wonderful interactive experience provided for the participants.

*Sincerely,
Alyce G. Clarke, Mississippi House District 69 and
Pecan Tree Park Neighborhood Association President*

PBS KIDS Edcamp - 88 teachers participated

Early Childhood educators from Jackson, Mississippi and the surrounding areas gathered at MPB for the PBS KIDS Edcamp. This event provided educators who work with children in schools, childcare centers, Head Start programs or homes with an opportunity to share, collaborate and learn from each other.



MPB Summer Learning Family Fun Day 2019

Almost **4,000 Mississippians**, including lots of children, enjoyed many hands-on learning activities presented by MPB and more than **40 vendors**. The goal of this annual event is to help prevent summer learning loss. The 2019 theme was Let's Cheer for Reading!

Children painted, sculpted with a professional clay artist, heard from a storyteller, had their face painted, played educational games, petted Jackson Zoo animals, went home with a new book and much more. The Jackson State University cheer team and cheerleading squads from Jackson high schools led children and their families in friendly cheer reading competition.



Community Engagement

American Graduate

In January 2018, the Corporation for Public Broadcasting (CPB) awarded MPB \$200,000, one of 19 awards to public television stations, to partner with schools and businesses to help Mississippians with the skill sets and training needed to be part of the new workforce, especially for high-demand fields. The American Graduate initiative has grown into one of the largest public media collaborations across the country. It focuses on youth and young adults (16-26 years old) who are neither in school or working, returning veterans and adults in career transition.

This initiative connects business, education and workforce-related organizations to create content about the state of the workforce, career pathways and highlights job opportunities and skills required to meet local industry needs.

MPB's workforce development program is engaging, informative and robust. It focuses on key industry sectors which include energy, manufacturing, information technology, logistics and healthcare. Key projects in this initiative include: (1) two short informational videos produced for each of these sectors and corresponding community college programs; (2) MPB produced a video series about soft skills geared toward teens and young adults. Lesson plans were developed to complement these videos; (3) Workforce Wednesday was, and continues to be, hosted at MPB every third Wednesday of the month. This well attended community luncheon includes a keynote speaker who shares information on Mississippi's workforce. MPB hosted seven Workforce Wednesdays in Fiscal Year 2019.

MPB partnered 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



The soft skills web series is a set of scenario based videos that highlight several skills employers say are lacking in today's workforce. The series includes the following videos

1. Introduction: What are Soft Skills?
2. Professionalism: Dress Code in the Workplace
3. Excellent Communication and Interpersonal Skills
4. Time Management
5. Work Well in Team Environments
6. Problem Solving and Critical Thinking
7. Ability to Accept Constructive Criticism

American Graduate Numbers

Job fairs attended-MPB partnered with the Mississippi Department of Employment Security Governor's Job Fair Network to promote and attend job fairs throughout the state. MPB attended the following job fairs.

- October 30, 2018 - Hattiesburg, Mississippi. At least **81 people** stopped by MPB's table.
- January 17, 2019 - Military, Veterans and Spouses job fair - Jackson Medical Mall, Jackson, Mississippi; approximately **125 job seekers** visited MPB's booth.
- February 15, 2019 - Tri-Lakes Area Job & Career Fair - featured American Graduate, First Baptist Church Activity Center in Water Valley, Mississippi. There were **121 attendees**.
- June 26, 2019 - Mississippi Re-Entry-Job Fair Mississippi Agriculture and Forestry Museum Jackson, Mississippi with **131 attendees**.

Workforce Wednesday - Hosted seven Workforce Wednesday's with guest speakers from CN Railroad, Mississippi Department of Rehabilitation Services, Military One Source, Citizens Soldiers for Life, Mississippi Department of Employment Security and Mississippi Coding Academy. Through these partner meetings MPB engaged over **200 participants**. On April 17 Secretary of State, Delbert Hosemann, was our guest speaker and shared information about the state of Mississippi's workforce.



Ed Said

Ed Said was featured at several events including MPB's Annual Summer Learning Family Fun Day at the Jackson Convention Complex, MPB's Day at the Capitol, MPB's first Kids Club birthday party, the Mississippi Book Festival and the MPB Annual Health Fair. Ed Said has also attended all of MPB's community engagement events and several health fairs throughout the state engaging with over **7,000 participants**.

MPB Kids Club

MPB Kids Club has more than **1,800 members** between the ages of 4-12 years old. The Kids Club engages children and parents throughout the state through events at MPB and in local communities. Members' birthdays are announced monthly on the Kids Club website, MPB Television and a downloadable newsletter. On May 18, 2019, MPB threw the first MPB Kids Club Birthday Party at MPB with **80 attendees**.



- **Southern Remedy: A Game Changer**, an original MPB health documentary, was presented/highlighted at several events during a screening at the Youth Health Matters Symposium and Screening on February 13, 2019 at the Jackson Medical Mall. This screening was attended by students, teachers and health care professionals. At least **94 attendees** visited the MPB booth. On February 27, 2019, MPB participated in Brain Injury Awareness Day at the Mississippi State Capitol with **110 visitors** to the booth. On April 3, 2019, MPB attended the Concussion Health Symposium at Hattiesburg High School for **60 student athletes**. Students at the Boys and Girls Club of Washington County in Greenville participated in a Concussion awareness event on May 20, 2019.
- **The 69th Annual Choctaw Indian Fair** was held in Choctaw, Mississippi on July 11-14, 2018 at the Mississippi Choctaw Indian Reservation. During the four-day event, attendees had the opportunity to enjoy traditional dancing, food, arts, crafts, World Series Stickball, and the Choctaw Indian Princess Pageant. At least **271 attendees** visited our booth.
- **Mississippi Book Festival** - On August 18, MPB participated as an exhibitor at the 2018 Mississippi Book Festival held at the State Capitol in downtown Jackson. MPB gave out free children's books, The Great American Read bookmarks plus other items to promote children's literacy. In addition to the exhibitor table, Director of Early Childhood, Shelia Brown-Robinson, participated as a panelist to discuss the importance of reading to children.
- **Thacker Mountain Radio Hour**, Ocean Springs, August 25, 2018, **116 participants**.
- Attended the **Military Appreciation Day**, Mississippi Valley State University, September 14, 2018, Itta Bena, Mississippi, with **113 participants** visiting the MPB booth.
- **Indian Bayou Arts and Eats Festival** - MPB staff participated as a vendor on September 22, 2018. The festival included arts, crafts, pets, food and live music. 183 vendors stopped by the MPB booth.
- **Promote the Vote**, October 2018, statewide promotion and online contest that engaged students in a fun way to learn about the voting process. This is a Secretary of State initiative that MPB partners with. **Four hundred participants** were part of the program.
- Attended the **53rd Annual Columbia Heritage Festival** in Columbia, Mississippi. It was held October 6, 2018 and 209 people stopped by the MPB tent.



- Attended **Children’s Health & Safety Fair** in Greenwood, Mississippi, October 15, 2018 — **93 visitors**.
- Attended **Mississippi Public Health Association** in Jackson, Mississippi, October 18-19, 2018, and **240 visitors** stopped by our table.
- **October 24, 2018 - “Fannie Lou Hamer: Stand Up” at the History is Lunch series** at the Two Mississippi Museums. Approximately **132 people** attended this event with a panel discussion and screening of the documentary.
- **Veterans Appreciation Day** - MPB staff visited approximately **30 residents** of the G.V. (Sonny) Montgomery VA Medical Center in Jackson on November 9, 2018 to host a veterans’ appreciation program that included singing and bingo.
- **Native America** - MPB hosted a screening of Native America at the Two Mississippi Museums in Jackson on November 17, 2018 with **251 participants**.
- **Chimneyville Arts Festival**-MPB partnered with the Mississippi Craft Center to participate in Chimneyville Arts Festival held at the Mississippi Trade Mart in Jackson on November 29-30, 2018 and December 1, 2018. Over the three-day event **626 people** visited the MPB booth.
- **Experiencing the Jim Henson Exhibition: Imagination Unlimited** - January 11, 2019 at the MAX, Mississippi Arts and Entertainment Experience in Meridian — **113 participants**.
- **Country Music screening**-On March 28 and 29, 2019 MPB hosted a screening of Ken Burns’ film “Country Music” in Philadelphia and Meridian, Mississippi. The first screening was at the Ellis Theater in Philadelphia and the second screening was at Peavey Electronics in Meridian. There were **675 attendees** between the two screenings.
- On April 4, 2019, the MPB Community Engagement Team attended the **Fay B. Kaigler Children’s Book Festival** at The University of Southern Mississippi in the Thad Cochran Center. The majority of attendees were librarians and some teachers from across the state and surrounding states. Guests had the opportunity to go to several seminars that were focused on children’s literature. At least **211 visitors** to our booth.
- On June 1, 2019, the Community Engagement team attended the **Last Chance! Summer Fun Expo!** hosted by Parents and Kids Magazine at the Outlets of Mississippi in Pearl, Mississippi. There were **175 attendees** who visited MPB’s booth.

MPB Technical Services

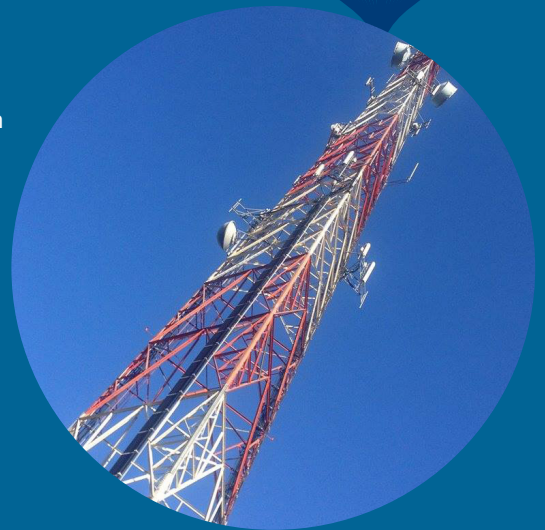
Providing the broadcast part of the MPB mission is a large network of equipment maintained by a team of experienced and skilled professionals. The RF Network and field service engineers maintain the eight digital TV (DTV), and hybrid digital FM (HDFM) radio stations, along with one DTV translator providing 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, and 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 over 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 uninterruptable 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 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 WARN 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 of media, duration, and end of media are marked properly for playout without signs of bars and countdown or going to black. 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 production teams for remote shoots such as the Amped and Wired Series which promotes our local Mississippi talent. 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.

Our 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 24/7 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 Think Radio and Music Radio are fed to streaming servers



MPB Technical Services Cont...

where a link on MPBOnline.org makes it available to the public. The agency 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:

- MPB prepares to transition WMAB/Mississippi State, WMAE/Booneville, and WMAW/Meridian (three of our eight stations) to new frequencies due to the FCC mandated television channel repacking that relinquishes part of the TV band frequencies for the cell 5G network. The changes will occur in FY20 and involve three new transmitters and one antenna. Engineering visits were completed and preparations made for the project bid process.
- WMAV/Oxford \$100,000 erosion project to maintain the integrity of the grounds for the tower site. The project assessment was completed and preparations made for the project bid process.
- WMAE/Booneville, WMAU/Bude, and WMAV/Oxford, had one of four air conditioning units replaced.
- WMAU/Bude 1200Amp backup power automatic transfer switch contactor was replaced.
- MPB upgraded to a new Harmonic ATSC compression system allowing for the capability of more DTV channel additions at a higher quality signal. We introduced the dot four audio only channel on DTV with a graphic slate identifying the station IDs and the selection of Think Radio or Music Radio.
- The MPB Radio studios were upgraded to a state of art TELOS digital talkshow system extracting excellent caller audio for live radio shows.

Information Technology

MPB employs its own IT infrastructure based on a Microsoft Windows architecture enabling storage, processing, and information flow throughout the agency. System administrators configure and maintain virtual servers that minimize costs and utilize hardware efficiencies. They perform the day-to-day operations of a 100-member agency installing software, connecting computers to the network and general computer maintenance.

Duties include:

- Performing Windows installations, PC repairs and virus removal. Implementing network upgrades, network security, and disaster recovery plans (i.e. data backups), preventive maintenance, systems configuration, and software recommendations.
- Providing monitoring, maintenance, and administration of storage area, wide area, local, and wireless networks.
- Providing the agency virtual security maintaining network firewalls and physical security with computer-controlled card swipe area access including camera video monitoring at critical areas throughout the agency facility.
- Insuring financial, personal, and agency information is not compromised. Working with Human Resources to develop and implement information and security policies and procedures.
- Supporting the unique requirements of the education, radio, news and television departments as well MPB's broadcasting infrastructure.
- Incorporating video and audio media automation players, recording and monitoring, high definition digital broadcasting equipment, video-on-demand, video and audio streaming and multiple website hosting.
- Assisting in interfacing Macintosh and Linux based systems with the local infrastructure.

What's New:

During Fiscal Year 2019, MPB Technical Services procured new hardware and \$20,000 in software licensing preparing to move the agency to the latest up-to-date Microsoft operating systems. The department also replaced approximately 75% of the agency network switch infrastructure.

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. This also includes design and maintenance of the agency website.

The main duties include creating consistent scheduling of content for social sites, updating and monitoring MPB's web site, and assist other agency divisions with planning marketing projects for respective events or production releases. An ongoing training and mentoring project called Q-Catalyst was utilized to improve the division's work flow.

During Fiscal Year 2019, MPB connected with and attracted individuals through various multimedia platforms. MPB also used social media to engage with current and potential audiences in efforts to shift to a community engagement focus.

MPB reached 29,601 users, with 29,284 new users, accessing the video portal content using MPB as their station.

The MPB mobile app increased users and now has more than 352,992 sessions. An increase in MPB's social media accounts was also noted with more than 17,000 followers on Twitter and more than 18,000 fans on Facebook.

MPB is Digitally Connected

Website Numbers:

Total Users: 184,356

Total Page Views: 1,400,475

Department Projects

During Fiscal Year 2019, some of the projects implemented by MPB Digital included:

MPB Country: Successfully launched in the summer 2019. Efforts included working with the Q-Catalyst Team in creating the webpage MPB Country, designing both a paid and organic social media campaign promoting the launch of the site and maintaining the site with weekly updated content.

MPB Books: Successfully launched in June 2019. MPB Digital was instrumental in creating the MPB Books page and creating the social media and web campaign promoting MPB Books. The content of this page includes MPB television, radio and podcast content from authors from across the nation.

Summer Learning Family Fun Day: MPB Digital captured content associated with the 2019 Summer Learning Family Fun Day, producing a promotional reel to be used for future promotions.

MPB partnerships link Mississippians and Mississippi businesses



MPB Television

MPB Television presented several productions that have become annual traditions.

- In January, MPB aired the *Governor's State of the State Address* live from the Capitol. MPB provided the "pool feed" for all other TV stations covering the event.
- In February, MPB Television and MPB Think Radio broadcast live the *Governor's Arts Awards*, produced in association with the Mississippi Arts Commission.
- In March, MPB Television, working again with the MAC, presented the Poetry Out Loud recitation competition.
- Also, during March, the highly competitive Mississippi Spelling Bee was broadcast live from MPB Television's studios.

MPB Think Radio

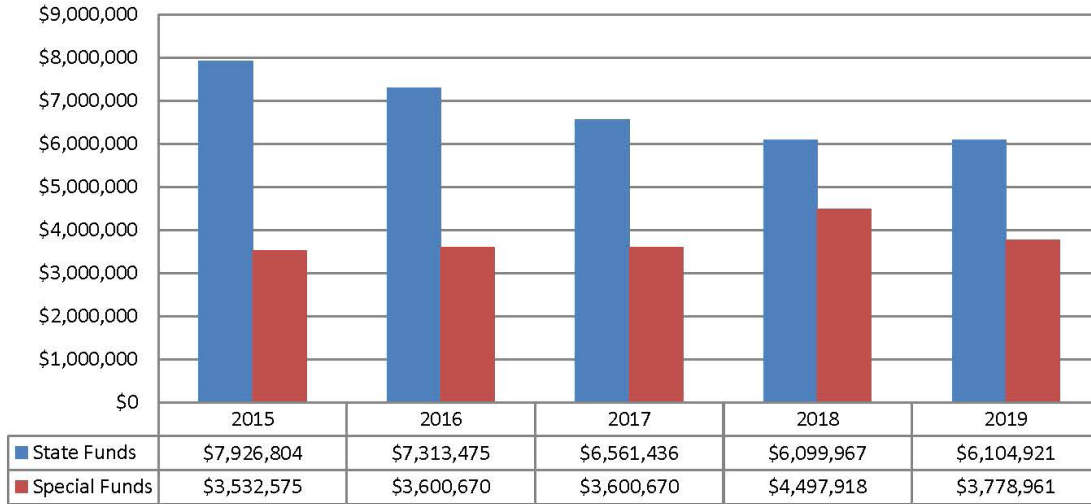
Southern Remedy (x5).....	University of Mississippi Medical Center (Also a MPB Television partner)
Mississippi Moments	USM Center for Oral History
Rural Voices Radio	Mississippi Writing/Thinking Institute
In Legal Terms	University of Mississippi School of Law
Creature Comforts.....	Mississippi Museum 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 Arts Awards.....	Mississippi Arts Commission

MPB Education

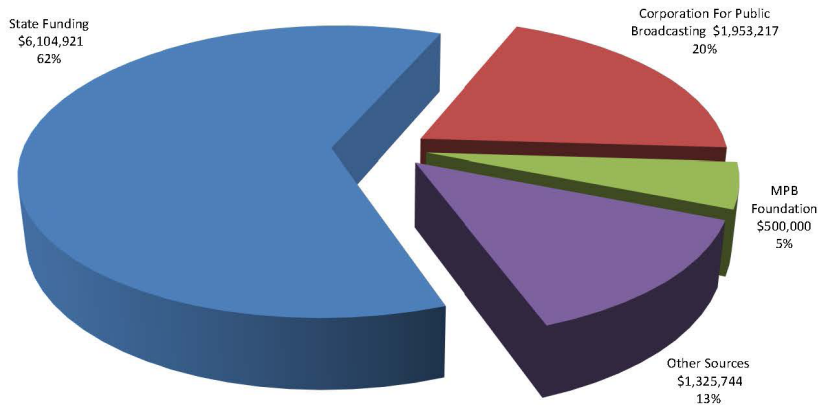
- Springboard to Opportunities: Ready To Learn initiative, parent workshops resources for families
- Dawson Elementary School: Ready To Learn initiative, afterschool program, school assemblies, resources for students and teachers.
- Mississippi Department of Education: Strategic planning on workforce development
- 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
- Citizens Soldiers for Life
- Mississippi Department of Rehabilitation Services
- Veterans Benefits Administration

Revenue History FY 2019

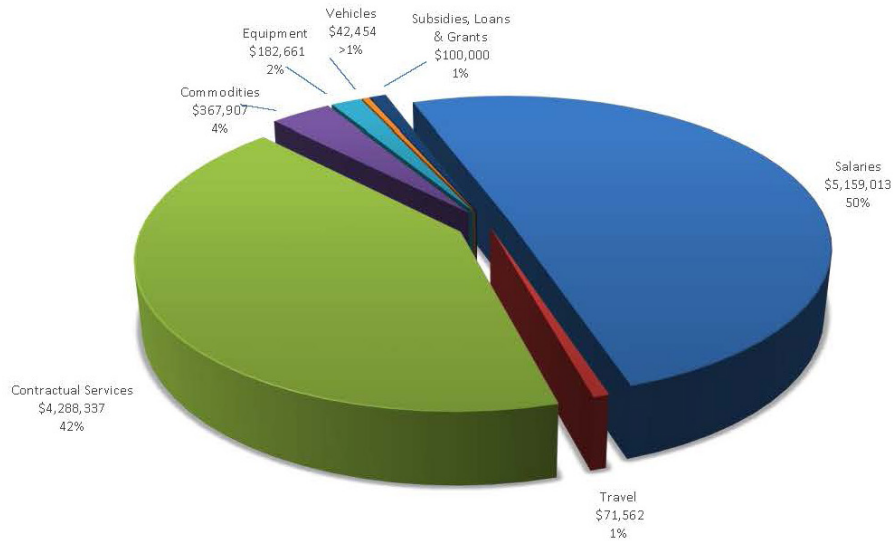
5-year revenue history



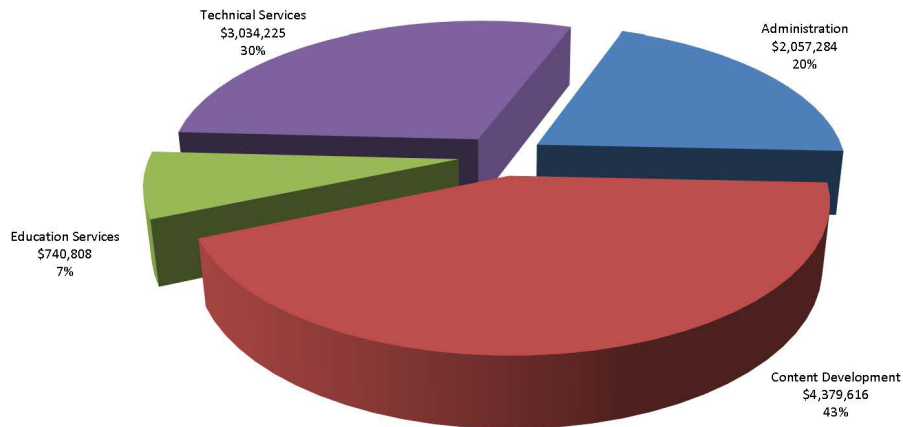
Revenue Sources FY 2019



Operating Expenses FY 2019



Expenditures by Program FY 2019



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