



mpb

**LOCAL CONTENT &
SERVICE REPORT**

JULY 1, 2023–JUNE 30, 2024



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DEAR FRIENDS

It is with great pleasure that I present to you the Mississippi Public Broadcasting Annual Report for fiscal year 2024. This is a testament to the collective dedication and hard work of the staff at MPB.

MPB staff has been hard at work fulfilling our mission to educate, inform, and inspire Mississippians with quality programs while providing trusted information during emergencies.

Throughout 2024, MPB Learning has updated and improved the content and services we provide through educational technology. The Digital Education Network (DEN) will provide online learners access to Spanish I, Visual Arts, and ACT Prep in synchronous instruction, with more subjects being filmed and produced to offer asynchronous instruction to schools across the state.

Working with FEMA, MPB continues to improve our efforts to be the creator and provider of all alert notices over broadcast for the entire state of Mississippi. These alerts provide emergency and life-saving information to Mississippi residents using Wireless Emergency Alerts, radio and television via the Emergency Alert System. Our Engineering Department is hard at work ensuring we are always on air, especially in times of emergency.

MPB is more than just broadcasting, we are a multi-platform distributor of content. This means our digital-first approach to reach the younger Mississippians is working. We know we have to deliver our programs onto platforms where these young people consume their content.

I am fortunate to be part of a team that has passion for what we do, by delivering innovative and high-impact local programs that promote the great state of Mississippi. Throughout this report, you will find more information about the power of public media for the public good. Because now more than ever, the world needs quality media we can trust - paired with holistic resources that truly make a difference.

This is only possible with a supportive Mississippi Legislative body, the Governor and you, our loyal members and viewers. Mississippi Public Broadcasting will continue to positively impact the state we serve for many years to come.

THANK YOU!

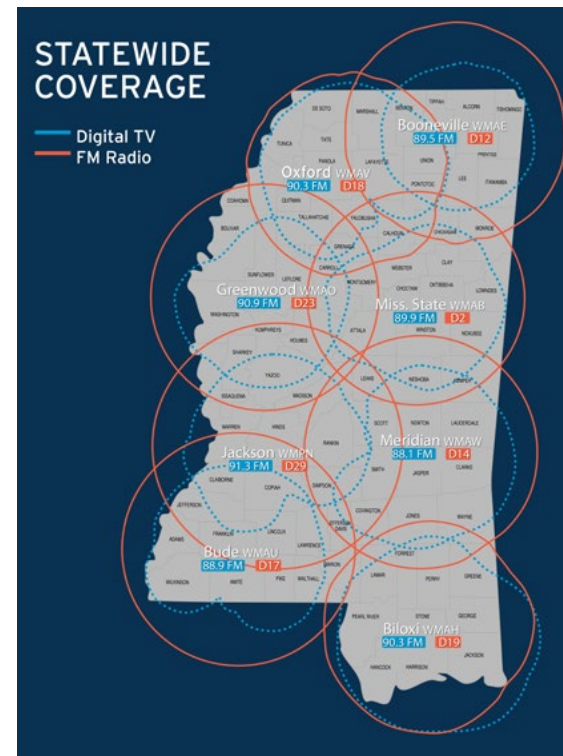
Royal Aills,
MPB Executive Director



YOUR STORIES. OUR MISSION.

INSPIRE, EDUCATE, AND ENTERTAIN.

Mississippi public broadcasting is the state's resource for educational and informative programming and news coverage. Our programs and services connect communities throughout Mississippi while our network of towers provide vital infrastructure to transmit emergency alerts across the state.



OUR REACH

1.185 MILLION people reached across platforms
40 MILLION streams across platforms

RADIO

920,000 streaming sessions
75,500 listeners (57% of our listener-ship is via streaming devices)
355,440 podcast downloads

TELEVISION

37.36 MILLION STREAMS across platforms
796,000 USERS streaming
654,885 broadcast viewers each month

OUR IMPACT

19%-27% of Mississippi's population is watching MPB at any given time.
95% of households reached with PBS Kids.

PBS REACHES MORE CHILDREN AGED 2-8 FROM LOW-INCOME FAMILIES THAN ANY OTHER CHILDREN'S CABLE TV NETWORK.



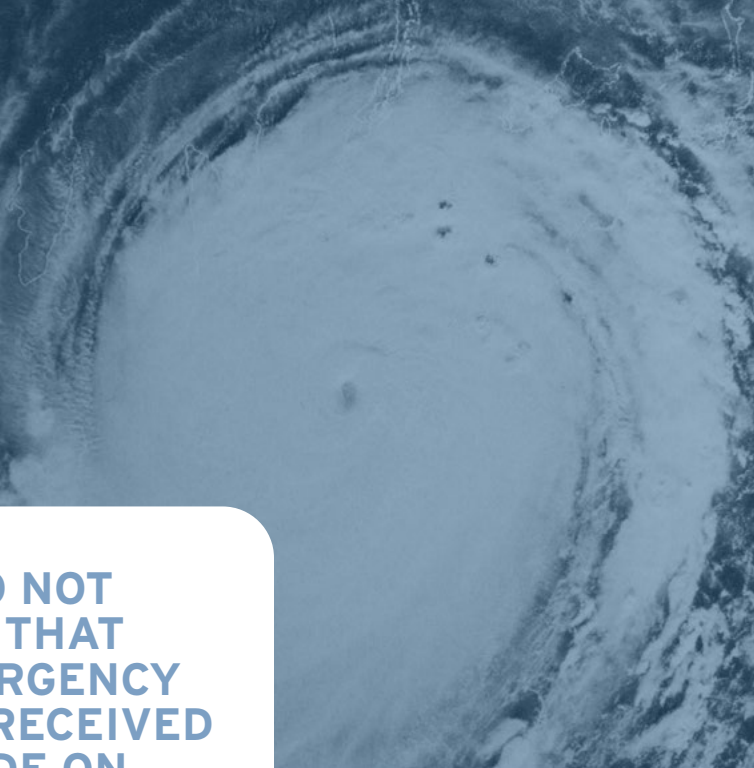

MISSISSIPPI'S ALERT SYSTEM

MPB is a critical first alert provider for Mississippi through partnerships with the Mississippi Emergency Management Agency, the Emergency Communication Committee, the Department of Public Safety, and the Office of the Governor, and is now proactive in upgrading and enhancing the Emergency Alert System for the state. By providing production and journalistic resources to MEMA and the Governor's Office, MPB has expanded coverage of severe weather and emergency events by leveraging its radio, television, streaming, and video-on-demand platforms to reach Mississippians during times of crisis.

MPB's tower network provides infrastructure for over 79 federal, state and local jurisdictions and has been upgraded to improve signal strength, alerts, and emergency warnings across the state.

MPB's eight towers cover more than 550 miles each and range from 600 to 1,500 feet tall. Our 12 microwave towers reach over 300 feet in height. The upgraded towers now include fiber connectivity and new transmitters, as well as 8 new Emergency Alert units for signal reliability and region-specific information. This allows MPB to better serve each Mississippi community in times of crisis or emergency.

2,059 ALERTS
were transmitted.
during last fiscal year.



“MANY DO NOT REALIZE THAT THE EMERGENCY ALERTS RECEIVED STATEWIDE ON TELEVISIONS AND SMART DEVICES COME THROUGH MPB TOWERS.”

—Royal Aills, Executive Director





MISSISSIPPI'S CLASSROOM



MPB Learning recognizes that access to learning resources in a child's early years are critical to long-term well-being and success. MPB partners with the Mississippi Department of Education (MDE), and other state agencies, businesses, organizations, and non-profits on numerous programs designed to support life-long learning and skills development for children in literacy, critical thinking, and collaborative problem-solving.

MPB Learning supports educators across the state by providing access to continuing education units, instructional lessons for classrooms, and professional growth models. MPB Learning also offers workforce development and skills training for adults and conducts community outreach, statewide.

“ I ENJOY ALL THE EDUCATIONAL PROGRAMS AT MPB! ” –Patricia in Jackson

HIGHLIGHTS OF MPB LEARNING

In Spring 2024, MPB Learning initiated a push to “Return to the Neighborhood,” building off the foundation established by Mister Rogers Neighborhood in the 1970's and centered in some of the most basic values of good living and neighborly collaboration. Accordingly, MPB Learning engages in collaborative programs with local school districts, public libraries, regional education, family, and caregiver resources in local community centers to promote education and learning throughout the state. These quarterly events link children and families to local services and opportunities for growth and development.

OUR IMPACT

3,717 Continuing Education Units through e-Learning courses

1,307 Teachers who received CEUs

DIGITAL EDUCATION NETWORK

The DEN continues to provide certified teachers for high-school classrooms across Mississippi through a virtual platform. Classes currently taught include ACT Prep, Art, and Spanish.

MPB is expanding the DEN with Asynchronous On-Demand options for tested courses in high school - Algebra I, Biology, English II, and U.S. History, as well as ACT Prep. These instructional segments provide students another perspective of instruction aligned to MDEs College-and Career-Readiness Standards. It also provides teachers and parents model lessons to use as supplementary and remedial resources.

STUDENT COUNCIL

The MPB Student Council engages some of the state's brightest middle and high school students to receive hands-on career training, lead civic engagement activities, and serve as MPB's liaisons to their peers. In addition to college readiness and career training, council members are equipped with journalism and broadcast skills to lend their voices to discussions about Mississippi's opportunities and progress. The students champion projects, publish podcasts, and create campaigns geared specifically to their generation in their own voices.

OF NOTABLE INTEREST

MPB was awarded a national grant to partner with the Washington Educational Telecommunications Association (WETA) to support engagement for the PBS movie, Leonardo Da Vinci - Mind of a Genius. MPB engaged several other state agencies to provide statewide professional development, linking the new movie to the curriculum standards of Science, Technology, Engineering, Arts, and Math (STEAM).

“ I FEEL THAT I AM MORE PREPARED IN CREATING LESSONS THAT ARE FULL OF CONTENT AND STRATEGIES TO EXPLORE WITH STUDENTS WHILE CONVEYING INFORMATION! ”

–Participating Teacher



TELEVISION

MPB's television programming educates, informs, and entertains. The television crew produced more than 40 hours of asynchronous classroom instruction while delivering live television coverage from the Governor's Office, joint agency news conferences, the Governor's Inauguration, State of the State Address, weather alerts and various other timely statewide announcements.

The team also continued work on documentaries expected to be released in 2025 to national audiences - a profile of bluesman Bobby Rush, and the Medgar Evers legacy project, that explores the life of the civil rights activist and the lasting impact of his work.

A highlight of 2024 introduces a new TV show, Mississippi Quiz Bowl, which features high school civics teams from across the state competing in academic bowls related to economics and personal finance.

Mississippi Antique Showcase filmed and aired new seasons, featuring people from across the state who brought in their prized possessions to be appraised and televised.

MPB is well underway with an ambitious digitization project to preserve historical television and video recordings. Over 1,900 pieces of archival media has been digitized to preserve the collective memory of the state and its impact on national and international history. It reflects our diverse communities struggles, achievements, and aspirations, amplifying voices that might have otherwise been marginalized or forgotten.

PRESERVATION THROUGH DIGITIZATION

MPB began the work of preservation through digitization. The work included the planning, assessment, organizing, cataloguing, and quantifying various media from the past 50 years. The number and type of other quantifiable products expected from the project will be remarkable; 25,000 digitized media items, 25,000 preserved media items, as well as curriculum materials, documentaries and other original productions - all to be digitized and organized in a single searchable database. The media will be aligned to the Mississippi College: Career Readiness Standards, easily searchable and available to educators across the state.

MEDGAR EVERS LEGACY PROJECT

MPB made significant progress on the production and archival collection phase of the documentary and wrap around media assets involved in telling the story of Medgar Evers. The project will explore the significance of Evers' contributions to the Civil Rights Movement and his lasting impact on American society. The project has three components; a feature-length film, a podcast, and K-12 curriculum materials which are on schedule to roll out in 2025, commemorating Medgar Evers 100th birthday.

MISSISSIPPI QUIZ BOWL

MPB has added to its television lineup: Mississippi Quiz Bowl, a series of academic bowls produced in partnership with the Mississippi Council of Economic Education. Filmed at the MPB studios, Mississippi Quiz Bowl, features high school civics teams from around the state competing in economics and personal finance academic bowls. The two finalist teams for each competition go head-to-head in the final championship rounds. This program represents a great opportunity for MPB to show off the intellectual prowess of Mississippi students to the communities they proudly represent.

MISSISSIPPI ANTIQUES SHOWCASE

In 2022, Mississippi Public Broadcasting and the MPB Foundation introduced a local version of the traveling appraisal show, Antique Roadshow, giving Mississippians the opportunity to receive professional appraisals about their family heirlooms and treasures. Since its inception, Mississippi Antique Showcase has filmed in, Jackson at the MPB studio, in Columbus at the Convention Center, in Biloxi at Mississippi Gulf Coast Community College, and in Natchez at the Convention Center.



**2024 EMMY
NOMINATIONS:**
Mississippi Roads
Mind in the Making



RADIO

NEWS

OUR IMPACT

360,000 podcast downloads in FY 2024

24 hours a day of music from around the world

16 locally-produced series

TOP MPB RADIO PODCASTS (by all-time downloads)

429,000 – The Gestalt Gardener

340,000 – Mississippi Edition

326,000 – Fix-it 101

263,000 – Money Talks

252,000 – In Legal Terms

MPB Think Radio serves curious, creative minds with content that ranges from culinary mastery to green-thumb gardening. Shows offer something for every listener, from practical, fix-it tips for automobiles and around-the-house jobs to healthy lifestyle shows that range in topics from eating healthy to women’s healthcare. Podcast downloads and YouTube live streaming continue to expand MPB’s audience beyond state borders to a global audience.

RADIO READING SERVICE

MPB provides an important service for our state’s blind and visually challenged citizens. The Radio Reading Service of Mississippi (RRSM), through a team of volunteers, provides information via a special MPB receiver or internet audio stream, free of charge, to people who are visually or physically challenged. RRSM features on-the-air readings of newspapers, books and magazines. The RRSM signal is carried on a sub-channel of MPB Radio and is available through a non-published internet link that is sent to qualified individuals upon their request, offering a lifeline to the world.

OVER 4K SPECIAL RECEIVERS IN 81 COUNTIES

MPB News is a trusted source of fact-based journalism. The team of reporters, producers, and hosts fulfill MPB’s mission to provide statewide news and public affairs programming. The team explores critical issues in the state and region, including government and politics, healthcare, education, criminal justice and disenfranchisement.

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

2024 PMJA Annual Award Winner

OUR IMPACT

Around **40K** listeners tune in to MPB Radio each morning to hear MPB local and national news.

MPB News won **2** Mississippi Association of Broadcasters Awards in the categories of Public Affairs and Documentary.





COMMUNITY



MPB Think Radio shows have been more engaged in the community than ever before! With remote broadcasting capability, our radio hosts are able to travel across the state to events, highlighting the best that Mississippi has to offer. MPB Think Radio has Mississippi covered, from Corinth to Bay St. Louis, offering enlightening, conversation-sparking content.

MPB Learning has also been on the road throughout the year with Return to the Neighborhood, an initiative to engage children and parents in learning activities while providing resources from community partners that assist in the fun of learning.

Screenings of local and national programs continue to be held across Mississippi to engage the public in all that MPB has to offer, bringing the community together for discussions, surveys and panels about the programs we deliver on the air, as well as digitally.



BUILDING A NEW 'MPB'

MPB works every day to put our best foot forward, making strides in our programming and digital presence. We're recognizing these exciting times with a new logo, brand and style. September of 2023 brought the friendly 'chat bubble' logo with a tagline "Your Stories. Our Mission." That mission, of course, is Mississippi. The people of our state, and their stories, inspire our programs as we strive to be an inspiration in education and entertainment.

MISSISSIPPI BOOK FESTIVAL

Known as an annual "literary lawn party," the Mississippi Book Festival connects hundreds of authors with fans and new readers. The event's attendance has reached over 37,000 people. As a festival partner, MPB produces podcasts with author interviews, livestreams the event and author panel discussions from Galloway church. MPB also sponsors the festival's Kids Club in the state Capitol, offering books, activities and on-site children's characters.

GOVERNOR'S ARTS AWARDS

Each year, MPB films the annual Governor's Arts Awards, an event recognizing Mississippi's top artists. The event is later aired on MPB Television and Think Radio. Presented by the Mississippi Arts Commission, the Governor's Arts Awards are given to individuals and organizations to recognize outstanding work in the artistic disciplines as well as arts-based community development and arts patronage in Mississippi.

AN EVENING WITH DAVID SEDARIS

MPB partnered with the David Sedaris Group for "An Evening with David Sedaris." Leveraging the partnership with Sedaris' management team, MPB was able to offer exclusive ticket access to members.

POETRY OUT LOUD

Scholars from across the state competed in the 2023 Poetry Out Loud state recitation contest that was filmed, and later aired, by MPB. Poetry Out Loud is a national program for students in grades 9-12 created by the National Endowment for the Arts and the Poetry Foundation. It is administered by the Mississippi Arts Commission. Since 2005, the competition has helped students master public speaking skills, build self-confidence, and improve their reading comprehension scores while learning about their literary heritage.

“ THE PEOPLE OF OUR STATE AND THEIR STORIES INSPIRE OUR PROGRAMS AND WE STRIVE TO BE AN INSPIRATION IN EDUCATION AND ENTERTAINMENT. ”





2024 Governor's ARTS AWARDS



“ COMMUNITY IS AT THE HEART OF EVERYTHING WE DO.”

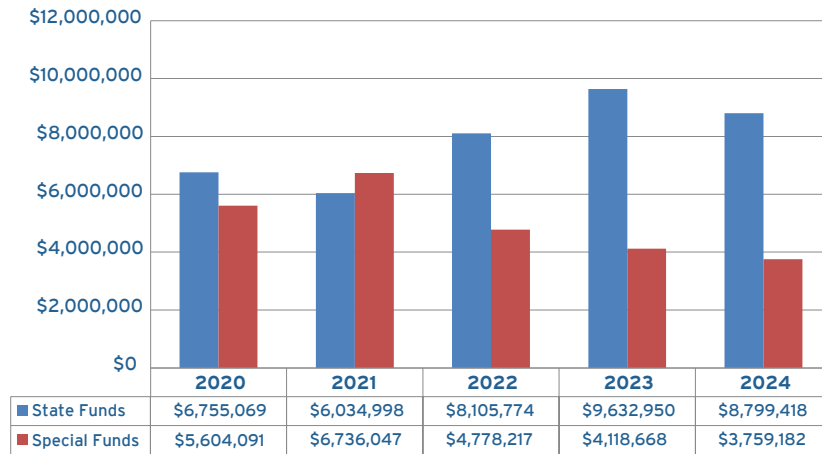
—Anna Neel

YOUR STORIES. OUR MISSION.

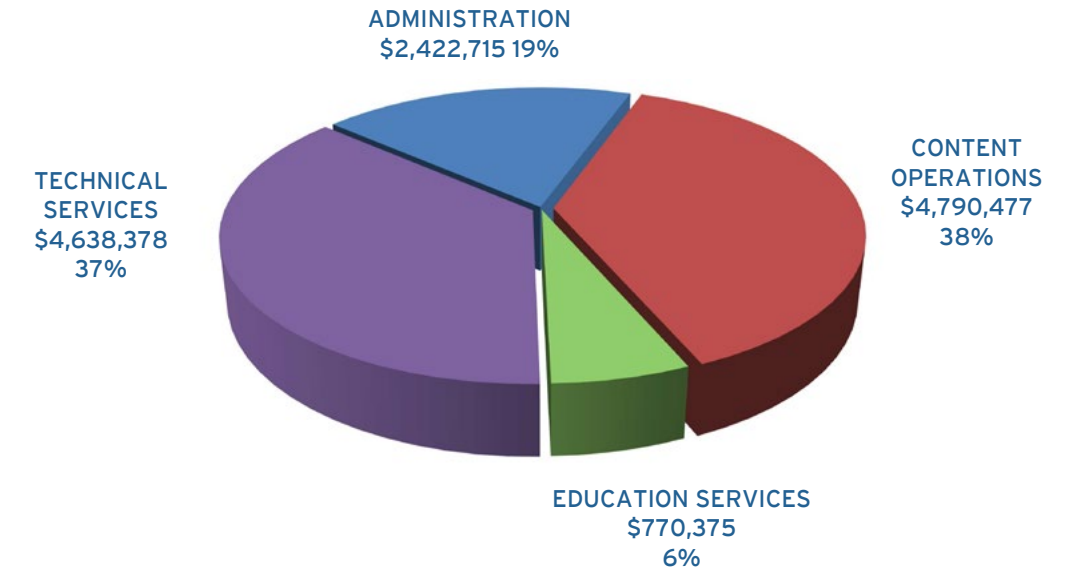


MPB FINANCIALS

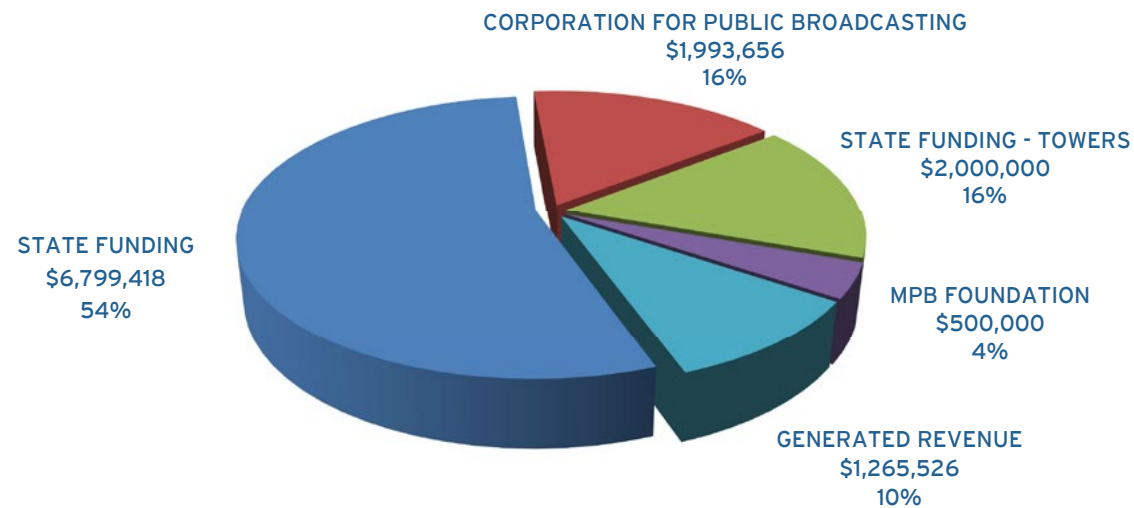
5-YEAR REVENUE HISTORY



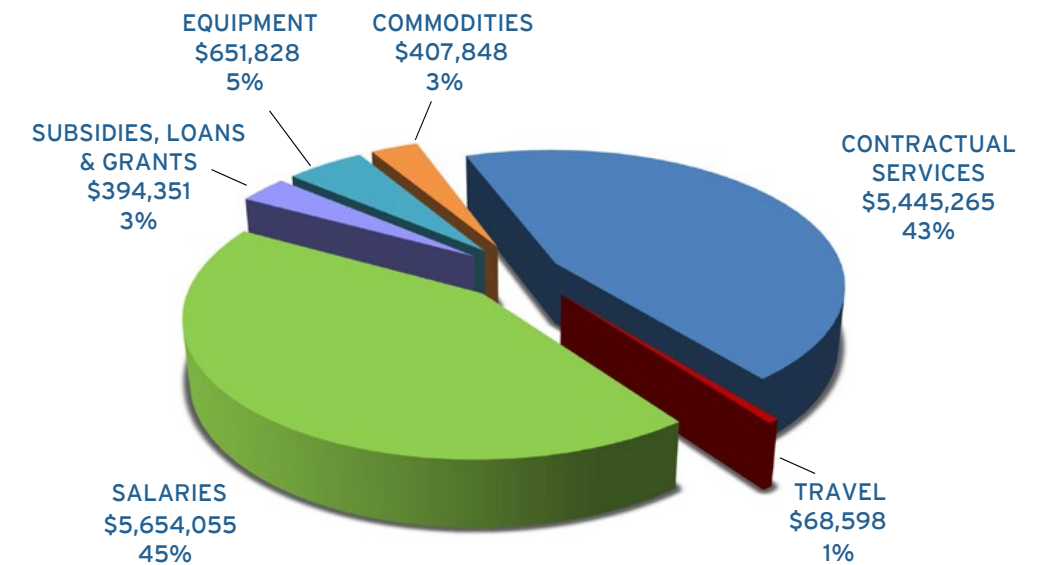
EXPENDITURES BY PROGRAM FY 2024 BUDGET



REVENUE SOURCES FY 2024 BUDGET



OPERATION EXPENSES FY 2024 BUDGET





MPB FOUNDATION

“ I AM PROUD OF WHAT MPB IS DOING AND IT'S A GOOD CAUSE. IT'S VERY HELPFUL TO HAVE GOOD SHOWS NOW AND IN THE PAST, AND FUTURE. ”

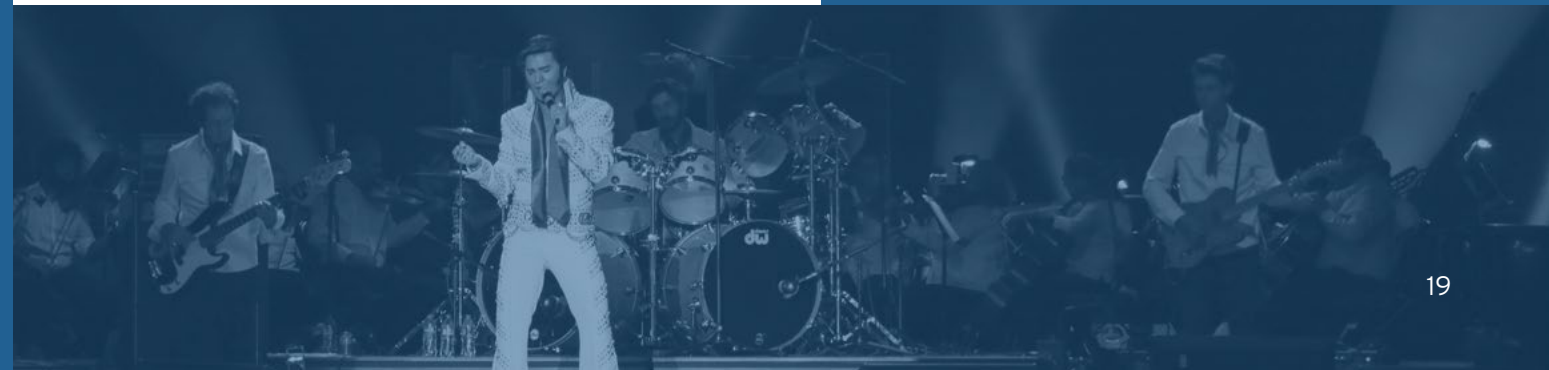
—Dorothy in Kosciusko

In 1989, two decades after the formation of the Mississippi Authority for Educational Television, a group of Mississippians, including Pulitzer Prize-winning author Eudora Welty, established the Foundation for Public Broadcasting. Their mission was to raise funds to support educational television. Since then, MPB has grown to encompass not only educational programming, but also radio and news. The MPB Foundation has also broadened its mission, now providing support and offering value-added benefits to all MPB members and donors.

Since 2022, the MPB Foundation has been hosting and sponsoring the highly popular Mississippi Antique Showcase. Given Mississippi's rich history, the event has attracted over 1,000 attendees from both within the state and beyond, eager to have their treasures appraised. In May 2025, the Foundation will film and produce the fifth season of the show.



MPB On the Move made its return in 2024, hosting events throughout the state. Community engagement is at the heart of the MPB Foundation's work. The Foundation participated in several notable events across Mississippi, including The Juke Joint Festival, Tupelo Elvis Festival, Mississippi Book Festival, and the WZZQ screening. MPB invites all Mississippians to join in the mission to educate, inform, and entertain the state's residents.



OUR REACH

In Fiscal Year 2024, the MPB Foundation achieved unprecedented reach:

2.6 MILLION Members, donors, and prospects reached through email and postal outreach

140,000 Fine Tuning programming guides delivered to households across the state

350,000 Passport streams

65% increase in streams on Passport over the last two years

MPB BOARD OF DIRECTORS



Shawn Mackey, PhD, Chairman of the Board
Deputy Executive Director for Programs and Accountability, Mississippi Community College Board (MPB Board President)



Cory Custer
Deputy Chief of Staff to Governor Tate Reeves



Dawn Barham
National Board-Certified Music Educator



Charles Cowan
Attorney



Richard Sawyer
Teacher, Jackson Elementary School in Pascagoula



Ormella Cummings, PhD
Chief Strategy Officer, North Mississippi Health Services



Judy K. Nelson, PhD
Director of Federal Programs Mississippi Department of Education



Royal D. Aills (ex officio)
Executive Director, MPB

John H. Cocke
Merkel & Cocke, P.A.

Danielle Cox Morgan
Mississippi Tourism Association

George B. Ready, Chairman of the Foundation Board
Law Office of George Ready

Marty Dunbar
Oxgord Medical Ministries/
Community Volunteer

Darden H. North
Jackson Healthcare for Women

Melvin V. Priester, Vice Chair of the Foundation Board,
Priester Law Firm, PLLC

Daniel Etheridge
Graphic Design Instructor,
Meridian Community College

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

Jon C. Turner, Treasurer of the Foundation Board
BKD, LLP (Retired Partner)

John C. Hardy
President, Hardy Reed, LLC

Paul M. Rocconi
Retired physician
Vice-Chair of the Board of Trustees,
the Library of Hattiesburg, Petal,
and Forrest County

Rhea C. Williams-Bishop, Secretary of the Foundation Board
Kellogg Foundation,
Director of Mississippi and New Orleans Programs

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

Andrew Mallinson
CEO Multicraft International

Burns Strider
President and Owner, Strider Capital Investments (SCI)

Don B. Cannada, Former Chairman of the Board
CEO, Barksdale Management Corporation

Nora F. McRae,
Community Volunteer

Finney C. Moore
Community Volunteer

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

Frank York
CEO, NewSouth, LLC



MISSISSIPPI
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