



Fiscal Year 2011  
**ANNUAL REPORT**

**MPB** Mississippi  
Public  
Broadcasting

LEARN MENTOR EMERGENCY  
SUPPORT ECONOMIC IMPACT EXPLORE NEWS  
EXPLORE REACH OUT  
CHILDREN MEMA REACH OUT  
REACH OUT CULTURE COMMUNITY MISSISSIPPI  
EDUCATE DEVELOPMENT  
TELEVISION PUBLIC  
ONLINE COMMUNITY  
WORKSHOPS RADIO  
HEALTH ACT  
FIRST REACH OUT  
GIVE FUTURE SHARE  
RESPONSE BROADCASTING  
PREPARE EMERGENCY TEACH  
FIT

Fiscal Year 2011 (July 1, 2010 to June 30, 2011)

# ANNUAL REPORT

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# EXECUTIVE SUMMARY



As Mississippi's only statewide television and radio broadcaster, Mississippi Public Broadcasting is in a unique position to serve the state in various capacities. MPB strives to be a resource for Mississippians and a source for advancing the state's interests in education, emergency preparedness and economic development.

## Emergency Preparedness and Response

MPB's statewide broadcast capabilities enable the Agency to provide life-saving information to Mississippians during emergencies. MPB continues to hone its skills in transforming into an emergency response operation when disaster strikes.

A National Public Radio representative visited MPB to study how MPB works during an emergency situation. The director for the Mississippi Emergency Management Agency, Mike Womack, invited MPB to make a presentation at the 2010 National Emergency Management Association meeting. We are proud to share the model we developed to increase emergency response capabilities not only in Mississippi but across the nation.

MPB, in partnership with commercial and non-commercial broadcasting stations in Louisiana, Tennessee, and Mississippi, hosted *Rise for Relief*, a telethon benefitting victims of the spring floods and summer tornados. Funds raised went to the Red Cross and were earmarked specifically to assist the people in the affected communities of Louisiana, Mississippi, and Tennessee. *Rise for Relief* aired live from the MPB Studios on June 25.

## Economic Impact Media

MPB continues to produce programming designed to highlight the state's culture and resources. Our objective is to create content that supports Mississippi's priorities in workforce development, health and tourism.

This year we released programs that fall in each of these target areas. In January the ground-breaking workforce development series, *Job Hunter*, premiered. We are extremely proud of the six-episode series, which featured the advanced manufacturing industry in Mississippi. We also expanded our popular radio show, *Southern Remedy*, to include a television component. In the first half of 2011, the first two parts of a four-part series on obesity in Mississippi aired. We were also proud to produce a special edition of *Mississippi Roads* highlighting the rich history of the Mississippi Band of Choctaw Indians.

MPB has exceptional programs that inform, enlighten and entertain our audience. As the 21st century unfolds, MPB plans to engage local communities and offer multiple levels of interactivity through our pioneer use of digital technology. This is a way of reaching new and more diverse audiences in Mississippi and beyond.

## Education

Education is the thread that runs through all that MPB does – from our educational programming for children and adults to community engagement initiatives that provide hands-on instruction and put educational resources in the hands of teachers, parents and students. During fiscal year 2011, we continued to see success from the Between the Lions Preschool Literacy Initiative as MPB's Early Childhood mentors provided professional development sessions to teachers and directors in the 95 participating child care centers in Jackson plus 16 centers as part of the Delta Revitalization Initiative. MPB fosters community partnerships across Mississippi and connects with low income families to enhance literacy skills.

# Highlights



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Mississippi Authority for Educational Television  
**BOARD OF DIRECTORS**

Bob Sawyer, *Chair*

Peggy Holmes, *Vice Chair*

Dr. Tom Burnham, *ex-officio*

David Allen (came in Oct. 2010)

Dr. Eric Clark

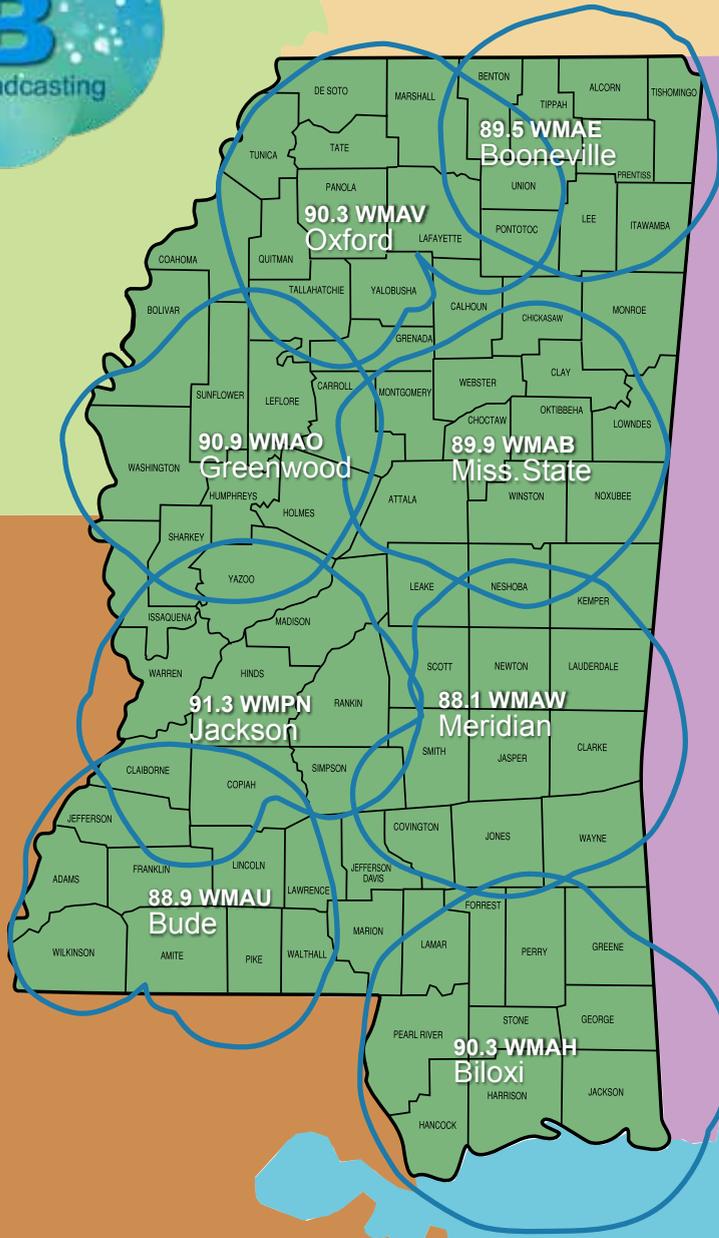
Perry Sansing

Dr. Eddie Smith (left Oct. 2010)

Amy Whitten



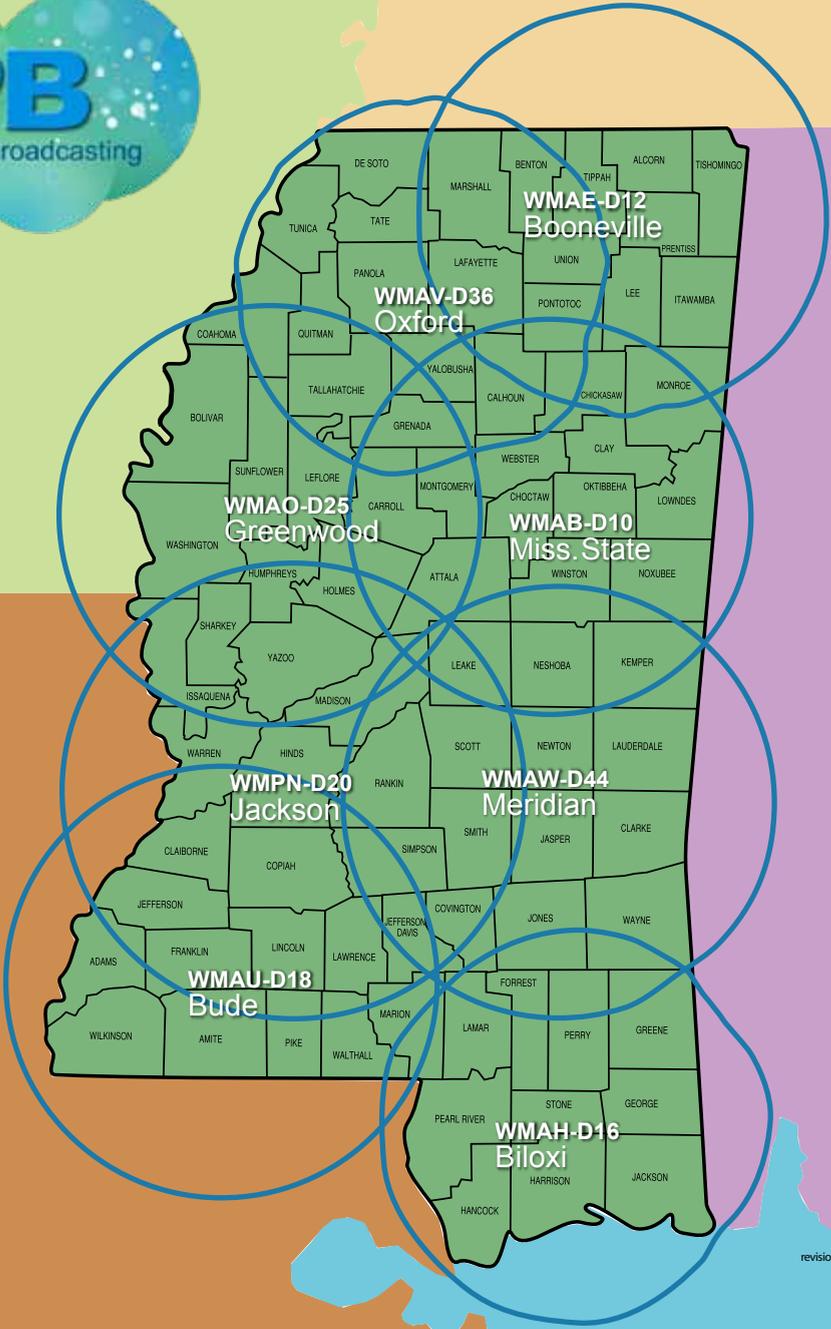
Above (L to R): Bob Sawyer, Peggy Holmes, Dr. Eric Clark, Dr. Eddie Smith, Dr. Tom Burnham, Amy D. Whitten, David W. Allen and Perry Sansing



revision: 8/29/2011

# STATEWIDE FM Radio Coverage

On a daily basis, MPB reaches millions of households across Mississippi and surrounding states.



revision: 8/29/2011

# STATEWIDE Digital Television Coverage

As the only statewide television and radio broadcaster in Mississippi, MPB fills a unique and important niche in providing educational and distinctive content as well as emergency preparedness and response information.

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# EMERGENCY PREPAREDNESS AND RESPONSE





## EMERGENCY PREPAREDNESS AND RESPONSE

As Mississippi's only statewide television and radio broadcaster, MPB is uniquely positioned to serve the state during emergencies by disseminating weather updates and crisis management information.

### **MEMA AND MPB: A VITAL PARTNERSHIP**

MPB's Acting Executive Director, Jay Woods along with Mike Starling from NPR presented "The Power of a Public Radio Partnership" to the annual conference of the National Emergency Management Association in Little Rock, Arkansas. At the invitation of MEMA's Executive Director Mike Womack, MPB was asked to talk about the value and effectiveness of our partnership as a communication tool to help residents prepare, respond and recover from emergencies. Speaking to a room of more than one hundred emergency management officials from across the country, Woods and Starling touted public radio's ability to reach 94 percent of the nation's population and its mission of providing continuous, uninterrupted coverage before, during and after an emergency. The presentation also demonstrated public radio's capacity to reach un-served and undeserved communities with crucial information.

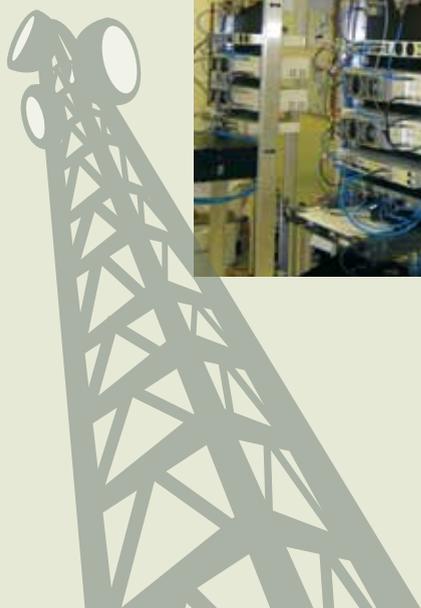


## **EMERGENCY RESPONSE IN 2011**

When the ice storms, tornados and flooding disasters struck Mississippi during winter and spring of 2011, the radio and news staff of MPB Radio provided round-the-clock coverage of the crises. The coverage included interruption of programming with the latest weather warnings, road conditions and shelter information as well as major business and school closings.

## **MPB BROADCASTING NETWORK: INFRASTRUCTURE UPGRADES**

- The WMAH transmitter site, covering the Mississippi Gulf Coast, received two major upgrades that increased the signal coverage for the area as well as improved MPB TV reception for the Hattiesburg area.
- A new microwave tower was constructed at French Camp. The new tower improved MPB Radio and MPB TV reception for residents in Ackerman, Oxford, Boonville and surrounding areas.





## ***RISE FOR RELIEF* — MPB HOSTS TELETHON TO AID 2011 DISASTER VICTIMS**

Mississippi Public Broadcasting (MPB), in partnership with commercial and non-commercial stations in Louisiana, Tennessee, and Mississippi, hosted a telethon to benefit flood and tornado victims. *Rise for Relief* aired live from the MPB Studios on Saturday, June 25.

Funds raised from *Rise for Relief* went to the Red Cross and were earmarked specifically to assist the people in the affected communities of Louisiana, Mississippi, and Tennessee.



*Rise for Relief* featured news reports, personal testimonies, updates from community leaders, and entertainment from a variety of musicians from the region. The telethon aired on MPB TV and partnering stations WABG Channel 6-Greenville, WAFB Channel 9-Baton Rouge, WCBI Channel 4-Columbus, WDAM Channel 7-Hattiesburg, WHLT Channel 22-Hattiesburg, WLBT Channel 3-Jackson, WLOX Channel 13-Biloxi, WKNO Channel 10-Memphis, WMC Channel 5-Memphis, and WTOK-TV Channel 11-Meridian, and RFD-TV ([www.rfdtv.com](http://www.rfdtv.com)).



### ***THE SCIENCE OF THE SPILL***

MPB, in partnership with the University of Southern Mississippi, the National Science Foundation, The Center for Ocean Sciences Education Excellence, Central Gulf of Mexico Gulf Coast Research Laboratory, Center for Educational and Training Technology and Mississippi State University, received a grant to take a scientific look at the oil spill in the Gulf of Mexico. MPB produced a three hour-long television series titled *The Science of the Spill* with a panel discussion exploring the short and long term implications of the oil spill for the gulf waters.

### **GULFWATCH**

Through a one year grant funded by the Corporation for Public Broadcasting, MPB along with nine other public radio and television stations in the gulf south region covered the after-effects of the Deepwater Horizon oil spill in the Gulf of Mexico. Photos, reports and other related information are posted to the Public Media Exchange website at [www.publicmediaexchange.org](http://www.publicmediaexchange.org). The result was GulfWatch, a way for public broadcasting stations along the Gulf Coast region to share information during emergency situations.

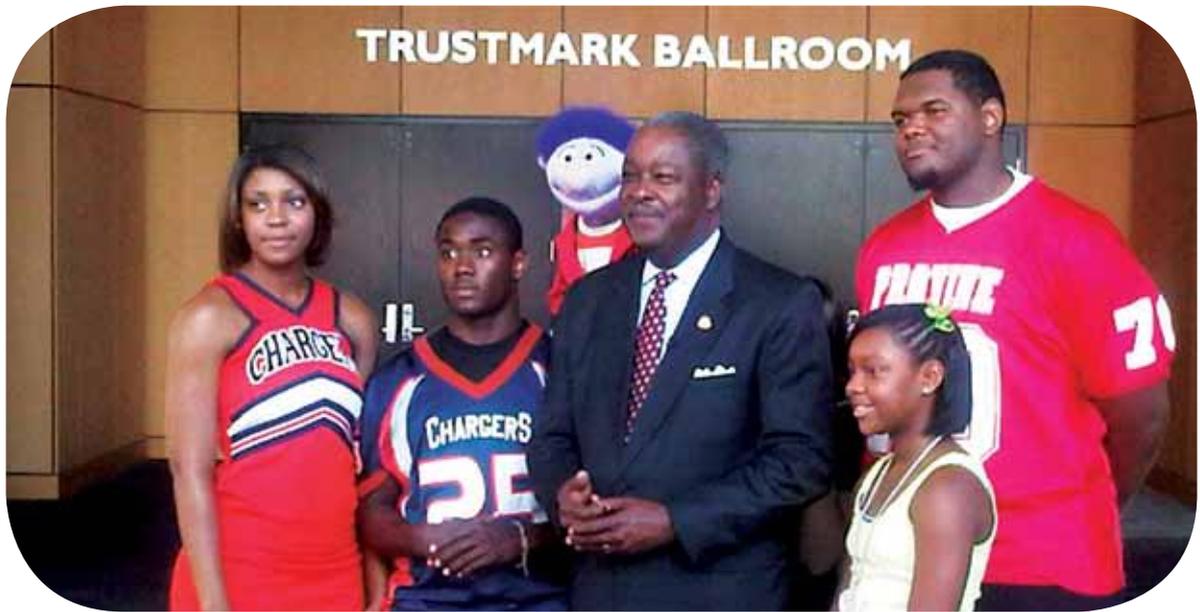


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# IMPACTING OUR STATE





## ECONOMIC IMPACT MEDIA

Mississippi is nationally recognized as a powerhouse of cultural and creative talent. Through its original productions, MPB impacts the state's economy by promoting tourism and local industry. MPB Radio and TV are the media channels transmitting the important core messages that help Mississippi's economy grow.

### WRITERS: KATRINA

An hour-long interview/discussion program with host Gene Edwards featuring Tom Piazza, a freelance writer/author from New Orleans; Ellis Anderson, a first-time blogger turned writer from Bay St. Louis; and Stan Tiner, Pulitzer Prize winning editor of The Sun Herald, about how Hurricane Katrina affected their lives and their writing. Premiered August 26, 2010 to commemorate the fifth anniversary of Hurricane Katrina.

### SCIENCE OF THE SPILL

Three, one-hour panel discussion shows about the 2010 oil spill and its impact on the Gulf Coast region produced in partnership with the National Science Foundation and the Gulf Coast Research Lab at USM. The three programs aired August 31, September 30 and December 13, 2010.

### BETWEEN THE LIONS

Ten half-hour episodes of the tenth season of Between the Lions, which MPB co-produced with WGBH Boston and Sirius Thinking in Jackson, began airing in September 2010. MPB co-produced the final six seasons of the Emmy-Award winning children's show.



## WRITERS: MEMORIES

An hour-long interview/discussion program with host Gene Edwards featuring memoir writers Rheta Grimsley Johnson, a Pulitzer Prize finalist and Mississippi resident; Ralph Eubanks, a Mississippi native who is director of publishing for the Library of Congress; and Louis Bourgeois, a National Book Award finalist and MFA graduate in Creative Writing at Ole Miss. Premiered September 16, 2010.

## WRITERS: YOUNG ADULT LITERATURE

An hour-long interview/discussion program with host Gene Edwards featuring young adult literature writers Richard Peck, a Newbery medalist; Margaret McMullan, two-time Mississippi Arts and Letters winner; and Sharon Draper, five-time Coretta Scott King winner. Premiered October 21, 2010. MPB has produced a total of 26 episodes of the popular Emmy-winning interview/discussion show that is distributed nationally by the National Educational Telecommunications Association (NETA).

## RISE ABOVE

A half-hour documentary about the positive impact arts programs can have in schools as illustrated by the Winona school system's "Rise Above" project which resulted in higher test scores, higher attendance rates and excitement for learning. Premiered November 11, 2010.



## CONVERSATION ABOUT COMMUNITY

A one-hour panel discussion organized by Operation Shoestring that focused on the issues affecting Jackson and the state of Mississippi. Panelists were James Keeton, M.D., Vice Chancellor, University of Mississippi Medical Center; Leslie McLemore, Ph.D., interim President of Jackson State University; and Constance Slaughter Harvey, Esq., former Mississippi Assistant Secretary of State. Premiered Tuesday, November 16, 2010.

## A CONSPIRACY TO DO GOOD

A half-hour television special that chronicles the story of The Craftsman's Guild of Mississippi from its formation through the opening of the Mississippi Craft Center in Ridgeland. Premiered December 1, 2010.

## MHSAA FOOTBALL CHAMPIONSHIPS

Live coverage of all six divisional match-ups of the Mississippi High School Activities Association State Football Championships at the JSU Stadium that aired on December 3 & 4, 2010.



## JOB HUNTER

A series of six half-hour shows that highlights the variety of jobs available in Mississippi in advanced manufacturing. The program was created in part with funding provided by the state of Mississippi, the office of Governor Haley Barbour, and the Mississippi Manufacturers Association. It showcases advanced manufacturing companies located in the state and outlines the skills, education and training needed to secure a job in the industry. The first season featured the automotive, aerospace, heavy manufacturing, unique manufacturing and plastics industry. The episodes began airing January 7, 2011.

## STATE OF THE STATE

Live, gavel-to-gavel coverage of the Governor's State of the State address on Tuesday, January 11, 2011. MPB is the only station that covered the entire address. MPB made footage available free to commercial stations for their newscasts.

## QUORUM

A weekly series of live one-hour programs that featured state lawmakers discussing the important issues of the legislative session and answering questions from viewers. Hosted by Wilson Stribling in the MPB studios, the program aired each Wednesday at 7 p.m. during the legislative session.



## MHSAA BASKETBALL CHAMPIONSHIPS

Live coverage of all six divisional match-ups of the Boy's and Girl's Mississippi High School Activities Association State Basketball Championships (total of 12 games) at the Mississippi Coliseum on March 3-5, 2011.



## STATE SPELLING BEE

Live TV coverage from MPB's auditorium of the state finals of the Mississippi Spelling Bee. The 2011 broadcast was Tuesday, March 15th at 10:00 a.m.



## GOVERNOR'S ARTS AWARDS

Annual, one-hour presentation of the Governor's Award for Excellence in the Arts. The 2011 ceremony honoring Charles Rhoads, the Natchez Literary & Cinema Celebration, Gwendolyn Magee, Mac McAnally and Joe Willie "Pinetop" Perkins aired March 24, 2011 at 8 p.m.

## POETRY OUT LOUD

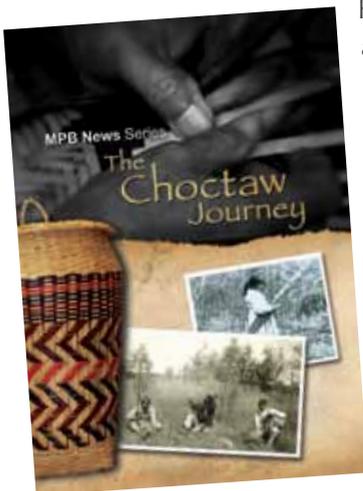
An hour-long, edited presentation of the state finals, including poetry recitations and interviews with the top three finishers. The 2011 broadcast aired April 17



## THE CHOCTAW JOURNEY

A half-hour documentary about the history and culture of the Mississippi Band of Choctaw Indians detailing how they came back from the brink of extinction to become one of the most successful tribes in the nation. The program was

hosted by Walt Grayson and premiered on February 17, 2011.



## MISSISSIPPI'S BIG PROBLEM

A four-part series of one-hour specials hosted by Dr. Rick deShazo and produced by MPB in partnership with the University of Mississippi Medical Center. The show explores the myriad causes for the state's growing obesity epidemic and showcases cities, schools, businesses and grassroots efforts that are turning things around. Premiered February 23, 2011.

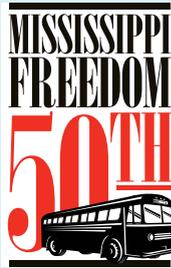


## SUCARNOCHEE REVUE

The TV version of The Sucarnochee Revue, a popular syndicated radio show that airs around the world. With half of the live performances recorded in front of a live audience in Meridian, MS and the other half in Livingston, AL, the show features songwriting and performing artists in country, bluegrass and gospel from the Black Belt area of the southeast. Premiered Friday, April 8, 2011 at 8:30 pm.

## DIVIDED WE STAND

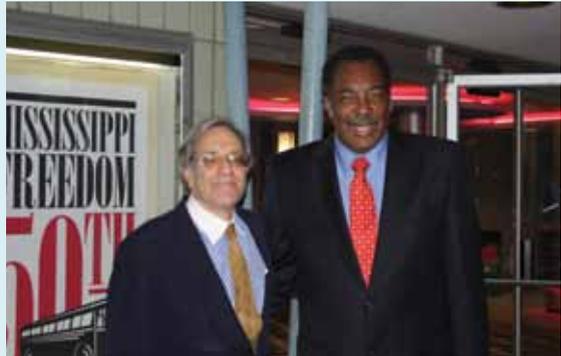
A two-hour documentary that brought together 18 graduate students from the University of Mississippi, University of Ulster (Northern Ireland) and Nelson Mandela Metropolitan University (South Africa) to spend five weeks in the three countries to learn about each country's on-going struggles with racial reconciliation. The students share what they learned through interviews, conversations and self-shot diaries. Premiered May 2, 2011.



## AN EVENING WITH THE FREEDOM RIDERS

A one-hour panel discussion taped last November at the Alamo Theater on Farish Street with Freedom Riders

Louis Zuchman, Hank Thomas, Catherine Burks-Brooks, Hezekiah Watkins and Bill Harbour. Aired May 19, 2011 at 8 pm as part of the 50th anniversary of the Freedom Riders. MPB also produced a series of interstitials about the Freedom Riders and what they endured.



## LOCALLY-PRODUCED RADIO PROGRAMS FISCAL 2011

### MISSISSIPPI EDITION

A half-hour news magazine each weekday at 8:30 a.m. on MPB Think Radio hosted by MPB's Karen Brown, featuring interviews with the state's newsmakers, authors, artists and musicians.

### MIDDAY CLASSICAL

Two, two-hour programs each weekday morning at 10 a.m. and afternoon at 1 p.m. on MPB Think Radio and MPB Music Radio. The programs feature classical and commentary music selections by MPB Music Director Karen Hearn.

### COMPOSERS A-Z

A one-hour program each weekday at 6 p.m. on MPB Music Radio featuring selections and commentary by MPB Music Director Karen Hearn presented in order of the composer's last name.

### RELATIVELY SPEAKING

A one-hour, listener call-in program each Monday at 9 a.m. co-hosted by MPB's Kevin Farrell and psychiatrist Dr. Greg Gordon to discuss issues that face Mississippi's families, topics of interest to grown children and their aging parents.

### MONEY TALKS

A one-hour, listener call-in program each Tuesday at 9 a.m. on MPB Think Radio co-hosted by MPB's Kevin Farrell with Chris Burford, a certified credit and housing counselor and financial education specialist, and financial educator and author Dr. Nancy Lottridge Anderson, PhD, CFA, president of the investment management firm New Perspectives. Topics deal with personal finance.

### SOUTHERN REMEDY

A one-hour, listener call-in program each Wednesday morning at 9 on MPB Think Radio co-hosted by MPB's Kevin Farrell and Dr. Rick deShazo with the University of Mississippi Medical Center on topics ranging from allergy and asthma to the vaccinations travelers need when leaving the country.



## CREATURE COMFORTS

A one-hour, listener call-in program each Thursday at 9 a.m. on MPB Think Radio co-hosted by MPB's Kevin Farrell with veterinarian Dr. Troy Majure and Libby Hartfield, Director of Mississippi's Natural Science Museum. The show focuses on critters - big and small, wild and domestic in Mississippi.

## THE GESTALT GARDENER

A one-hour, listener call-in program each Friday at 9 a.m. on MPB Think Radio hosted by well-known horticulturist and author Felder Rushing. Felder answers questions and shares stories about plants and gardens.



## MODERN CLASSICAL

Saturday at 4 p.m. on MPB Music Radio. The program is hosted by MPB Music Director Karen Hearn and features classical music composed or performed in and around the 20th century.

## THACKER MOUNTAIN RADIO

A one-hour program each Saturday at 7 p.m. on MPB Think Radio featuring author readings and a wide array of musical performances. Taped before a live audience at Square Books in Oxford.

## GRASSROOTS

A two-hour program each Saturday at 8 p.m. on MPB Think Radio hosted by MPB's Bill Ellison featuring a variety of folk and bluegrass music.

## SUCARNOCHEE REVUE

A one-hour program each Saturday at 10 p.m. on MPB Think Radio featuring songwriting and performing artists in country, bluegrass and gospel from the Black Belt area of the southeast.

## HIGHWAY 61

A one-hour Blues Music program each Saturday at 11 p.m. on MPB Think Radio and MPB Music Radio and Sunday at 6 p.m. on MPB Think Radio. The show is hosted by Blues expert Scott Barretta.

## MISSISSIPPI ARTS HOUR

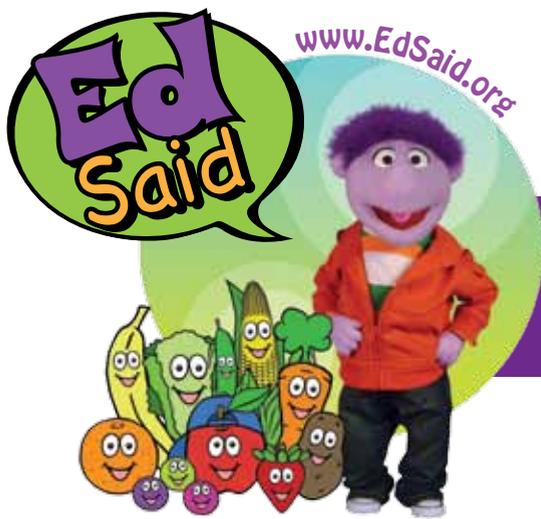
A one-hour program each Sunday at 3 p.m. on MPB Think Radio and Sunday at 11 p.m. on MPB Music Radio hosted by staff members of the Mississippi Arts Commission featuring interviews with Mississippi artists, musicians, craftspeople, and others involved in arts and culture from around the state.

## SOUNDS JEWISH

A one-hour program each Sunday at 3 p.m. on MPB Music Radio hosted by Andy Muchin that features a variety of Jewish music from several continents and eras as well as recordings of Jewish comedians.

## GOVERNOR'S ARTS AWARDS

Live coverage of the Governor's Award for Excellence in the Arts on February 27 at 1 p.m.



It's not hocus pocus, being healthy keeps you focused.

A Production of  
**MPB** Mississippi  
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— mpbonline.org —

## **ED SAID**

In August of 2010, MPB unveiled Ed Said, a Web-based program aimed at combating childhood obesity. Ed Said is a boy who loves to rap about healthy eating. His message to kids is clear: "It's not hocus pocus, eating healthy keeps you focused."

"Moving with Fruits and Vegetables" is the name of Ed's first series of webisodes, which educates children about 10 different fruits and vegetables. Ed uses his rhyming skills to incorporate fruit and vegetable facts into songs that children can enjoy. He teaches his friends, The Lunch Bunch, about healthy eating through his catchy songs, which inspire them to create dances. The dances are designed to encourage children at home to participate so they will exercise and be active.

Ed's creator, MPB producer CJ Burks, was inspired to develop the program after learning of the work of an elementary school teacher in Corinth named Kay Strickland, who came up with a classroom curriculum called "Moving with Fruits and Vegetables."

The Mississippi Office of Health Schools partnered with MPB to help further develop the curriculum for "Moving with Fruits and Vegetables."

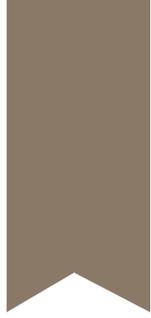
See all of the videos and resources available from Ed Said by visiting [EdSaid.org](http://EdSaid.org).

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# EDUCATING OUR STATE





## EDUCATION

Since its inception in 1969, Mississippi Public Broadcasting's main objective has been to create dynamic and effective educational content that can be used in any environment where learning takes place. During FY 2011 we augmented our educational activities. Below are some highlights of our success during this fiscal year.

### SOUTHERN REGIONAL EDUCATION DESK



MPB News received a grant from the Corporation for Public Broadcasting on October 2010 to address the systemic problems of a failing educational system in the South. The grant is part of a consortium of eight Southern public broadcasters called the Southern Regional Education Desk. MPB used the grant money to hire a full-time education reporter to increase the public's knowledge about the unique and long-standing education challenges facing the South. The stories covered in FY 2011 include:

- Mississippi Department of Education Taking Over Another Delta School District
- Mississippi Schools Feeding Kids With or Without Summer School
- Where there's a teacher shortage, Teach for America is filling in the gaps
- Mississippi's High School Graduation Rate Not Improving

## CHILDHOOD EDUCATION

### ***BETWEEN THE LIONS*** **PRESCHOOL LITERACY INITIATIVE**

MPB continued to implement the *Between the Lions* Preschool Literacy Initiative and currently works with childcare centers in the Jackson area. Plans to expand the project to Pre-Kindergarten classrooms in the Jackson Public School (JPS) District were approved by the JPS Board on January 19, 2011. MPB piloted this project in five JPS schools, covering 10-12 Pre-K classrooms. Early Childhood Mentors provided professional development, assistance in classroom arrangement and integration of the *Between the Lions* curriculum, and additional hands-on support to teachers.



### **ROTARY CLUB — *BETWEEN THE LIONS*** **PRESCHOOL LITERACY INITIATIVE**

During FY 2011, MPB partnered with Mississippi Childcare Resource and Referral Network to provide mentoring to adopted Rotary Centers. The Early Childhood staff at MPB provided professional development sessions on the implementation of the curriculum materials to the technical assistance of the Mississippi Childcare Resource and Referral Network (MSU), as well as the teachers and directors of the participating early childhood centers.



### **PHASE 1**

- Nine District 6820 Rotary Clubs participated in phase 1 implementation (Forest Rotary Club, North Jackson Rotary Club, Meridian Rotary Club, Leland Rotary Club, Greenwood Rotary Club, Starkville Rotary Club, Rankin County Rotary Club, Vicksburg Rotary Club, Waynesboro Rotary Club)
- Nine Mississippi Counties (Forest, Hinds, Lauderdale, Leflore, Oktibbeha, Rankin, Warren, Washington and Wayne counties)
- 11 childcare centers adopted by Rotary Clubs
- 11 teachers
- 124 children



## PHASE 2

- Six District 6820 Rotary Clubs participated in phase 2 implementation (Downtown Jackson Rotary Club, Laurel Rotary Club, Meridian Rotary Club, Canton Rotary Club, Natchez Rotary Club, Starkville Rotary Club, Greenville Rotary Club, Waynesboro Rotary Club and Eupora Rotary Club)
- Nine Mississippi counties (Hinds, Jones, Lauderdale, Madison, Natchez, Oktibbeha, Washington, Wayne and Webster counties)
- 12 childcare centers adopted by Rotary Clubs
- 13 teachers
- 180 children



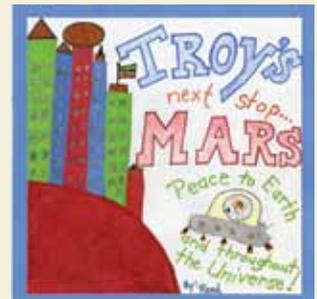
## STRIKE OUT ILLITERACY EVENT

MPB hosted Strike Out Illiteracy on August 6, 2010, at Trustmark Park as part of the Ready to Learn Raising Readers Initiative. Raising Readers children's programs were highlighted at the event. PBS characters Martha Speaks, DUCK from WordWorld and Clifford the Big Red Dog attended. Literacy-themed activities were conducted throughout the game. All children that attended received back-to-school related items including an MPB backpack, pencils, water bottles, and a baseball-themed book.



## PBS KIDS GO! YOUNG WRITERS AND ILLUSTRATORS CONTEST

The contest is a platform for MPB to showcase the storytelling and illustrating talents of Mississippi children. In 2011, MPB received over 100 entries from children in kindergarten through third grade. Eleven winners received medallions, certificates and art supplies. They also recorded their stories which were posted on MPB's website. Each year, MPB works with schools, public libraries and literacy organizations to sponsor the contest in Mississippi.



## PBS KIDS RAISING READERS LIBRARY CORNERS

On December 7, 2010, MPB adopted McWillie Elementary School for 2010-2011 and provided literacy resources to engage students, teachers, and parents. A PBS KIDS Raising Readers Library Corner was set up in the library and features audio-visual resources and access to online resources, such as PBS Kids Island. In addition, MPB hosted a back to school reading rally at McWillie Elementary School on September 9, 2010, for first and second grade students to get them excited about reading. Students participated in enrichment activities, obtained books, and received a special visit from The Cat in the Hat. Teachers were also provided with supplemental educational materials for classroom usage to engage their students.

During the spring of 2011, MPB opened three additional PBS KIDS Raising Readers Library Corners in the following libraries: Canton Public Library, Van Winkle Elementary School Library and Bradley Elementary School Library. The project was a librarian engagement activity, which enabled MPB to partner with libraries in our community in a way that built sustainable relationships for MPB, beyond this Ready to Learn grant period. The goal of this project was to work with local school/public librarians to provide professional development on the use of the Library Corner materials and to facilitate the development of the program at their respective libraries.



## 2010-2011 LEADERSHIP INITIATIVE PROGRAM- VISIONARY COMMITTEE/ CHAMBER OF COMMERCE- CITY OF JACKSON

MPB partnered with the Visionary Committee of the City of Jackson Chamber of Commerce to mentor local college students in the process of writing grant proposals. The focus of this program was to enrich the already-existing leadership programs currently being implemented in the City of Jackson by the Chamber of Commerce's Leadership Committee. The initiative focused on the political science majors at the local colleges and will serve to help retain the brightest and best students here in Jackson. The goal of this program is to give students an experience beyond what might ordinarily be available in an internship program and enable the students that participate to become vested in the future of Jackson. MPB staff conducted several grant writing workshops in February and March of 2011.



## CHARACTER EDUCATION WORKSHOP

On October 6, 2010, MPB staff conducted a character education session for 15 children at St. Phillips Episcopal Church in Jackson, MS. The session covered treating others with respect and anti-bullying.

## **JOB HUNTER GET STEMULATED CAREER FAIR**



As a component of MPB's Canton Community Outreach Project and in conjunction with MPB's original series, "Job Hunter", MPB

hosted the Get STEMulated! Career Fair at Canton High School on October 29, 2010. Get STEMulated! exposed students in Canton to careers and educational opportunities in science, technology, engineering, and mathematics (STEM). MPB invited state agencies, community colleges, universities, and local businesses to participate in the STEM Career Fair to exhibit and demonstrate STEM-related career paths for students in grades nine through twelve. Prior to the career fair, MPB provided a series of presentations to students on career discovery and development during their "Jobs for Mississippi Graduates" classes

## **LIBRARY SUMMER READING PROGRAM**

During the month of June 2011, MPB's early childhood staff participated in the summer reading programs of libraries around the state. The team visited libraries in Jackson, Utica, Clinton, Pascagoula, Biloxi, D'Iberville, and Quitman. Approximately 500 children and parents participated in story time, arts and crafts, and music and movement activities focused on the summer theme of "One World, Many Stories."

## **EDUCATIONAL TECHNOLOGY**

### **MISSISSIPPI E-LEARNING FOR EDUCATORS**

On January 1, 2011, MPB's Education Services assumed the daily operations of the Mississippi e-Learning for Educators Initiative and continued fiscal management of the program. The Mississippi Department of Education remains a partner of the initiative and continues to have leadership team representation. Staff of the Mississippi Department of Education continues to assist during the transitional period. As a result, Alabama Public Television offered additional funding to support our continued efforts of providing online professional development for Mississippi educators.

### **MISSISSIPPI INTERACTIVE VIDEO NETWORK (MIVN)**

The Mississippi Interactive Video Network (MIVN) represents a partnership between MPB, the Mississippi Department of Education (MDE), State Board for Community and Junior Colleges, and the Board for Institutions of Higher Learning (IHL).

MPB coordinates the delivery of instruction for the K-12 sites in the MIVN and usage of those sites in conjunction with IHL delivered courses as necessary. K-12 teachers throughout the state deliver a variety of instruction including mathematics, language arts, foreign language and advanced placement courses.

Presently, the bi-directional video network has over 150 K-12 and higher education classrooms and links resource



centers at 45 school districts. MIVN serves approximately 1,000 students a year.

During FY 2011, MPB’s Mississippi Interactive Video Network partnered with NASA Stennis Space Center to offer a series of STEM (Science, Technology, Engineering and Math) workshops to middle and high school students in Mississippi. NASA used the MIVN’s video conferencing equipment to connect to schools set up on the network for the 2010-2011 school year. The partnership also made professional development available to Mississippi teachers who could not leave their classrooms or travel to various areas of the state.

## EDUCATION COMPONENTS/ CURRICULUM DEVELOPMENT



MPB developed educational components to accompany original productions airing on MPB TV. The educational materials include curricula, activity guides, PowerPoint presentations, quizzes, timetables, glossaries and web links.

Productions for which educational components were developed in FY 2011 include:

- Quorum
- A Conspiracy to Do Good: The Mississippi Craft Center and the Craftsmen’s Guild of Mississippi
- Ed Said
- Job Hunter
- The Science of the Spill
- Mississippi Roads: The Choctaw Journey

## THE RADIO READING SERVICE OF MISSISSIPPI (RRSM)

The Radio Reading Service of Mississippi (RRSM) features on-the-air readings of newspapers, books and magazines for persons who are unable to read the printed word either because of visual impairments or other physical handicaps, such as the inability to turn pages.

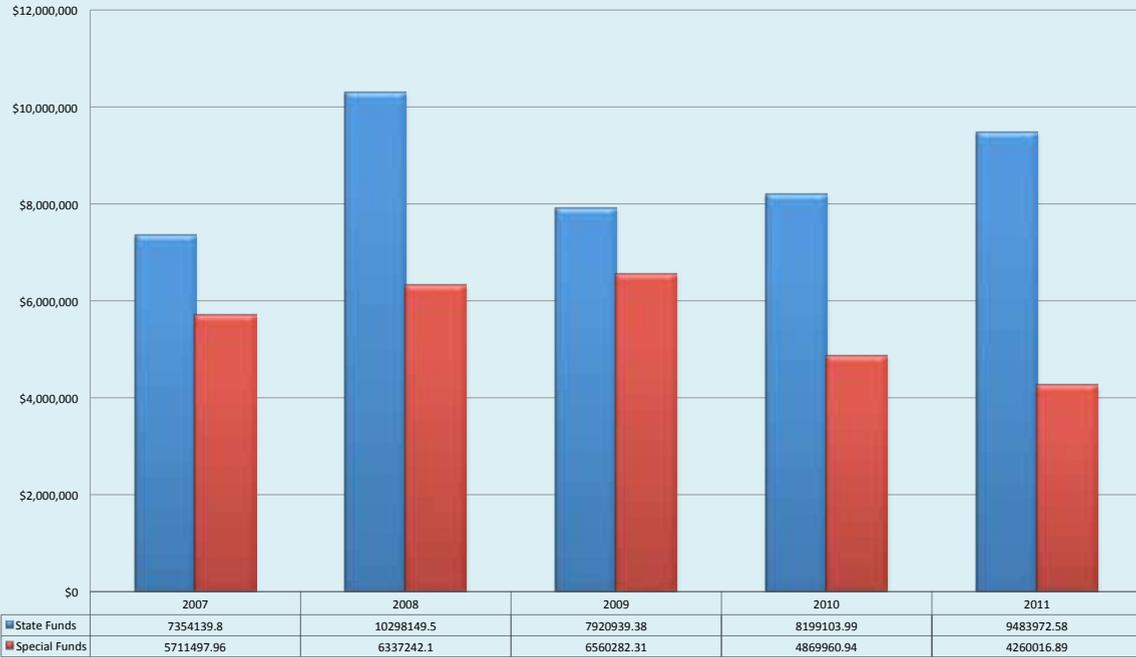
The service is available 24 hours a day and serves 6,000 Mississippians.

Listeners need a special “fixed crystal” receiver to hear the RRSM broadcasts. This receiver is a small table-model radio that is permanently tuned to the RRSM channel. The RRSM is available at no cost. The Mississippi Legislature appropriated money to purchase these receivers and donate them to those in need at no cost to them. Application forms for the receivers are available from the RRSM studio.

RRSM is run by a full-time manager, an assistant and 124 enthusiastic volunteers. Each day volunteers read magazines and newspapers from both Mississippi and around the world. In all, they read from 63 magazines and six newspapers.

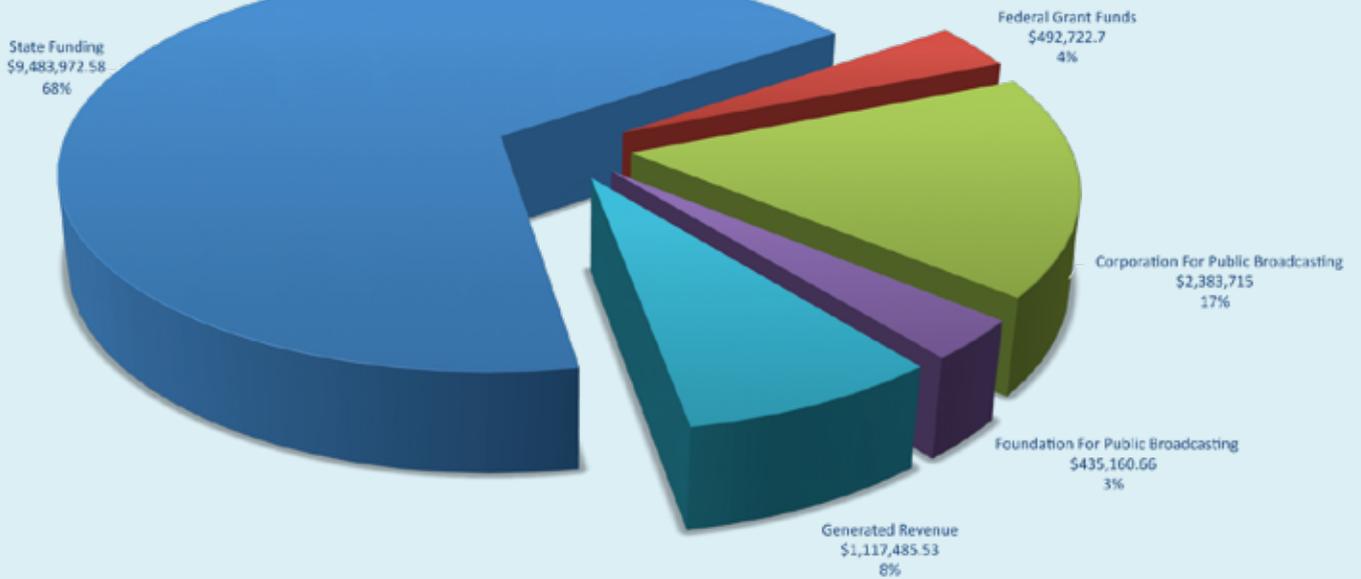
# Revenue History FY 2011

5-Year Revenue History



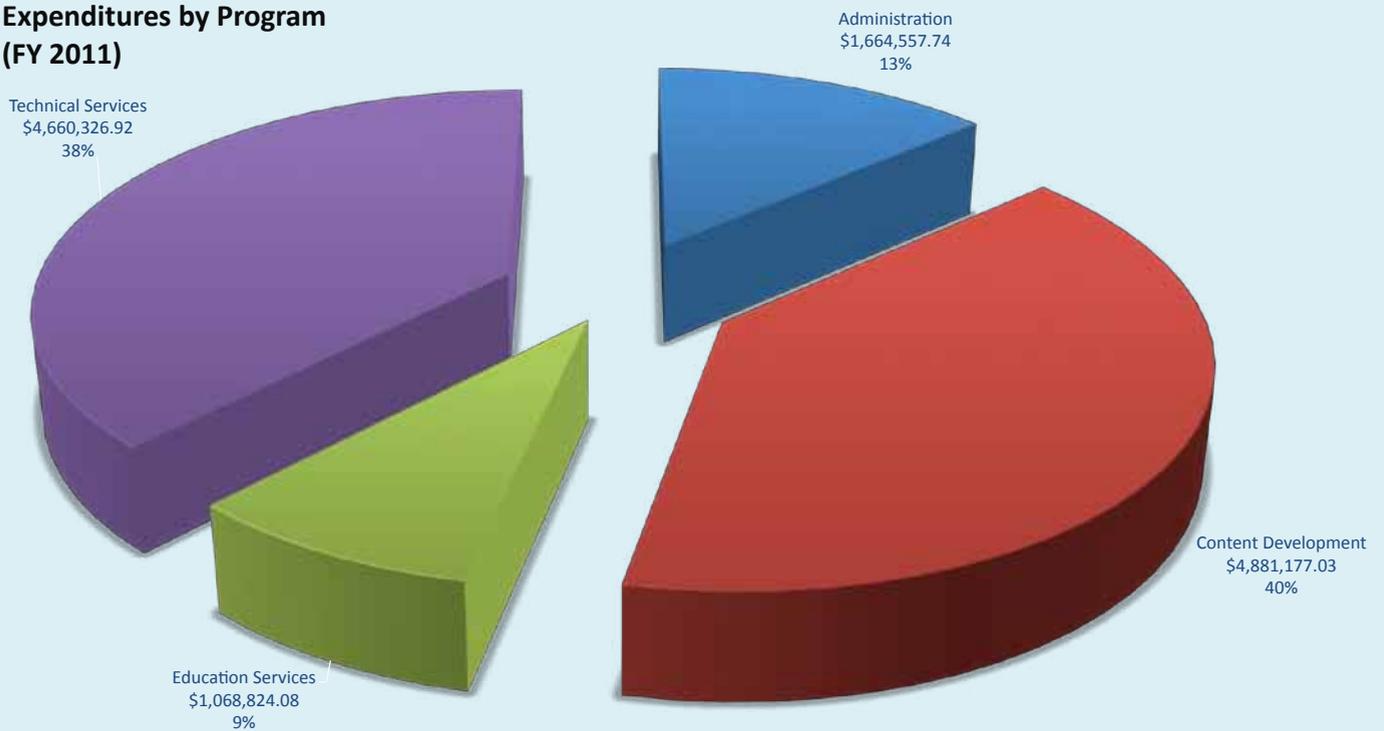
# Revenue Sources FY 2011

**FY 2011  
Revenue Sources  
Total: \$13,913,056**



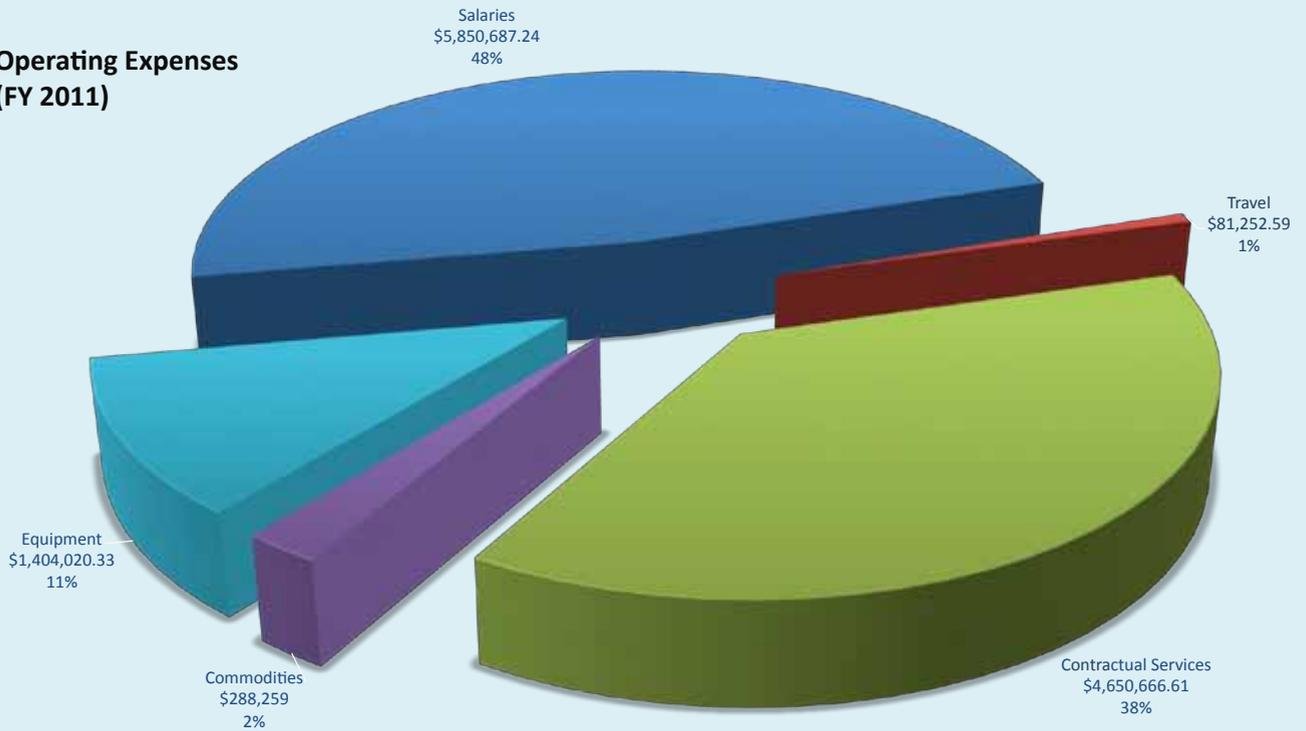
# Expenditures by Program FY 2011

## Expenditures by Program (FY 2011)



# Operating Expenses FY 2011

Operating Expenses  
(FY 2011)



# AWARDS

## **NATIONAL EDWARD R. MURROW AWARD FOR EXCELLENCE**

Hard News Category: MPB News story “Boot Camp Program Helping Dropouts”

This is the third time MPB has won for electronic journalism in the large market radio category. MPB was one of 59 news organizations across the country that was honored.

## **REGIONAL EDWARD R. MURROW AWARD**

News Series Category: MPB News team for coverage of the Gulf Oil Spill

Hard News Category: MPB Reporter Lawayne Childrey won for “Tylertown Schools Will No Longer Cluster Students by Race”

Feature Category: MPB Reporter Ron Brown won for “Natchez Commemorates 70th Anniversary of Historic Rhythm Club Fire”

Use of Sound Category: “Blues Train Creates Smokestack Lightnin’”

## **ASSOCIATED PRESS BROADCASTERS AWARDS**

First place for Best Public Affairs Reporting: Mississippi Edition

First place for Best Feature: Blues Train Creates Smokestack Lightnin’

First place for Best News Website

## **TELLY AWARD**

*Writers: Katrina* — interview discussion program

## **REGIONAL EMMY® NOMINATIONS**

*Ed Said* — Best Original Music

*Writers: Katrina* — Best interview discussion program



## **ROTARY INTERNATIONAL, MISSISSIPPI CENTRAL DISTRICT 6820 (\$6,600)**

*Between the Lions Preschool Literacy*

To provide Between the Lions preschool literacy materials in licensed childcare centers in Mississippi's Rotary Districts in collaboration with Foundation for Public Broadcasting in Mississippi, Inc.

## **THE BARKSDALE READING INSTITUTE (\$5,000)**

*Between the Lions Preschool Literacy*

To support MPB's implementation of the Rotary's work in the Between the Lions Preschool Literacy Initiative

## **U.S. DEPARTMENT OF EDUCATION/PUBLIC BROADCASTING SERVICE (PBS) (\$10,000)**

*Ready to Teach Program — PBS TeacherLine®*

To provide online and web-based professional development and coaching resources for Mississippi educators

## **U.S. DEPARTMENT OF EDUCATION (\$65,000)**

*Ready to Teach Program — e-Learning for Educators*

To provide high-quality, research-based online professional development facilitated by Mississippi educators in collaboration with the Mississippi Department of Education

## **WORK STUDY STUDENTSHIP PROGRAM IN EDUCATION**

Emma Bowen Foundation Scholarship - \$4,000

## **ED SAID MOVING WITH FRUITS AND VEGETABLES INITIATIVE**

A Total of \$19,000 from • Bower Foundation  
• Build-A-Bear Foundation  
• EcoLab  
• Hardin Foundation

## **SOUTHERN REGIONAL DESK**

Emma Bowen Foundation Scholarship - \$1.2 million  
MPB News was awarded a grant to address the systemic problems of a failing educational system in the South. The funds were used to hire a full-time education reporter to increase the public's knowledge about the unique and long-standing education challenges facing the South.

## **GULFWATCH**

Corporation for Public Broadcasting - \$35,000  
MPB along with nine other public radio and television stations in the Gulf South region, covered the after-effects of the oil spill in the Gulf of Mexico. Photos, reports and other related information are posted to the Public Media Exchange website at [www.publicmediaexchange.org](http://www.publicmediaexchange.org).



Corporation  
for Public  
Broadcasting



## **CORPORATION FOR PUBLIC BROADCASTING (35,000)**

MPB, along with nine other public radio and television stations in the Gulf South region, covered the after effects of the oil spill in the Gulf of Mexico. Photos, reports and other related information are posted to the Public Media Exchange website at [www.publicmediaexchange.org](http://www.publicmediaexchange.org).

## **NATIONAL SCIENCE FOUNDATION (\$75,000)**

MPB, in conjunction with the University of Southern Mississippi, the National Science Foundation, The Center for Ocean Sciences Education Excellence, Central Gulf of Mexico Gulf Coast Research Laboratory, Center for Educational and Training Technology and Mississippi State University, received a grant to take a scientific look at the oil spill in the Gulf of Mexico. MPB produced three hour- long TV programs called “The Science of the Spill.” Each segment featured a panel discussion exploring the short and long term implications of the oil spill to the Gulf waters.

# MPB PARTNERSHIPS

MPB continues to cultivate new and existing partnerships with organizations such as:

100 Black Men of Jackson

The Bower Foundation

C Spire Wireless

Entergy

Excel by 5

Gear Up Mississippi

Institutions of Higher Learning

Jobs for Mississippi Graduates

Madison County Economic  
Development Authority

Mississippi Arts Commission

Mississippi Attorney General's Office

Mississippi Children's Museum

Mississippi Childcare Resource and Referral

Mississippi Department of Archives and History

Mississippi Development Authority

Mississippi Department of Education

Mississippi Department of Employment Security

Mississippi Department of Health

Mississippi Department of Wildlife,  
Fisheries and Parks

Mississippi Library Commission

Mississippi Manufacturers Association

Mississippi Medical Association

Mississippi Museum of Art

Mississippi Museum of Natural Science

Mississippi Nurses' Association

Office of Healthy Schools, Mississippi  
Department of Education

Office of Dropout Prevention, Mississippi  
Department of Education

Operation Shoestring

Parents for Public Schools

Rotary Districts 6820 and 6840

The Sally Barksdale Mississippi Learning Institute

State Board for Community and Junior Colleges

John C. Stennis Institute of Government

University of Mississippi Medical Center



**MPB**

**Mississippi Public Broadcasting**

3825 Ridgewood Road • Jackson, MS 39211

601.432.6565

[www.mpbonline.org](http://www.mpbonline.org)

# SOUTHERN *Remedy*

*Southern Remedy* is Mississippi Public Broadcasting's flagship wellness show dedicated to keeping Mississippians healthy. It consists of a weekly radio program hosted by Dr. Rick deShazo and Dr. Allyn Bond and a quarterly television program, *Southern Remedy: Mississippi's Big Problem*.

The radio show invites listeners to call in or email with their medical questions. The program features medical experts and covers a vast range of topics from smoking cessation to sore throats.

On *Mississippi's Big Problem*, Dr. Rick digs into the biggest crisis facing Mississippi in many years -- obesity. He and his team travel the state to find out why obesity is such a problem. Can anything be done, or is the state destined to be overweight and unhealthy?

A Production of

**MPB** Mississippi  
Public  
Broadcasting  
[mpbonline.org](http://mpbonline.org)

Highest Rate

\$3.9 Billion

68.6%

## Highest

Mississippi has the highest  
**rate for childhood  
obesity** of all states.

## \$3.9 Billion

If rates continue at their current  
levels, Mississippi will have  
\$3.9 billion projected health care  
costs **attributable to  
obesity in 2018**

## 68.6%

More than two-thirds  
of **Mississippi adults  
are either overweight  
or obese.**