



**MPB** Mississippi  
Public  
Broadcasting

Fiscal Year 2013  
**ANNUAL REPORT**

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



Fiscal Year 2013 (July 1, 2012 – June 30, 2013)

# ANNUAL REPORT

## CONTENTS

Executive Summary	1
MPB Statewide FM Radio Coverage	3
MPB Statewide Digital Television Coverage	4
Board of Directors	5
A Better Connected Mississippi	7
A Better Educated Mississippi	13
A Healthier Mississippi	23
A Stronger Mississippi Economy	29
Revenue History FY 2013	35
Revenue Sources FY 2013	36
Expenditures by Program FY 2013	37
Operating Expenses	38

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



# EXECUTIVE SUMMARY

At MPB we do more than simply air the latest programs and news from our national partners. We use our resources and broadcast methods to create and disseminate programming of particular relevance to Mississippians. Our goal is to produce content that leads to a better Mississippi.

This year we are proud to tell you about the work we have done to make sure Mississippians are better connected to one another, have better opportunities for education, are healthier and live in a stronger economy.

MPB is uniquely positioned to connect Mississippians from all corners of the state to one another and to information about their state.

Our eight broadcast towers enable us to provide emergency information and valuable educational resources to all Mississippians. Our robust social media networks serve as a venue for Mississippians at home and away to connect with life in Mississippi.

Our statewide network allows us to provide valuable educational resources to children and adults across Mississippi. We not only air educational television and radio programs but also back that programming up with old fashioned person-to-person contact. We take the on-air educational experience from the television to the classroom with hands-on training for teachers and supplemental materials for students.

Mississippi is described as one of the most unhealthy states in the nation, but MPB is working to improve our state's health outlook. We use our resources to help Mississippians understand the severity of the problem and make changes that will improve their health.

We also know that we can use our broadcast capabilities to help improve Mississippi's economy.

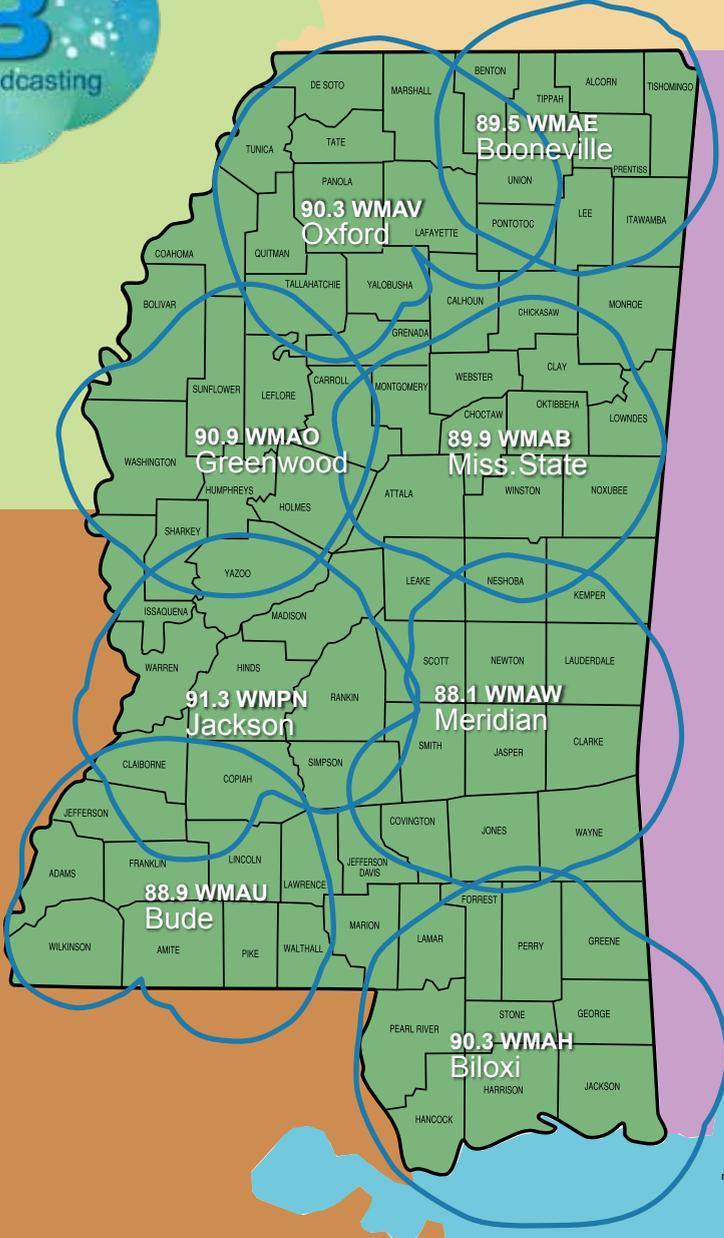
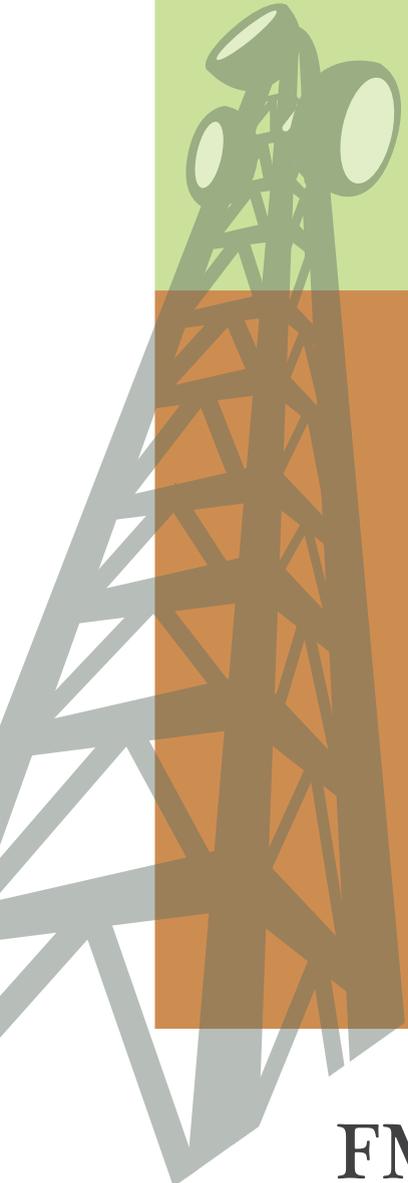
Public broadcasting has long been a leader in showcasing the arts and culture, and MPB does not shy away from this stereotype. We are proud of our programming that highlights the wealth of creative talent in Mississippi and encourages Mississippians to travel to new parts of the state. However, we do not stop with the creative economy in producing shows that serve as economic drivers. We are committed to using our broadcast methods to improve Mississippi's workforce. We have programs that expose job seekers to the wealth of advanced manufacturing careers in Mississippi and provide our workforce with tools to help them succeed in any career.

We are proud of what we have accomplished over the past year and excited about continuing to serve the people of Mississippi in the future.

## **Mississippi Public Broadcasting**

**Our Method is  
MEDIA**

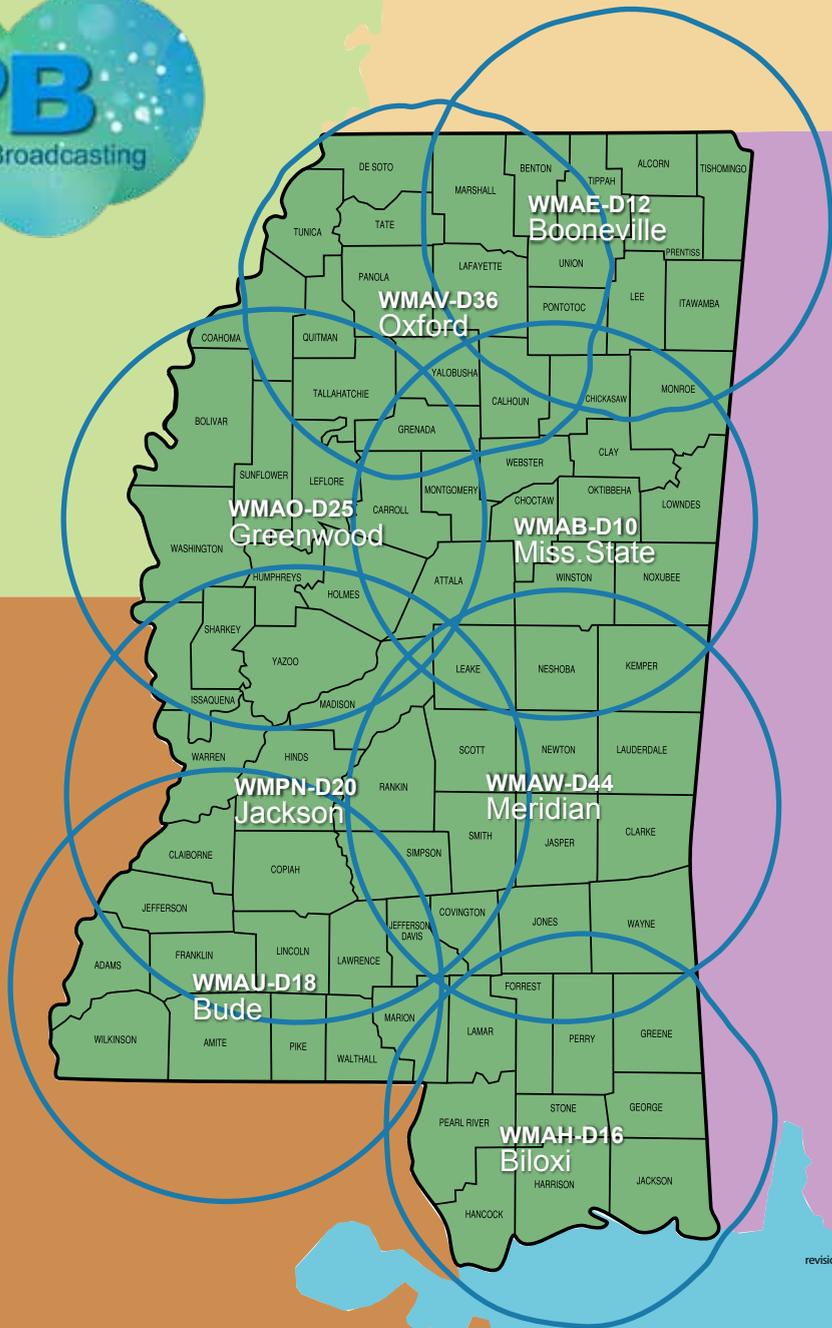
**Our Mission is  
A BETTER MISSISSIPPI**



revision: 8/29/11

STATEWIDE  
**FM Radio**  
 Coverage

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



revision: 8/29/2011

# STATEWIDE Digital Television Coverage

As the only statewide television and radio broadcaster in Mississippi, MPB plays an important role by providing not only educational content but also emergency preparedness and response information.



Mississippi Authority for Educational Television

# BOARD OF DIRECTORS

Perry Sansing  
**Governor Appointee, Chair**

David Allen  
**Governor Appointee, Vice Chair**

Dr. Eric Clark  
**State Board of Community and Junior Colleges Appointee**

Peggy Holmes  
**Governor Appointee**

Dr. Al Rankins  
**State Institutions of Higher Learning Appointee**

Robert J. “Bob” Sawyer  
**Governor Appointee**

Pete Smith  
**Mississippi Department of Education Appointee**

**Our Method is  
MEDIA**

**Our Mission is  
A BETTER  
MISSISSIPPI**

**MPB**  
Mississippi  
Public  
Broadcasting

# A BETTER CONNECTED MISSISSIPPI





## A BETTER CONNECTED MISSISSIPPI

When the State of Mississippi established the Mississippi Authority for Educational Television (now MPB) in 1969, it laid the foundation for a network that would keep Mississippians in every corner of the state connected. Today, the eight FCC-licensed towers that make up MPB's statewide network enable us to provide educational, entertaining, and emergency broadcast information to every citizen in the state.

### *...Maintaining our Broadcast Infrastructure*

- We strive to be good stewards of the investment the state has made in our broadcast infrastructure. We regularly evaluate the condition of our towers and microwave sites and make necessary repairs or upgrades.

- The on-air reliability figures for television and radio combined for the time period January 1, 2013 – June 30, 2013, was 99.68%. These results are evaluated at the end of each six months.



## *...Enhancing Online Communication*

In the spirit of our forward-thinking founders, we do not stop with traditional broadcast media in connecting Mississippians with one another. MPB also uses digital media to reach our audience and extend MPB's reach outside the state, connecting displaced Mississippians to their home state and encouraging others to learn about Mississippi.

- **The MPB Radio App** continues to help MPB reach audiences inside Mississippi and beyond the state borders. The app's ease of use and function-rich features have made it one of the most popular public radio apps. The app has helped to further expand MPB's brand and solidify our commitment as a multi-media content provider. To-date, the app has been downloaded over **13,000 times**.
- **MPB's robust social media presence** provides a venue for our listeners and viewers to share their thoughts about their favorite programs and connect with MPB on a more personal level. We currently connect with Mississippians through **6 social media networks** with over **20 pages** dedicated to our programming and services. These social media accounts enable us to reach thousands of Mississippians every day.

## *...Connecting Students to Teachers*

### **THE MISSISSIPPI INTERACTIVE VIDEO NETWORK**



Serving over 2,000 Mississippi students a year, the Mississippi Interactive Video Network (MIVN) provides opportunities for underserved or underperforming schools and districts to have highly-qualified teachers instruct students via distance learning.

MIVN is designed to enhance learning through the utilization of technology as a powerful instrument that assists educators in offering new opportunities to students regardless of their location. A teacher can instruct students assembled in a class hundreds of miles away through state-of-the-art technology. The MIVN can bring a variety of resources and materials directly to schools. Courses that are not often available in struggling school districts, such as mathematics, language arts, foreign language, chemistry, engineering, and ACT test preparation, are taught through the MIVN. High school courses, university credit courses, staff in-service, enrichment activities, and special events are also available on the network.

MIVN is administered by MPB and represents a partnership between MPB, the Mississippi Department of Education, State Board for Community and Junior Colleges, and the Board for the state Institutions of Higher Learning.

During FY 2013, MPB provided **74 courses** and reached **2527 students**.

## ...Disseminating Timely Information

Because of our statewide network, MPB is uniquely positioned to provide Mississippians with timely news and public affairs information. We take seriously our responsibility to help Mississippians stay informed about events happening in our state and around the world.

- Each day MPB provides **17 hours-worth of news coverage**, including **six newscasts dedicated to Mississippi news**.



- MPB's daily news and public affairs program, **Mississippi Edition**, features interviews with the state's newsmakers, local artists, authors and musicians. From profiles on the latest headlines to segments on *Everyday Technology*, the *Mississippi Edition Book Club*, and movie reviews from Anita Modak-Truan, the program provides fresh Mississippi perspectives every day. In 2013, *Mississippi Edition* was awarded best public affairs program by the Mississippi AP.



- In January of 2013, MPB premiered a new legislative newsmagazine show called **@ISSUE**. The half-hour newsmagazine show highlighted the stories, issues and people of the 2013 legislative session. **@ISSUE** engages our viewing and social media audiences through live tweeting and viewer questions. Hosted by Wilson Stribling, the weekly show airs each Thursday evening during the legislative session.

- MPB stands ready to provide Mississippians with the up-to-the-minute information they need to be prepared during severe weather. When Hurricane Isaac threatened our state in August of 2012, our agency worked together to provide Mississippians with emergency preparedness and response information via radio broadcasts, online updates, and television crawls.



## ...Sharing Our Interests and Experiences .....

The locally-produced radio programs on MPB serve to connect Mississippians with one another.

### **Relatively Speaking**

is a safe place to discuss interpersonal issues, whether regarding the family, romantic relationships or community involvement. Hosted by Dr. Susan Buttross, Chief of the Division of Child Development and Behavioral Pediatrics at the University of Mississippi Medical Center, and MPB's Kevin Farrell, *Relatively Speaking* gives listeners a chance to call in to ask for advice, to share personal stories and to respond to each other.

### **Money Talks**

helps Mississippians sort through the complicated world of personal finance. Chris Burford, financial education specialist for Consumer Credit Counseling and Nancy Lottridge-Anderson, Assistant Professor of Finance at Mississippi College, President of New Perspectives, Inc. and author of *Tough Talk for Tough Times*, join Kevin Farrell in the studio to answer questions about family budgeting, retirement savings, Social Security, investments, debt management and more.

### **Southern Remedy**

is MPB's flagship wellness show. It consists of a weekly radio program hosted by Dr. Rick deShazo and Dr. Allyn Harris, and periodic television programs. The radio show invites listeners to call in or email with their medical questions. The show covers a vast range of topics from smoking cessation to sore throats in toddlers and regularly features medical experts talking about specific topics.



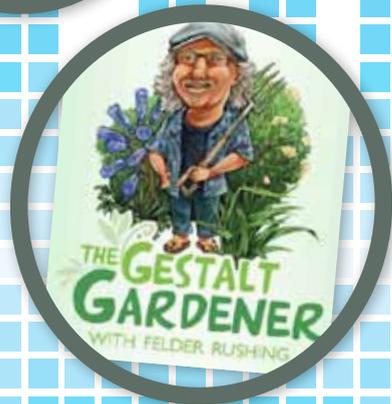
---

## ***Creature Comforts***

brings nature enthusiasts and animal lovers together to hear experts discuss the wildlife in Mississippi. Each week, Libby Hartfield, Director of the Mississippi Museum of Natural Science, brings a specialist into the studio to answer questions about Mississippi animals. Dr. Troy Majure, a veterinarian at the Animal Medical Center of Jackson, answers listeners pet questions.

## ***On The Gestalt Gardener***

horticulturalist Felder Rushing shares stories, answers questions and talks gardening. *The Gestalt Gardener* is a long-time favorite on MPB Think Radio, due in no small part to Felder's laid-back approach to gardening.





# A BETTER EDUCATED MISSISSIPPI





## ...Stronger Reading Skills

### **THE *BETWEEN THE LIONS* PRESCHOOL LITERACY INITIATIVE** *Preparing preschoolers for success in school*

- Since 2005 MPB has worked with child care centers and partners across Mississippi to introduce teachers and children to curriculum based on the award-winning program, *Between the Lions* (BTL). The *Between the Lions* Preschool Literacy Initiative employs early word recognition and comprehension activities for three- and four-year-old children. Studies by the University of Mississippi and the University of Pennsylvania Annenberg School of Communication have shown that students taught with the curriculum far outpaced their peers, showing significant gains in letter recognition, conventions of reading, and knowledge of phonetics.
- In FY 2013, MPB partnered with community organizations across Mississippi to ensure that even more preschool children could receive the benefit of this instruction.



## *Between the Lions* Preschool Literacy – Rotary Initiative

MPB continued its successful partnership with Rotary International Districts 6820 (Central Mississippi) and 6840 (South Mississippi). The partnership, which began in 2009, has helped MPB extend the reach of the *Between the Lions* Literacy Initiative to 50 child care centers and over 650 children in Mississippi. Rotarians in these districts provide funding, resources and hands-on assistance to the participating child care centers.



This year the following Rotary Clubs have adopted child care centers in their areas:

- Canton
- Columbus
- Eupora
- Forest
- Greenville
- Greenwood
- Jackson
- Kosciusko
- Lexington
- Louisville
- North Jackson/  
West Jackson
- South Rankin
- Starkville
- Vicksburg
- Winona
- Yazoo City

## *Between the Lions* Preschool Literacy – James and Madeleine McMullan Family Foundation

Using the model of the BTL Preschool Literacy Rotary Initiative, the James and Madeleine McMullan Family Foundation adopted two child care centers in the Jackson area. MPB and the McMullan Foundation provided BTL Preschool Literacy materials, mentorship and training to care givers and children at **Gandy Child Development Center** and **Visions Academy**.



## **MPB CELEBRATES DR. SEUSS' BIRTHDAY AND READ ACROSS AMERICA**

During the month of March, MPB's education staff toured schools across the state in celebration of Dr. Seuss' Birthday. The school visits include a screening of a *Cat in the Hat Knows a lot About That* episode, storytelling, singing and dancing "The Cat Boogie" led by the Cat in the Hat himself. The kickoff event was held in the MPB Auditorium on March 5, 2013, where staff entertained approximately 200 preschoolers. Over the course of the month, MPB reached approximately **1,750 students**.



## ...More Interest in STEM (Science, Technology, Engineering, and Math)

### **Sid the Science Kid – The Movie RED CARPET EVENT**



As part of a *Sid the Science Kid – The Movie* promotional mini-grant awarded by the Jim Henson Company, MPB presented “Party with the Stars,” a *Sid the Science Kid - The Movie* premiere event at the Russell C. Davis Planetarium in Jackson on March 16, 2013. MPB rolled out the red carpet for guests for a fun-filled day of hands-on science experiments. Children and parents had the opportunity to take pictures with Sid the Science Kid on the red carpet. Prior to the movie screening, children and parents participated in discovery science activities where they participated in a “What Goes Up Must Come Down: Gravity Experiment” and made glowing water, crazy putty, balloon “speakers”, and invisible ink.

## ...More High School Graduates



### **CAN I KICK IT?**

MPB is working to end the dropout crisis in our state. Through *Can I Kick It?*, MPB aims to inspire students to use their talents to have a positive impact on their peers.

**CAN I KICK IT?** is an original MPB production aimed at inspiring at-risk students to stay in school. Its laid-back, hip-hop style is mixed with a fresh, edgy feel as prominent Mississippians tell their own stories of success, struggle, barriers, and triumph. Each testimonial seeks to raise the self-esteem of young men and women and encourage them to pursue their dreams.

## A BETTER EDUCATED MISSISSIPPI

### **CAN I KICK IT? CREWS**

MPB engages high school students through *Can I Kick It?* Crews, teams of students who are dedicated to ending Mississippi's dropout crisis. By reaching out to fellow students and their communities, the Crews work to raise awareness and spread the message of staying in school. The Crews allow students to be involved, to have a voice and create a youth media campaign to share their personal experiences and ideas for solutions. As part of the Crews, students are trained by professionals in film production.



The students have produced 17 short films and documentaries since the Crews' formation in 2012. In the spring of 2013, four of the films were accepted into the American Graduate Student Film Festival, a national competition for students dedicated to ending the dropout crisis. Of these films, **two placed in the top three of the competition**. The students were recognized for their accomplishments at the Corporation for Public Broadcasting (CPB) in Washington, D.C. on Fri., May 31, 2013.

### **YOUTH MOVEMENT THROUGH MEDIA SUMMER INSTITUTE**

On July 9, 2012, MPB launched the Youth Movement Through Media Summer Institute, a four-week summer camp that encourages high school students to stay in school. Based on *Can I Kick It?*, the institute trained 50 students in television and film production, digital literacy, and leadership development. Led by MPB producers and staff, students produced several mini-documentaries using interviews they conducted with leaders of the Jackson community.

The institute enabled students to learn about the importance of staying in school and be a part of the movement to end the dropout crisis in Mississippi.



YMTM 2012 was made possible through a collaboration between MPB, the United Way of the Capital Area, America's Promise Alliance, Tougaloo College Owens Health and Wellness Center, The Young People's Project, Children's Defense Fund Southern Regional Office, Southern Poverty Law Center, and the Mississippi State Conference NAACP. This program is produced by MPB for the National Black Programming Consortium (NBPC) with major funding provided by the Corporation for Public Broadcasting.



## STOP THE DROP: A DROPOUT PREVENTION SUMMIT



MPB hosted the second annual Stop the Drop: A Dropout Prevention Summit on November 13, 2012. The event brought together approximately 150 educators, legislators, community leaders, and students from across Mississippi to discuss solutions to the problem. The keynote address was given by Dr. Martha Liddell, who is leading the charge in curbing the dropout crisis in Columbus, Miss.

Stop the Drop: A Dropout Prevention Summit was made possible through a partnership between MPB and the Corporation for Public Broadcasting (CPB) as part of the American Graduate: Let's Make It Happen initiative, funded by CPB.

## 180 DAYS: A YEAR INSIDE AN AMERICAN HIGH SCHOOL

MPB hosted a screening of the National Black Programming Consortium- produced documentary entitled *180 Days: A Year Inside an American High School*. This documentary followed the day-to-day stories of students, parents and educators at the Washington Metropolitan High School (DC MET). *180 Days* told the story of a public school that attempts to make a difference in the lives of students each and every day. A group discussion followed the screening. The documentary aired on MPB TV March 25 at 8 p.m.



## *...Better Prepared Teachers*

### e-LEARNING FOR EDUCATORS

This year, MPB's e-Learning for Educators enrolled over two thousand teachers for online professional development. E-Learning for Educators provides online professional development for teachers across Mississippi. These workshops seek to improve teachers' content knowledge, teaching methods and delivery of instruction. E-Learning continuously updates the content in our workshops to increase the rigor and to meet or exceed our state standards.



## FY' 2013 CURRENT STATISTICS

- Total revenue generated: \$104,923.94
- Number of e-Learning Courses offered: 137
- Number of e-Learning Participants: 2059

E-Learning for Educators has hired expert teachers and administrators to audit all the MPB online curriculum for verification of state standard since recent updates to the Mississippi Department of Education's curriculum framework. This includes the new implementation of the common core curriculum that is already being implemented in Algebra and English/Language Arts K-2 and 3-5 grade levels. There are 51 developed workshops that target an array of pertinent issues within Mississippi schools both private and public. With the curriculum changes in the state framework, e-Learning has hired key instructional leaders to produce effective online facilitation. All facilitation of online workshops undergoes critical monitoring and evaluation.



## EARLY CHILDHOOD RESOURCE AND TRAINING LAB AT THE JSU- MISSISSIPPI LEARNING INSTITUTE



In the fall of 2012, MPB partnered with Jackson State University's Mississippi Learning Institute (MLI) to create an early childhood teaching laboratory that will provide professional development and technical assistance to Mississippi educators, college students and child care providers.

MPB staff members worked from September 24 – October 2, 2012 to transform the Mississippi Learning Institute into an interactive resource lab based on the *Between the Lions* (BTL) Preschool Literacy Initiative. Studies have shown that pre-

school children who are exposed to concepts of print, letter knowledge, phonological and phonemic awareness far outpace their peers overall literacy knowledge. The Mississippi Learning Institute Early Childhood Resource and Training Center provides educators with tools and techniques for implementing curriculum concepts in the classroom.

The Early Childhood Resource and Training Center is made possible by a \$10,000 grant from the James and Madeleine McMullan Family Foundation as well as support from the W. K. Kellogg Foundation, which funded MLI's Parents as First Teachers Program.



## DISCOVER SCIENCE WITH *SID THE SCIENCE KID* PROFESSIONAL DEVELOPMENT WORKSHOP

MPB presented a professional development workshop on February 9, 2013, providing science lessons from the PBS children's series Sid the Science Kid. The workshop was presented to preschool educators from the Jackson metropolitan area. Participants received educational resources and were engaged in hands-on activities that focused on transforming science centers in the classroom and involving children in science discovery beyond the classroom walls.

## *...Celebrating Student Achievement*

At MPB, we understand that recognizing students for their good work helps improve their self esteem and inspire them to succeed. In FY 2013, we produced the following television programs celebrating student achievement in academics and sports.

### **MISSISSIPPI SPELLING BEE**

Part of the Scripps National Spelling Bee Competition, this state-wide competition aired live on MPB on March 19, 2013. The winner went on to compete in the national bee in Washington, D.C.



## ***POETRY OUT LOUD***

A Presentation of the Mississippi Arts Commission, this statewide recitation contest airs annually on MPB. Poetry Out Loud is a free program created by the National Endowment for the Arts and the Poetry Foundation for students in grades 9 through 12. Through the Poetry Out Loud curriculum, teachers guide students to a deeper, richer understanding of the power of language and literature by helping them develop a personal relationship with great poems. The 2013 state competition aired March 9, 2013 on MPB TV. The winner went on to compete in the national competition on Washington, D.C.

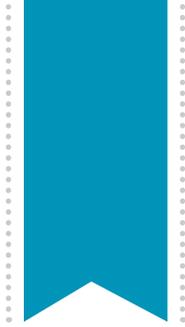


## **MHSAA HIGH SCHOOL FOOTBALL AND BASKETBALL CHAMPIONSHIPS**

MPB is proud to showcase our high school athletes before a statewide audience. From November 30—December 1, 2012, MPB broadcast the BlueCross BlueShield of Mississippi Gridiron Classic high school football championships. From March 7—March 9, 2013, the **MHSAA/C Spire Wireless State Basketball Championships** aired live on MPB.







# A HEALTHIER MISSISSIPPI



# A HEALTHIER MISSISSIPPI

## *...Better Access to Health Information*

### IN-DEPTH NEWS COVERAGE

MPB News Reporter Jeffrey Hess was one of 24 reporters from across the country chosen to partner with NPR and Kaiser Health News (KHN) on a new journalism project called “Health Care in the States.” The project allowed partnering stations to expand and deepen their healthcare coverage and provide more local stories to air nationally on NPR.

### The following Mississippi stories aired on NPR as part of the project:

- “Mississippi Builds Insurance Exchange, Even As It Fights Health Law”
- “Mississippi Reluctant To Expand Medicaid Eligibility”
- “Feds Reject Mississippi’s Plan For Insurance Exchange”
- “Soda Wars Backlash: Mississippi Passes ‘Anti-Bloomberg’ Bill”
- “Political Fight Jeopardizes Medicaid In Mississippi”

### SOUTHERN REMEDY ON MPB THINK RADIO

Since 2005, *Southern Remedy* has been a weekly fixture on MPB Think Radio. The program is hosted by Dr. Rick deShazo and Dr. Allyn Harris and covers the full spectrum of health topics from allergies to smoking cessation to kidney disease. Listeners are invited to call in each week with their health questions. Through the program, Mississippians who might be hesitant to go to a doctor in person can still receive valuable medical advice.

SOUTHERN  
*Remedy*



### SOUTHERN REMEDY ON THE ROAD

In the spring of 2013, MPB TV began airing a monthly, news-style edition of *Southern Remedy*. Each month the *Southern Remedy* team highlights a different health topic of importance to Mississippians.

- ***Southern Remedy: Medicaid*** examined the issues of Medicaid and Medicaid Expansion in Mississippi. From the impacts of re-authorization on nursing homes to the numbers of people potentially added to Medicaid through expansion, the issue weighed heavily on the minds of many Mississippians as the 2013 Legislative Session wrapped up with these topics unresolved.

- ***Southern Remedy: Trauma*** focused on the high number of trauma cases in Mississippi. The high rate of trauma is a problem for the state and many of the accidents and deaths are preventable. In the episode, Dr. Rick spent time in the trauma ward where life and death decisions are made every hour.
- ***Southern Remedy: Bodybuilding*** went inside the growing world of bodybuilding in Mississippi. From the athletes to the dark side of steroids, Dr. Rick put his medical muscle into exploring the history and culture surrounding the sport.

## ***SOUTHERN REMEDY ON THE ROAD***



MPB is also taking *Southern Remedy* into communities around Mississippi with *Southern Remedy on the Road*. Dr. Rick and his team take the radio show on the road and tape episodes before a live audience. Audience members are encouraged to ask questions and participate in the program. Each time the *Southern Remedy* team or Dr. Rick go on the road, the *Southern Remedy* Healthy Living Plan, which was developed by medical professionals from the University of Mississippi Medical Center (UMMC), is distributed to Mississippians. With a goal of curbing obesity-related problems like hypertension, stroke, and diabetes, the plan provides a stepwise program for losing weight and getting healthy. MPB and UMMC have also developed Healthy Eating Placemats for both adults and children.

## *...Lower Obesity Rates*



Since 2010 we have focused much of our broadcasting efforts on the obesity crisis in Mississippi. This year we continued our mission of educating both children and adults about the dangers of obesity and the benefits of a healthy lifestyle.



*...Healthier Children*

**ED SAID**

Hoping to provide health education to elementary school children, MPB developed *Ed Said*, a Web-based series that encourages children to eat well and exercise. Known for his love of raps and rhymes, Ed uses his skills to incorporate fruit and vegetable facts into songs that children enjoy. Every song is accompanied by a dance for kids to learn, motivating them to participate and exercise. Ed Said's home base is EdSaid.org, where educators and children can view his webisodes, music videos and lesson plans for the classroom.



**MOVING WITH FRUITS AND VEGETABLES TOUR**

From September 2012 – April 2013, Ed Said and his lunch bunch performed in fifteen different schools across the state. Over 5,000 students were treated to a performance, including *Ed Said* videos and webisodes. They also participated in activities designed to teach them about various healthy foods.

Ed Said also appeared at 4 major health events around the state, performing for more than 1,000 Mississippians in the process. Events included Jackson State University's Family Health Fair, Meridian Family Health Fair, MPB Day at the Lynn Meadows Discovery Center (Gulfport, MS) and Greenwood Leflore Hospital's annual children's fair (Greenwood, MS).



## ED SAID Cafeteria Program



The *Ed Said* Cafeteria Program seeks to convey Ed Said's message about healthy eating and exercise to children each day while they are in the school cafeteria. Through posters and videos, children are surrounded by Ed's healthy-eating message while they are eating breakfast and lunch. Through this "immersion" technique, MPB and school health officials hope to change children's eating habits.

The program began in the fall of 2012. MPB decorated each cafeteria with an *Ed Said* bulletin board and other signs to guide students to healthy foods. Each cafeteria has a television monitor with

DVD player to play a continuous loop of *Ed Said* Webisodes with the Lunch Bunch who will provide information on the health of various fruits and vegetables.

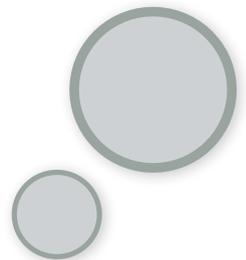
Three schools participated in the program during its first year: 28th Street Elementary School in Gulfport, North Bay Elementary School in Biloxi and Davidson Elementary School in Water Valley.

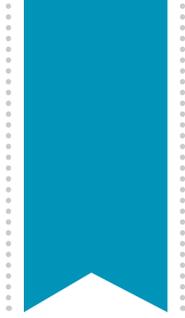
## ...Healthier Cooking Habits

### FIT TO EAT

The second season of *Fit to Eat* premiered in April of 2013. Chef Rob Stinson continues help Mississippians fight the battle on obesity by providing easy-to-recreate, healthy, delicious meals. Chef Rob appeals to a Mississippian's palate by combining fresh, local ingredients to create healthy alternatives to southern favorites, like his Baked – Not Fried – Pork Chops and Green Tomatoes. In this season, Chef Stinson also explores gluten-free alternatives for those on more restrictive diets.







# A STRONGER MISSISSIPPI ECONOMY



## ...Building a Strong Workforce

### **JOB HUNTER®**

In 2011, MPB premiered *Job Hunter®*, a workforce development series highlighting the advanced manufacturing industry in Mississippi. *Job Hunter®* showcases advanced manufacturing companies located in Mississippi and outlines the skills, education and training needed to secure a job in the industry. The program was created by MPB with funding provided by the State of Mississippi, the Mississippi Manufacturers Association, and the Office of Governor Haley Barbour.

Season two, which aired in February of 2013, featured the energy and timber industries and expanded to include non-manufacturing technical careers such as medical and information technology. This season of *Job Hunter®* was made possible in part through a partnership with the Mississippi Department of Employment Security.

### **WORKPLACE 101**

In March of 2012, Sherri Davis Garner began producing segments for MPB Think Radio's *Mississippi Edition* called Workplace 101. These segments provide practical information for those in the workforce or wishing to enter it. Topics for the segments have included "How To Ask for A Raise," "Social Media and the Workplace" and "What You Shouldn't Reveal In an Interview."

## ...Supporting Local Economies

MPB's iconic series, *Mississippi Roads*, hit the road again in the fall of 2012 with a full season of new episodes. By highlighting the people and attractions that make Mississippi so unique, *Mississippi Roads* inspires Mississippians to leave their home towns and explore and invest in other areas of the state.

Our "Where's Walt" social media game helps engage our audience and further encourage them



to visit the destinations on the show. Each location featured on *Mississippi Roads* receives a poster with a cartoon drawing of host Walt Grayson. Viewers who find the poster of Walt, take a picture of themselves there and post it on social media, receive a *Mississippi Roads* prize in the mail.



The newest season of *Mississippi Roads* was a hit, with features on the **City of Vicksburg**, the **Sunflower Blues Festival**, and **Mississippi's Petrified Forest**, and interviews with music legend **Robert Plant** and Mississippi artist **Stephanie Dwyer**.

## ...Emphasizing the Arts

Public broadcasting has traditionally put a spotlight on the arts and Mississippi Public Broadcasting continues that tradition through our television and radio programming. Mississippi's creative economy is thriving and MPB is proud to showcase the arts and culture.

### **BLUESMEN**

In August of 2005, the Foundation for Public Broadcasting in Mississippi and Entergy Mississippi hosted a world-class lineup of blues artists at Ground Zero Blues Club in Clarksdale. The evening was filmed by MPB and featured performances from Blues legends Super Chikan, Kenny Brown, Big George Brock, Willie King, Big Jack Johnson, Pinetop Perkins, Honeyboy Edwards, and Bobby Rush. Because of Hurricane Katrina,

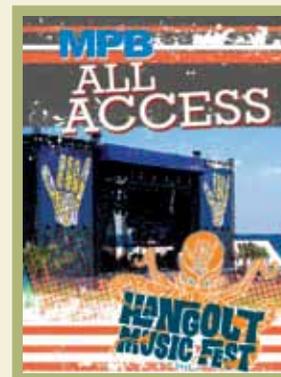
completion of the film was put on hold, and the final production – *Bluesmen* – ultimately aired on MPB TV on October 12, 2012.

Since the filming in 2005, Willie King, Big Jack Johnson, Pinetop Perkins and Honeyboy Edwards have died. The performances captured that night are now part of Mississippi's Blues legacy.

In 2013, *Bluesmen* one a Silver Telly Award and was nominated for a Regional Emmy®.

### **MPB ALL ACCESS**

In August of 2012, MPB unveiled a cutting-edge web series that serves as a backstage pass to some of the most popular music venues in the nation. *MPB All Access* allows viewers to go behind the scenes and hear exclusive interviews from musicians.



## THE GOVERNOR'S ARTS AWARDS

Each year MPB tapes and broadcasts the Governor's Arts Awards, a ceremony sponsored by the Mississippi Arts Commission to recognize excellence in the arts in Mississippi.

## THACKER MOUNTAIN RADIO

*Thacker Mountain* is a one-hour program that airs each Saturday evening at 7 on MPB Think Radio. It features author readings and a wide array of musical performances and is taped before a live audience at Off Square Books in Oxford.



## GRASSROOTS

Host and grassroots musician Bill Ellison shares his love of the genre with listeners each week on MPB Radio's longest running program, *Grassroots*. Listeners can expect a Saturday night musical journey from classic folk and early string band music through traditional bluegrass sounds and into the new world of evolving acoustic music.



## HIGHWAY 61

Mississippi is the birthplace of the Blues and MPB highlights this native music each week on *Highway 61*. The award winning, one-hour blues program is hosted by Scott Baretta at the Center for the Study of Southern Culture at Ole Miss.

## MISSISSIPPI ARTS HOUR

A co-production of MPB and the Mississippi Arts Commission, the *Mississippi Arts Hour* airs weekly on MPB Think Radio and features interviews with artists, musicians, craftspeople, and others involved in the arts in Mississippi.

## CLASSICAL MUSIC ON MPB THINK RADIO

MPB brings classical music to Mississippians through MPB Music Radio, which broadcasts music 24 hours a day. It is designed for those who are passionate about Classical, Opera, Jazz and other music. MPB Music Radio is over 75% classical but also includes Jazz from WJSU, indie rock with *World Café*, *World of Opera*, and much more.



## *...Highlighting the State's History*

Over the past 40 years, MPB has proudly produced documentaries chronicling the history of our state. In the past year, we release two new broadcasts focused on Mississippi's civil rights history.

### ***INTEGRATING OLE MISS: JAMES MEREDITH AND BEYOND***

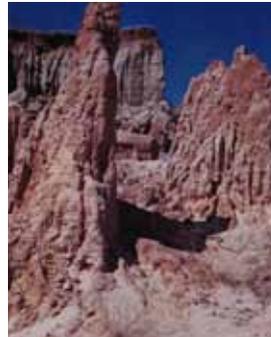
In a documentary that originally aired on September 30, 2012, MPB highlighted the effect James Meredith's enrollment at Ole Miss has had over the years on higher education in the state.

In the midst of the Civil Rights Movement, James Meredith became the first Black student to enroll at Ole Miss. His application created an uproar that made news around the world and culminated in a deadly riot and federal intervention. Fifty years later, the university is fully integrated and, in 2008, international spotlight was once again on the university – this time, however, to cover a presidential debate that featured the man who would become America's first Black President.

### ***MEDGAR EVERS REMEMBERED***

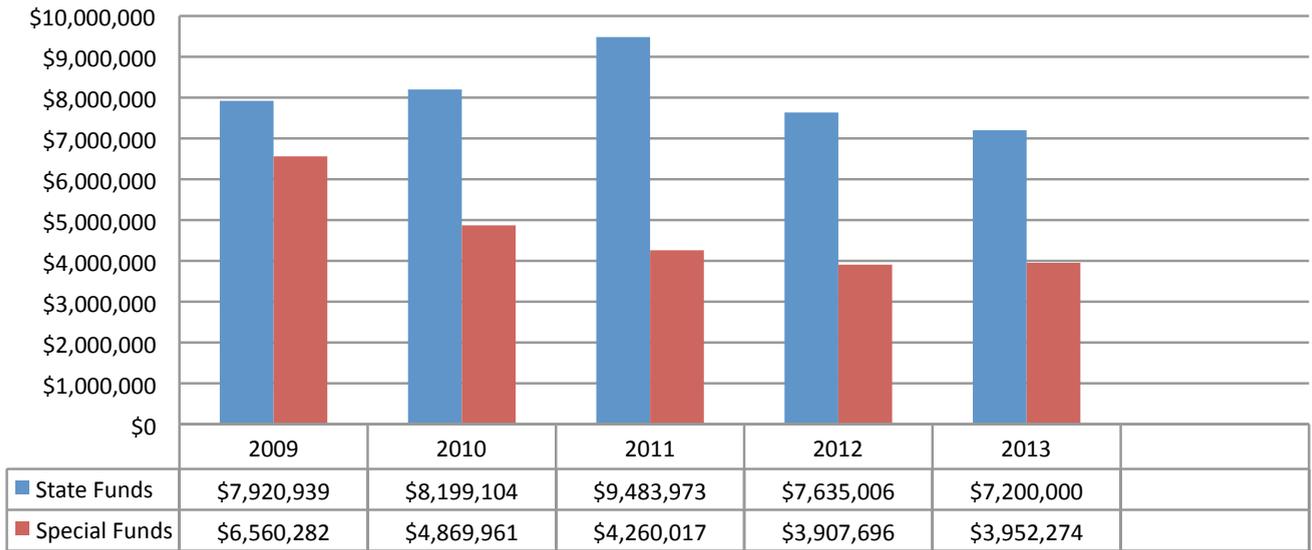
In honor of the 50th anniversary of the death of civil rights leader Medgar Evers, MPB created a series of 25 public service announcements looking at the life and works of civil rights leader Medgar Evers. *Medgar Evers Remembered* gives viewers a better look at the man behind the legacy. From his early childhood to untimely death, the series provides a closer look into who Medgar Evers was and what his legacy means to Mississippians and Americans.





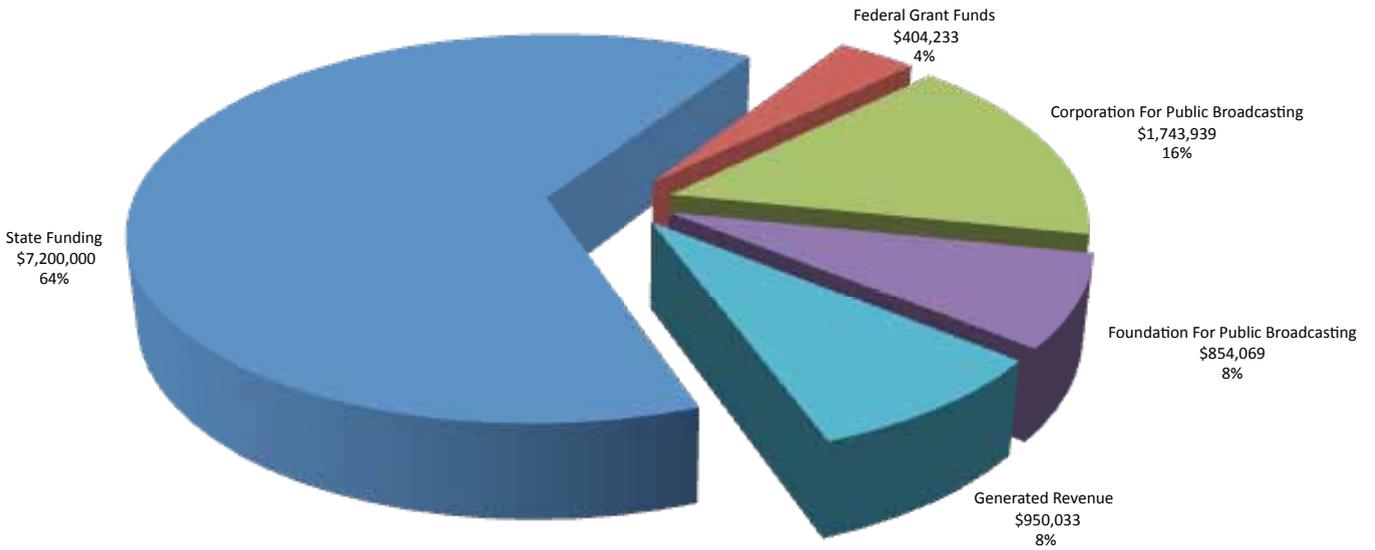
# Revenue History FY 2013

## 5-Year Revenue History



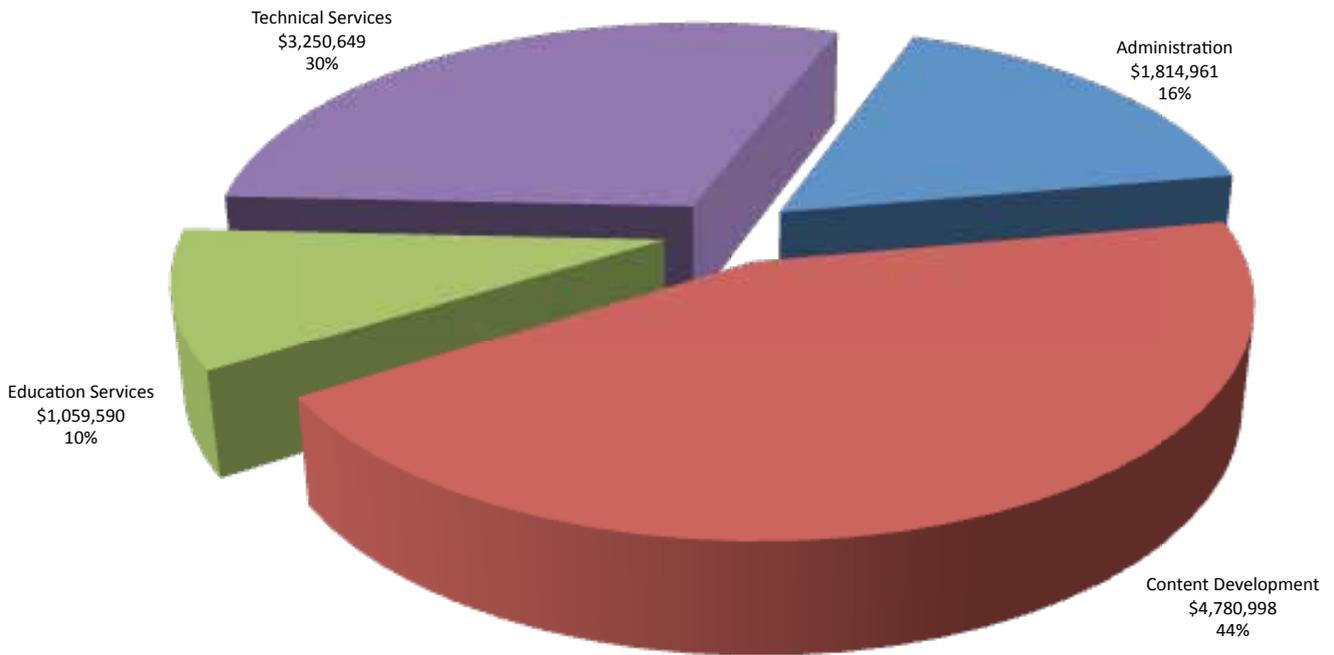
# Revenue Sources FY 2013

**FY 2013  
Revenue Sources**



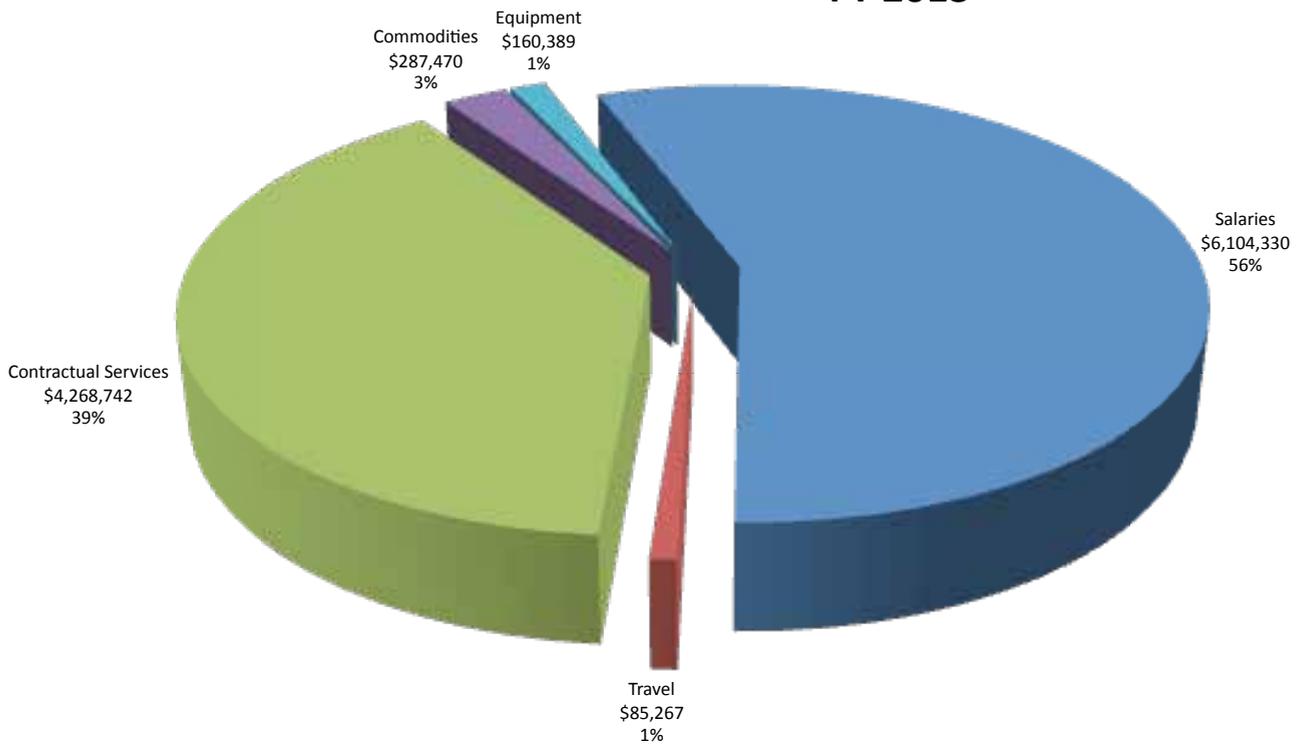
# Expenditures by Program FY 2013

## Expenditures by Program FY 2013



# Operating Expenses FY 2013

## Operating Expenses FY 2013





**MPB** Mississippi  
Public  
Broadcasting

3825 Ridgewood Road • Jackson, MS 39211

601.432.6565

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