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ANNUAL REPORT
JULY 1, 2024-JUNE 30, 2025



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YOUR STORIES. OUR MISSION.

DEAR FRIENDS,

It is with great pleasure that I present to you the Mississippi Public Broadcasting Annual Report for fiscal year 2024 - 2025. This is a testament to the collective dedication and hard work of the staff.

MPB is more than just broadcasting, we are a multi-platform distributor of content. Through our broadcast, digital platforms and archive, we are the voice of Mississippians, and the keeper of our state's stories.

We build cultural connections that amplify Mississippi's voice to the rest of the world across digital platforms. Our programs and services build bridges for communities, while our network of towers provide vital infrastructure to transmit emergency alerts across the state.

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.



Royal Aills,
MPB Executive Director



OUR REACH IN FY
2025

DIGITAL

577,700 Users across platforms
Source: Google Analytics

RADIO


181,500 Listeners
Source: Triton Digital

TELEVISION

325,000 Broadcast households
Source: Nielsen
426,800 Streaming users
Source: DOMO

**AN ESTIMATED 26% OF
MISSISSIPPI IS TUNING IN.**

**OUR PROGRAMMING
REACHES MORE CHILDREN
FROM RURAL, LOW INCOME
HOUSEHOLDS THAN ANY
OTHER KIDS' TV NETWORK.**



2,965 ALERTS
were transmitted.
during last fiscal year.

MISSISSIPPI'S ALERT SYSTEM

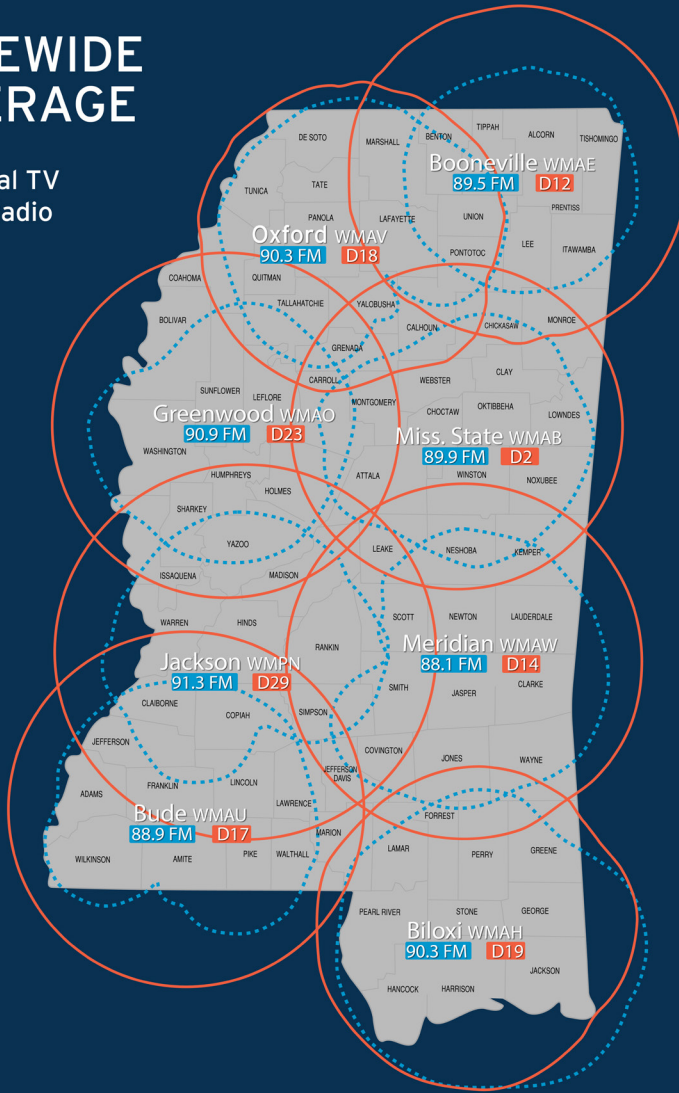
MPB is a critical first-alert provider for Mississippi through partnerships with the Mississippi Emergency Management Agency, the Emergency Communication Committee, the Department of Public Safety and the Office of the Governor. The agency is now proactively upgrading and enhancing the state's Emergency Alert System. By providing production and journalistic resources to MEMA and the Governor's Office, MPB has expanded its 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 more than 79 federal, state and local jurisdictions and has upgraded to improve signal strength, alerts, and emergency warnings across the state.

MPB's eight broadcast towers blanket the entire state even reaching into neighboring states. The broadcast towers range from 600 to 1,500 feet tall, and the 12 microwave towers reach more than 300 feet in height. Recent upgrades include fiber connectivity, new HD transmitters and eight new Emergency Alert units. These improvements allow MPB to better serve and alert communities across Mississippi with community-specific information during emergencies.

STATEWIDE COVERAGE

— Digital TV
— FM Radio



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

—Royal Aills, Executive Director

LEARNING



MPB Learning supports educators across the state by providing access to Continuing Education Units, instructional workshops for classrooms and virtual instruction for students. Through partnerships with the Mississippi Department of Education, the Mississippi Library Commission, school districts and other state agencies, MPB designs programs that support lifelong learning and skills development in literacy, numeracy, STEAM, history, critical thinking and collaborative problem-solving.

TINY TOT TOOLBOX

MPB hosts the Tiny Tot Toolbox workshops quarterly, bringing early childhood teachers from across Mississippi together for dynamic sessions on culture, climate and communication. The interactive workshops explore classroom engagement, early literacy and effective media and AI integration. YouTube livestreaming allows MPB to offer real-time collaboration and Continuing Education Units for professional growth to both in-person and virtual participants from libraries across the state. This initiative highlights MPB's ongoing commitment to supporting educators and empowering Mississippi's youngest learners.

MPB LEARNING EVENTS

Day of Da Vinci Educational Development

Tiny Tot Toolbox Workshops

Mississippi Book Festival Kids Club

Reading to the Neighborhood

Learning in the Neighborhood

OUR IMPACT

4.6K CEUs issued from E-Learning

2.2K Teachers who received CEUs

17.7K Views on YouTube Channel



DIGITAL EDUCATION NETWORK

MPB's Digital Education Network is a statewide interactive distance-learning system that connects classrooms, educators and students through cutting-edge digital technology. The network allows schools to offer students access to core curriculum classes even when subject-area teachers are not available within the district.

MPB partnered with the Mississippi Department of Education to expand beyond providing on-demand instruction through the MPB Learning YouTube channel. The HIP (Hybrid Instructional Program) project enables real-time, interactive video between qualified teachers and students in school districts that would otherwise not have a certified teacher for that class. The program was developed to help address the staffing crisis in schools across the state and aims to serve up to 5,400 students with 12 educators – six teachers and six interns.

STUDENT COUNCIL

During the school year, MPB Student Council members will be working to capture personal stories that reflect local and state history within the broader context of the American Revolution, in collaboration with the documentary series from Ken Burns and WETA. Themes such as liberty, freedom, and democracy will be emphasized throughout, and featured in a series of MPB Student Council podcasts.

AMERICAN REVOLUTION

MPB Learning received a grant from the Washington Educational Telecommunications Association in support of community engagement initiatives for the upcoming Ken Burns documentary series, *The American Revolution*. Community screenings were held at a variety of venues across the state, including universities and museums. ***The American Revolution* is airing on MPB and available to watch on-demand.**

“ I FEEL THAT I AM MORE PREPARED IN CREATING LESSONS THAT ARE FULL OF CONTENT AND STRATEGIES ”

–Participating Teacher

A close-up, side-profile view of a person's face and hands operating a professional video camera. The camera is mounted on a black Ronin gimbal, which is held in the person's hands. The camera's LCD screen is visible, showing a scene with people. The background is blurred, showing purple and white elements, possibly a stage or event setting.

TELEVISION

MPB's television programming brings the world to Mississippians through national content while also sharing Mississippi's own stories with audiences across the country. Staff producers and videographers have been traveling across the state capturing content for new documentaries and shows.

Southern Dish takes viewers beyond the restaurant dining room and into the stories behind the food. ***Everlasting: Life and Legacy of Medgar Evers*** introduces the civil rights leader through the eyes of his family and friends. ***King of the Chitlin Circuit*** illustrates the childhood and later success of blues legend Bobby Rush. ***Mississippi Antique Showcase*** highlights history through family heirlooms and thrift store finds.

MPB has dedicated additional resources to livestream coverage for the governor's office, including press conferences, the governor's inauguration, the State of the State address, weather alerts and other timely statewide announcements.

Reaching more than 325,000 households—an estimated 26.4% of Mississippi's total population—MPB remains one of the most widely accessed media sources in the state, according to Nielsen data. Our ability to connect with more than one in four Mississippians reflects both the trust audiences place in our programming and the unique value we provide to households across every region, income level and community.

Rural, low-income areas of the state heavily rely on over-the-air television, which is free and requires no subscription. MPB's programming reaches more children from low-income homes than any other kids' TV network.

MPB ANNOUNCES NEW SHOWS

This year, MPB announced production of **Thacker Mountain Radio Hour** for television broadcast. The show offers a wide array of musical performances as well as author readings. Our dedicated staff will film on-site performances and produce them to release in collaboration with the weekly radio show on MPB Think Radio.

In November 2024, MPB added **FNX (First Nations Experience)**, dedicated exclusively to Native American and World Indigenous content, and **NHK World-Japan** to broadcast television programming. **NHK World-Japan** offers rich, quality content available in multiple languages.

MPB is now the official media partner for the **National Folk Festival**, coming to Jackson, Miss. for its three-year term in 2025-2027. The performances captured by MPB will air in 2026.

Southern Dish, a culinary journey across diverse communities and cultures in Mississippi, is currently being filmed in eateries across the state. This MPB original production is scheduled for release in early spring of 2026.

EVERLASTING: LIFE AND LEGACY OF MEDGAR EVERS

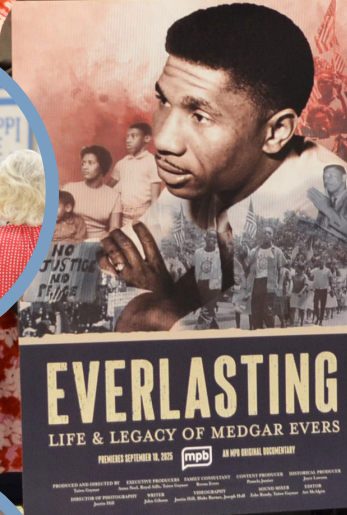
MPB made significant progress on the production of the documentary about Medgar Evers' family and social impact. The project explores the significance of Evers' contributions to the Civil Rights Movement and his lasting legacy. **Everlasting** has three components: a feature-length film, companion podcast, and K-12 curriculum materials which are on schedule to roll out in July 2026. The film is currently available for on-demand viewing nationwide, and will broadcast on public television stations nationally beginning February 2026.

MISSISSIPPI ANTIQUE SHOWCASE

MPB and the MPB Foundation have filmed a local version of a traveling appraisal show. Mississippians are given the opportunity to receive professional appraisals about their family heirlooms and treasures. Since its inception, **Mississippi Antique Showcase** has filmed in Jackson, Columbus, Biloxi and Natchez.

INDEPENDENT PRODUCER INITIATIVE

The Producer Access program gives independent filmmakers a platform to share their stories. Through this initiative, creators can submit completed works for broadcast on MPB Television and digital distribution. MPB reviews submissions for storytelling value, alignment with public media principles, and technical quality. If selected, their content is made available not just over the air, but also on-demand via the MPB website and smart TV apps.



41M PBS Kids streams

996K Smart-TV and on-demand streams

44K National streams of local programs

RADIO



OUR IMPACT

345,000 podcast downloads

691,500 livestreams

181,500 listeners

556,700 YouTube views

24 hours a day of music from around the world

16 locally-produced shows

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.



**SPECIAL RECEIVERS
IN 81 COUNTIES**



NEW PROGRAMS ANNOUNCED

MPB Think Radio adds dynamic programs to the schedule, bringing listeners fresh perspectives and diverse sounds. These changes mark some of the first major updates to the programming lineup in 15 years, and there's more to come.

World Café was added to the weekday 8 p.m. slot, offering a rich blend of musical exploration, interviews and performances from both iconic and emerging artists.

Afropop Worldwide, a vibrant and immersive show that takes listeners on a journey through the African diaspora's musical landscape, now airs Sundays at 7 p.m.

The Sit Down with Russ Latino brings thoughtful conversations on politics, policy, culture and community every Wednesday at 10 a.m.

This MPB original program is the first addition to a lineup of brand new shows coming in 2026.

NATIONAL FOLK FESTIVAL

Mississippi Public Broadcasting's MPB Think Radio has launched a dynamic collaboration with the National Folk Festival in Jackson for the 2025-2027 residency. The partnership kicked off in November 2024 with a live broadcast of performances from the Folk Festival's announcement event, giving listeners an early taste of the festival's energy. Throughout the three-year run, Think Radio will continue to bring select performances and artist interviews directly to listeners, both on-air and online, amplifying the festival's reach across the state and beyond.



NEWS

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 covers state and regional news each weekday, which includes eight daily newscasts.



OUR IMPACT

40K listeners tune in to hear MPB local and national news

397K web views of our news content





@ISSUE

@ISSUE returned in 2025, a weekly program airing Fridays at 6:30 p.m. to keep Mississippians informed on the latest developments from the legislative session. Hosted by veteran Mississippi broadcaster Wilson Stribling, the show offered balanced, in-depth political insight through lively discussions with Republican strategist Austin Barbour and Democratic analyst Brandon Jones. Together, they break down the week's most important policy debates, providing clarity, context, and perspectives from both sides of the aisle as well as interviews with key players during the legislative session.

AWARDS

MPB News has been honored with two Regional Edward R. Murrow Awards by the Radio Television Digital News Association (RTDNA) for the following stories.

Continuing Coverage: "Sentencing finished for 'Goon Squad,' but questions into leadership remain"

Feature Reporting: "Five years after disaster, Coastal Mississippi wants more of a say in Spillway openings"

MPB News received eight awards from the Mississippi Association of Broadcasters. Three of the awards were first place in continuing coverage, series of stories and public affairs program.



2025
Edward R. Murrow
Award Winner

ARCHIVE



MPB's archival work is well underway. As of June 30, 2025, there are a total of 1,943 assets that have been sent out for digitization. MPB documentaries such as *William Faulkner: A Life on Paper*, *Good Mornin' Blues* featuring blues legend B.B. King, and *Blacklife* including episodes with icons such as Coretta Scott King are only a portion of the works that have been recovered. The digitization work continues with more modern series such as *Beyond Katrina*, showing the devastation of the Mississippi Coast after Hurricane Katrina hit in 2005.

In the coming months, there will be over 3000 additional assets sent out for digitization. These assets feature interviews with artists, authors, doctors, educators, and other great contributors to the state of Mississippi. Not to mention, hundreds of episodes of series that have been long loved, such as *Mississippi Roads*. Children's shows of the 70s and 80s that were long thought lost are now given new life such as *The Clyde Frog Show* and *Tomes & Talismans*.

KEEPERS OF HISTORY

With the final shipment of media underway, the next steps are clear - getting the supplemental materials cataloged and digitized so that we can create an online repository. The public will be able to view MPB historic documents - from television scripts to behind-the-scenes photos - along with their accompanying media through an online platform. As the keepers of Mississippi history, MPB aims to allow anyone the ability to access these materials.



COMMUNITY



MISSISSIPPI BOOK FESTIVAL

Known as an annual “literary lawn party,” the Mississippi Book Festival connects hundreds of authors with fans and 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.

NATIONAL FOLK FESTIVAL

MPB is proud to partner with the National Council for Traditional Arts for the National Folk Festival. The three-year residency of the festival will be hosted in Jackson from 2025 through 2027. As media partner, MPB will record, stream and rebroadcast musical performances - promoting the festival activities and cultural experiences throughout the year.

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.

POETRY OUT LOUD

Scholars from across the state competed in the 2024 *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 learn about their literary heritage.



DIGITAL REACH

893K Website visits

460K Active website users

400K Active app sessions

71K Followers on social

48K Subscribers on YouTube



41 MILLION PBS Kids streams

173K Learning Media page views

711K PBS Kids users

692K Radio streams

996K Television streams



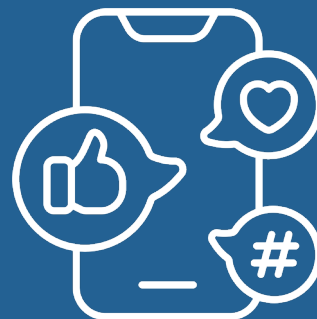
ENGAGING NEW AUDIENCES

A vibrant digital presence is essential for MPB as more audiences turn to social media and streaming platforms for news, entertainment, and community connection. By expanding across Facebook, Instagram, X, YouTube, podcast platforms, and smart-TV streaming apps, MPB can reach tens of thousands of new viewers and listeners who may never tune in through traditional broadcast. These platforms open the door to younger audiences, mobile-first users, and national viewers seeking trustworthy, local-driven content. Strengthening MPB's digital footprint ensures Mississippi's stories travel farther, engage more people, and keep public media relevant in an ever-evolving media landscape.

DIGITAL TRANSFORMATION PROJECT

The Digital Transformation Project (DTP) was developed and implemented by the Poynter Institute, with a grant from the Corporation for Public Broadcasting. MPB is proud to have been selected to participate in the program, nominating seven personnel members to complete the course.

The nine-month virtual training identifies strategies and best practices to help the organization better adapt to digital culture. Through a series of educational webinars, work exercises, resource curriculum and peer group coaching sessions, MPB began the journey to achieve more digital revenue and audience growth. The organization has already seen huge success through our strategy, and is eager to use these capabilities to serve our audiences as a thriving digital enterprise.



**27% GROWTH
IN SOCIAL
FOLLOWERS**



**49% GROWTH
IN WEBSITE
VISITORS**



FOUNDATION

Community engagement is at the heart of the MPB Foundation's work. The Foundation participated in several notable events across Mississippi, including the Mississippi Agriculture and Outdoor Expo, Thacker Mountain performances, Mississippi Book Festival, and screening of the new MPB show, *Southern Dish*, at the State Capitol. MPB invites all Mississippians to join in the mission to educate, inform, and entertain the state's residents.

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*. In May 2025, the Foundation will film and produce the fifth season of the show.

Foundation memberships help keep MPB's television, radio, and digital services strong and accessible for all, while also enjoying special benefits such as PBS Passport access, exclusive event invitations, behind-the-scenes updates, and opportunities to engage more deeply with MPB's mission. Every contribution strengthens public media in Mississippi and helps ensure that quality, community-focused storytelling continues to thrive.





OUR REACH

200K

Donors, and prospects reached

146K

Fine Tuning programming guides delivered to households across the state

435K PBS Passport streams

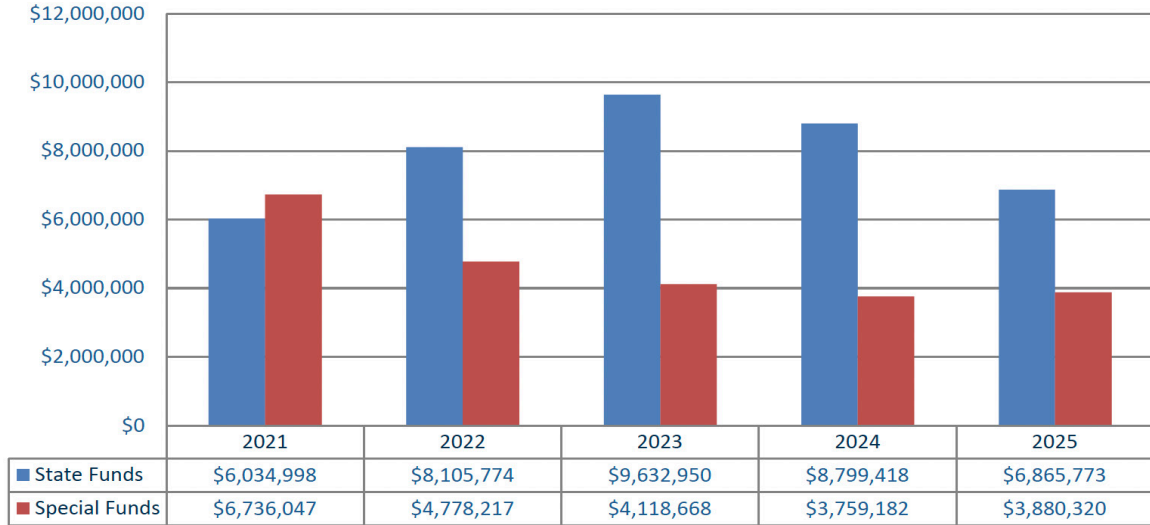
55K PBS Passport users

14 Community engagement events

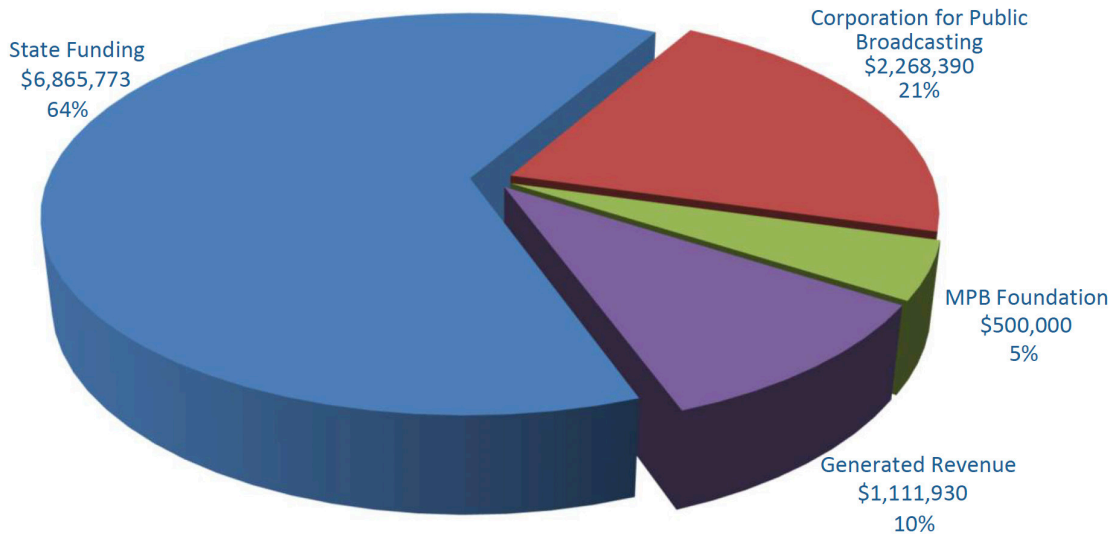


MPB FINANCIALS

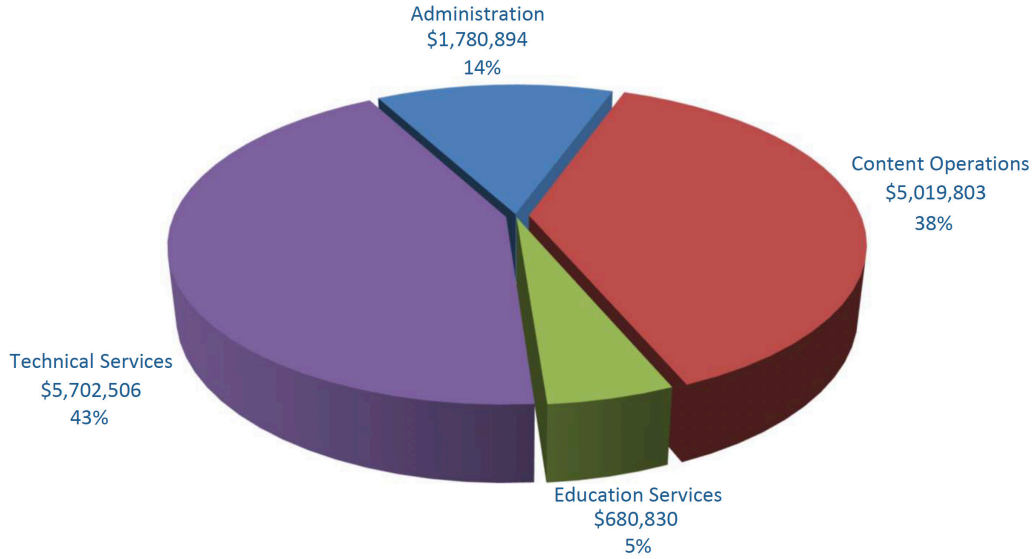
5-YEAR REVENUE HISTORY



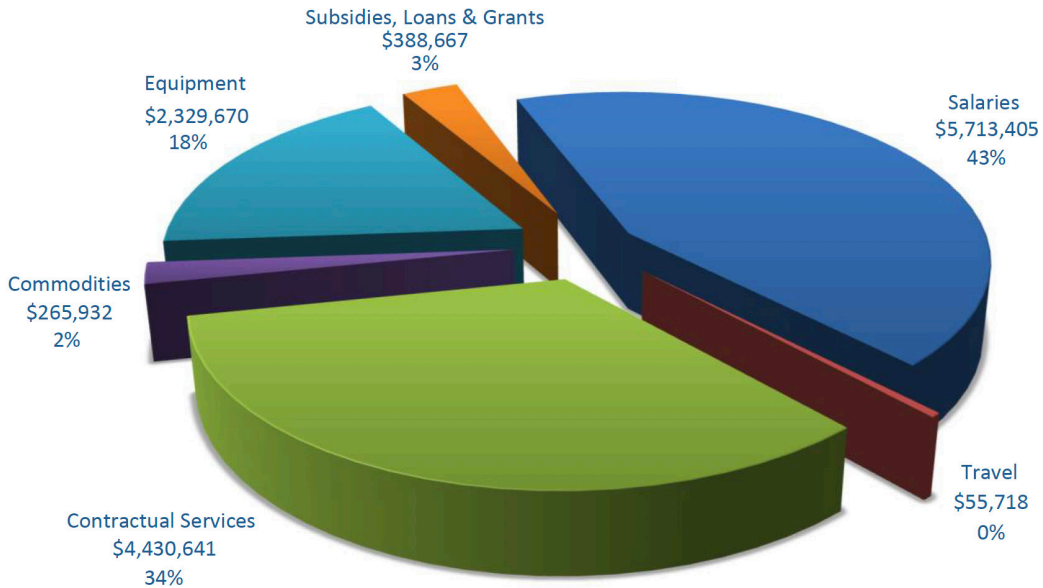
REVENUE SOURCES FY 2025 BUDGET



EXPENDITURES BY FY 2025 BUDGET



OPERATION EXPENSES FY 2025 BUDGET



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)



Charles Cowan
Attorney



Dawn Barham, Vice Chairman
National Board-Certified Music Educator



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



Richard Sawyer, Chairman
Teacher, Jackson Elementary School in Pascagoula



Wendy Clemmons
Associate State Superintendent, Mississippi Department of Education



Kell Smith
Executive Director, Mississippi Community College Board



**MADE POSSIBLE
BY VIEWERS
LIKE YOU.
THANK YOU!**





MISSISSIPPI
PUBLIC BROADCASTING

YOUR STORIES. OUR MISSION.

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