


Mississippi Authority  
for Educational Television

d/b/a Mississippi Public Broadcasting

# MPB STRATEGIC PLAN

FY2025- FY2029





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## MPB Mission Statement

Mississippi Public Broadcasting's (MPB) mission is Mississippi. To that end, we will use our statewide broadcasting platforms of radio and television to provide quality programs designed to educate all ages, enlighten and inform the public on matters most important to Mississippians, as well as provide vital emergency and safety messages during times of disaster.

## MPB Philosophy

Mississippi Public Broadcasting is dedicated to producing award winning content that seeks to educate, inform and entertain, while tackling complex issues with fairness and respect. We tell the stories that matter most to Mississippians, produced by Mississippians. Dedicated to upholding the highest standards in public broadcasting, we are committed to producing content for a well-informed audience, while providing educational outreach to the community.

## MPB Vision

As MPB continues to innovate, we will never stray from our core vision. MPB's core vision can be captured through the realization of the following:

- To provide educational resources that reach as many children as possible.
- To produce top-notch educational radio and television programming.
- To produce a newscast that goes deeper than time-strapped commercial stations.
- To ensure all Mississippians are receive vital information during times of emergency.
- To reach every corner of the state through the latest technology, ensuring that we are, as we say in public broadcasting circles, "America's largest classroom."



# MPB Relevant Statewide Goals and Benchmarks

## Goal 1 – Education: Public Schools

To make available a quality K-12 public education for all Mississippians that prepares them, upon high school graduation, to either enter the labor force with an employable skill or to successfully complete a higher education program

### Benchmarks

- Percentage of programs to improve early childhood learning and increase the number K-12 students scoring at each achievement level.

### Benchmarks

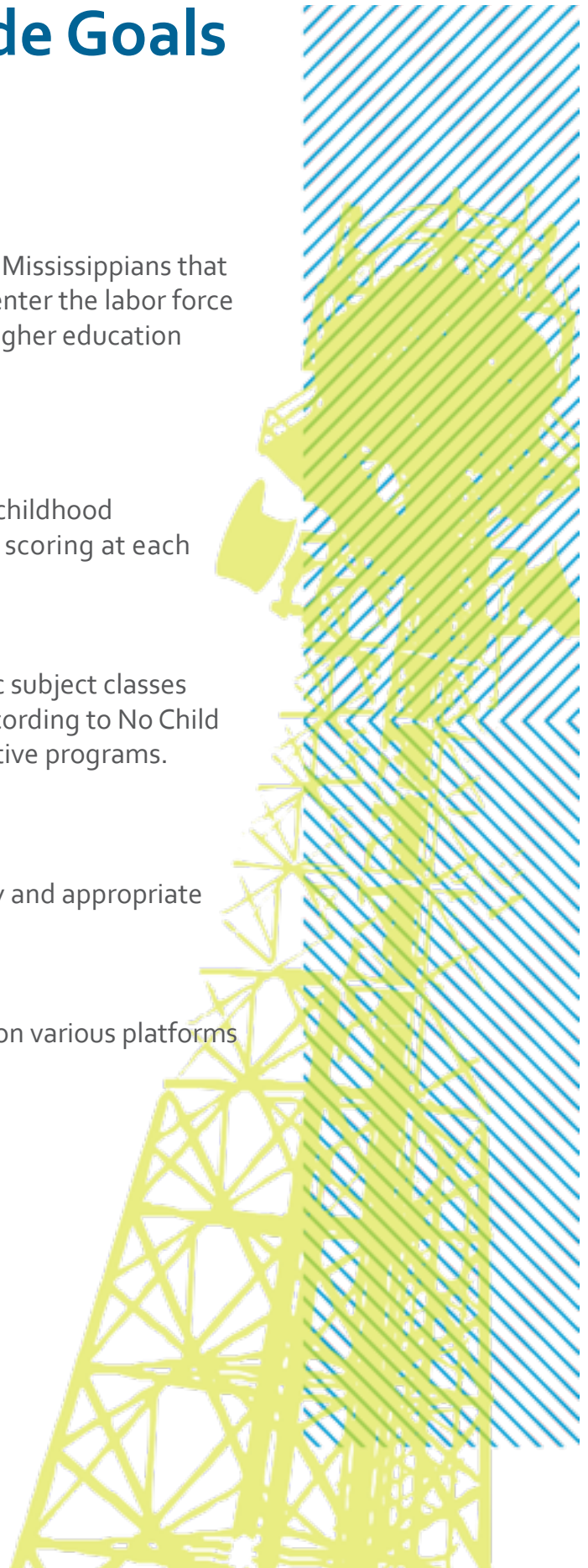
- Percentage of public school core academic subject classes staffed with teachers who are highly qualified according to No Child Left Behind criteria and certified through alternative programs.

## Goal 2 - Public Safety and Order

To protect the public's safety, including providing timely and appropriate responses to emergencies and disasters.

### Benchmarks

- Percentage of safety messages and alerts on various platforms during emergencies.



# MPB Relevant Statewide Goals and Benchmarks

## Goal 3 - Health

To provide Mississippians with the health-related information necessary to increase the length and quality of their lives.

### Benchmarks

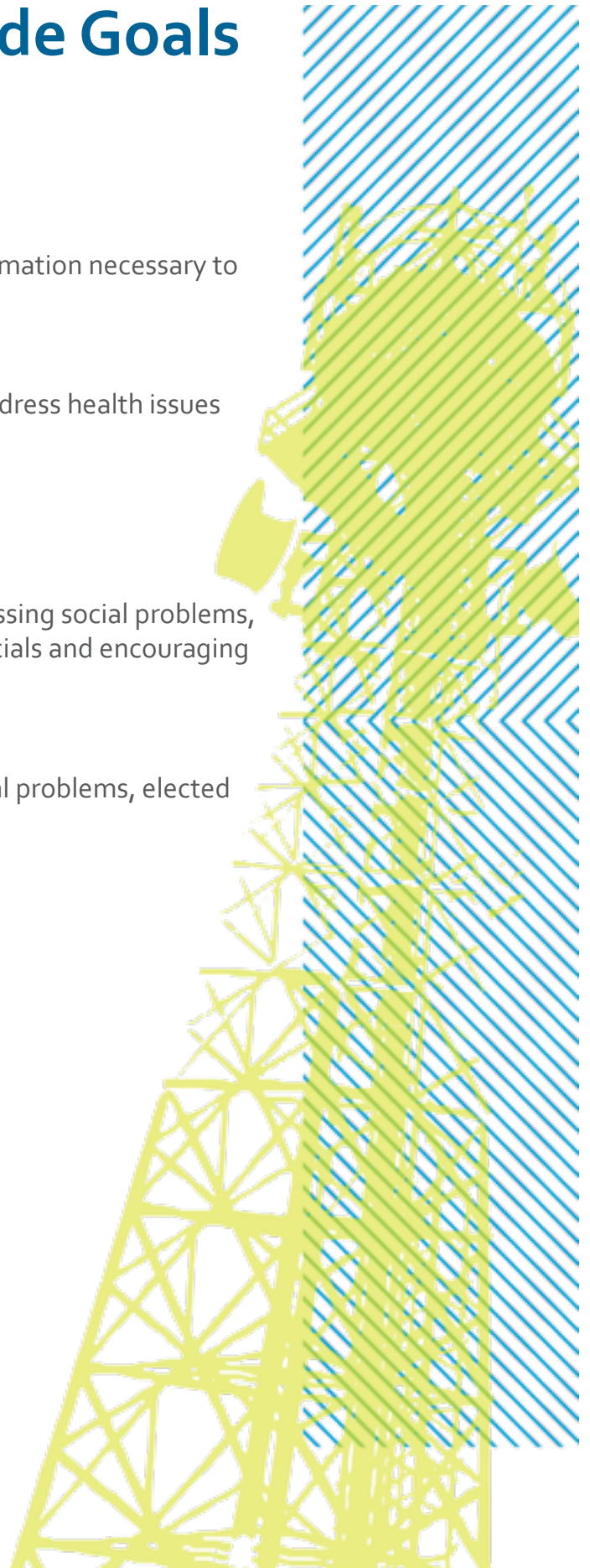
- Percentage of programs developed to address health issues and promote living a healthy lifestyle.

## Goal 4 - Government and Citizens

To create an informed and engaged citizenry by addressing social problems, educating Mississippians on the actions of elected officials and encouraging voter participation..

### Benchmarks

- Percentage of programs addressing social problems, elected officials and the voting process.





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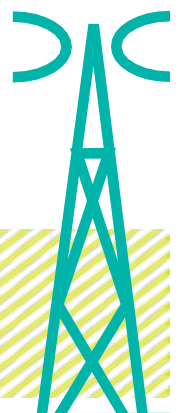
# Overview of Mississippi Authority for Educational Television's (MPB)

## Five-Year Strategic Plan

**A**s a statewide media outlet, with eight towers broadcasting both radio and television signals, along with 12 digital microwave sites, MPB must remain relevant across all platforms in today's crowded broadcast space. MPB must be prepared to develop content for a public accustomed to a 24/7 information cycle.

Today information consumption has turned into an on-demand endeavor. No longer are people waiting around for their favorite show to hit the airwaves. They want their information now and in real time. Their desired content is as much entertainment and social media-based as it is investigative journalism.

Given the growth MPB has seen in user engagement and the general decline in print readership, MPB is perfectly situated to tell Mississippi's story both in and out of state. We will continue to grow our digital footprint by providing informative, educational content through all digital platforms via a high-speed fiber network. We will work to engage our audience across the state through social media, our free mobile app and our daily podcasts, coupled with our traditional radio television and education programs. We will serve the state audience locally produced programs, which are currently downloaded tens of thousands of times a month worldwide.



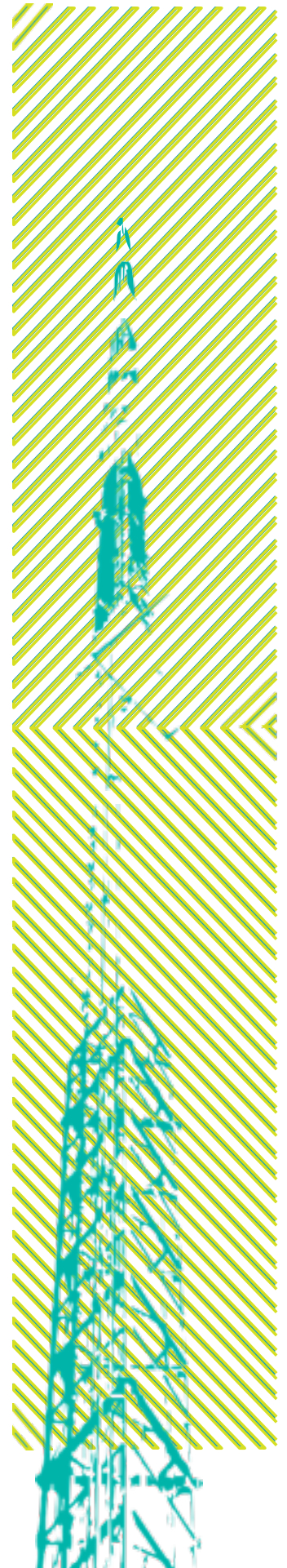
# Mississippi Public Broadcasting External/Internal Assessment

MPB has several external factors, which play a role in our ability to meet deliverables and our overall productivity.

**Reliance on Federal Funding from the Corporation for Public Broadcasting.** The Corporation for Public Broadcasting, by way of Congress, grants to each public broadcasting station a set amount of money each year. This figure fluctuates and is dependent upon the United States Congress, the size and geographic reach of a station, the number of other stations within a geographic market, the population a station serves, and all other non-federal support given to the station such as state appropriation and private donations. In other words, the more money a broadcast station receives from a state appropriation or from private donations, the more money it potentially will receive from the Corporation for Public Broadcasting. Currently, the funding from CPB makes up 18 percent of MPB's overall budget. Because Mississippi is a less populated state, the funding MPB receives is less than station counterparts. Should the number decrease, it would adversely affect our entire operation.

**Natural Disasters.** MPB has a highly sophisticated infrastructure that is made up of eight (8) transmitter sites and twelve (12) microwave sites throughout the entire state of Mississippi, which broadcasts both radio and television signals simultaneously. Should a natural disaster occur that significantly damages a portion of our infrastructure, funds previously allocated to creative and educational projects would then be funneled to engineering in order to repair any damage caused.

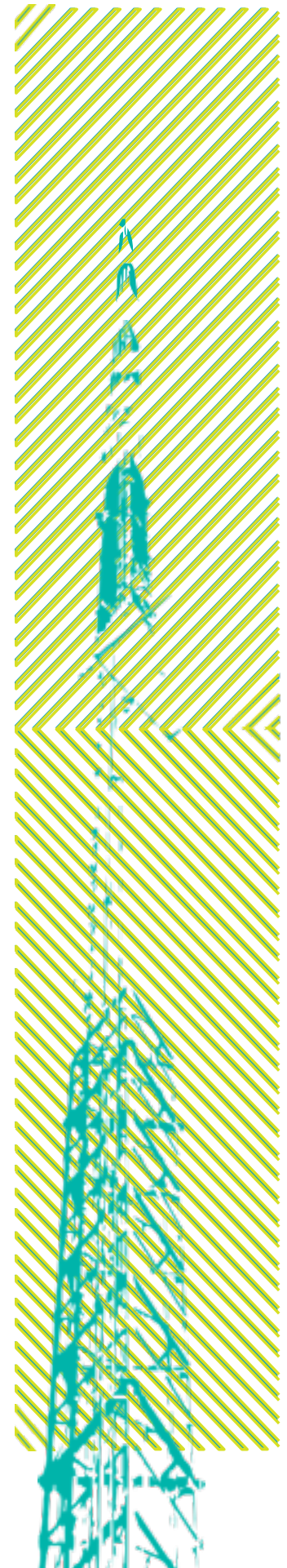
**Corporate and Individual Support from Private Sources.** MPB is fortunate to have a separate 501(c)(3) organization. This entity exists to serve and raise additional funds for MPB. Should private support drastically diminish, that too would affect MPB's ability to provide original content and potentially decrease funding from CPB.



**Licensing of Public Broadcasting Programming.** As a noncommercial public broadcast station, MPB is required to run programming from PBS (television) and NPR (radio). In order to provide this programming to the citizens of Mississippi, we must pay licensing fees for the rights to do so. Collectively, those fees run nearly \$1.6 million. Depending upon the cost of each program, which varies by program, our overall budget can be impacted should the licensing fees to air a program or programs greatly increase. This is a cost we are required to pay but have no control over or negotiating power to lower.

**Changes in Technology.** MPB takes great pride and care in maintaining its infrastructure in order to bring a reliable television and radio signal to the citizens of Mississippi. Technology is ever changing and evolving. In order to maintain up-to-date broadcast equipment in line with federal regulations, it has and will continue to become necessary for MPB to allocate additional funds to that area. While PBS may provide some funding to local stations for projects like this, the programming delivery system to stations will continue to change in the next few years and require MPB to implement up-to-date broadcast equipment to ensure a reliable broadcast network to all Mississippians.

**Changes in Energy Costs.** MPB infrastructure that is made up of eight (8) transmitter sites and twelve (12) microwave sites throughout the entire state of Mississippi to broadcast both radio and television signals simultaneously. The average cost for electricity to all sites the past three years is \$1.1 million annually. Should energy costs increase it would impact our ability to produce original content because funds would need to be shifted in order to pay for the cost increase.







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# Mississippi Public Broadcasting's Goals, Objectives, Strategies and Measures by Program for FY 2025 through FY 2029



## PROGRAM 1: CONTENT OPERATIONS

**GOAL A:** Using our statewide broadcast to protect the public's safety by providing valuable and timely information, as well as appropriate responses to emergencies and disasters. See Miss. Code Ann. 37-63-1.

**Objective A-1:** MPB will ensure Mississippians statewide are informed about how to stay safe during severe weather outbreaks through radio coverage and TV alerts.

**Outcome:** Citizens across the state are informed of hazardous and inclement weather in real time so they may prepare safety measures.

**A.1.1. STRATEGY:** Use live announcers to pinpoint location of emergencies, and stay on air during weather emergencies, particularly during hurricanes on the Gulf Coast and ice storms in northern counties.

*Output: Number of radio and TV alerts during times of emergency.*

*Efficiency: Frequency of alerts during times of emergency.*

**A.1.2. STRATEGY:** Give advance warning to individuals in the path of danger.

*Output: Number of warnings.*

*Efficiency: Percentage of people who were alerted.*

**A.1.3. STRATEGY:** Identify sound and visual elements to capture the attention of users to better inform during emergencies.

*Output: Number of sound and visual elements used.*

*Efficiency: Percentage of people who heard warning and were alerted.*

**A.1.4. STRATEGY:** Disseminate information about shelters, resources and services available to affected areas.

*Output: Frequency of emergency information disseminated.*

*Efficiency: Percent of radio broadcasts and TV alerts during times of emergency.*

## **OBJECTIVE A.2. Promote public safety by providing vital information during times of emergency and crisis, especially during natural disasters**

**Outcome:** A safer, more informed Mississippi.

- A.2.1. STRATEGY:** MPB will assign an internal response team made up of members from across the agency who will be charged with gathering information from other response agencies, like MEMA, and other partners, and disseminating that information across the state through all MPB digital, social and broadcast platforms.

*Output:* Number of public safety notifications.

*Efficiency:* Timely public safety notifications.

- A.2.2. STRATEGY:** MPB will assist the Mississippi emergency response agency's during these times by providing the media pool feed to agencies during emergencies as needed.

*Output:* Number of public safety notifications across agencies

*Efficiency:* Percent people who were alerted via radio broadcasts and TV alerts during times of emergency.

## **GOAL B: Use our multi-platform capabilities to provide Mississippians with the health-related information and resources necessary to increase the length and quality of their lives and those of their children's. See Miss. Code Ann. 37-63-1.**

### **OBJECTIVE B.1. MPB will ensure Mississippians statewide are informed about health-related topics, such as food and exercise, as well as healthy related resources and information to lead healthy lives.**

**Outcome:** Citizens across the state will be able to access specific health related content relevant to their interests and needs.

- B.1.1 STRATEGY:** Continue to partner with UMMC to produce segments that air weekly, Monday through Friday with UMMC physicians and specialists who answer specific health-related questions from callers/audience.

*Output:* Produce weekly on-air show and podcasts of Southern Remedy radio program.

*Efficiency:* Percentage of people tuning into Southern Remedy.

- B.1.2. STRATEGY:** Share healthy living content across digital and social media platforms.

*Output:* Number of "healthy living" content shared across digital platforms.

*Efficiency:* Percentage of people engaging with healthy living content.

**B.1.3. STRATEGY:** Create more educational content and awareness around health-related topics, including new programs, podcast and other broadcast mediums.

*Output:* Number of new programs produced and broadcast related to Fit to Eat programming.

*Efficiency:* Percent increase in visitors viewing healthy living related items on MPB site.

**B.1.4. STRATEGY:** Supplement the 24-hour PBS KIDS programming with interstitials featuring the MPB-created character Ed Said. Ed Said is a puppet beloved by children across the state that teaches them about the value of healthy eating. MPB will update this content with new songs and activities that can be accessed via broadcast or online.

*Output:* Number of interstitials that features content created for children and specifically MPB personality Ed Said.

*Efficiency:* Percentage of children who are reached through children's educational content and programs.

**GOAL C: Provide timely Mississippi-centric news and information that is both balanced and in-depth. See Miss. Code Ann. 37-63-1.**

**OBJECTIVE C.1. Produce radio programs Monday through Friday as a way to consistently provide reliable and valuable news and information to the citizens of Mississippi.**

**Outcome:** The number of locally produced radio programs.

**C.1.1. STRATEGY:** Promote MPB Radio content on all digital platforms.

*Output:* Number of promos produced and aired.

*Efficiency:* Increase weekly average listeners of shows annually.

**OBJECTIVE C.2. Produce news and informational programming as a way to consistently update and inform the citizens of Mississippi.**

**Outcome:** Mississippians will tune in regularly to get news and local information from around the state.

**C.2.1. STRATEGY:** Provide news coverage and events from around the state.

*Output:* Number of news segments.

*Efficiency:* Percentage of viewers watching and engaging with news coverage.

**C.2.2. STRATEGY:** Provide coverage of each legislative session.

*Output:* Number of segments produced and aired.

*Efficiency:* Increase audience annually.

**GOAL D: Use mpbonline.org as a platform to provide updated information and resources provided by MPB. See Miss. Code Ann. 37-63-1.**

**OBJECTIVE D.1. Increase monthly average number of website users.**

**Outcome:** Listeners and viewers will go to mpbonline.org on a regular basis for the latest news, programs and community information.

**D.1.1. STRATEGY:** Upload and post new content to the website daily.

*Output:* Number of monthly average number of website users.

*Efficiency:* Number of daily posts.

**D.1.2. STRATEGY:** Share website content across all digital channels.

*Output:* Increase number of visitors to the website site annually.

*Efficiency:* Amount of content shared across digital channels daily.

**D.1.3. STRATEGY:** Create specific web pages on relevant and timely issues.

*Output:* Increase number of web pages.

*Efficiency:* Number of visitors to new pages.

**GOAL E: The MPB Television Department will produce and acquire quality television and video programs for broadcast and online presentation. These programs will educate, inform, and entertain the people of Mississippi, while promoting a positive image of Mississippi both within and outside the state. See Miss. Code Ann. 37-63-1.**

**OBJECTIVE E.1. Improve the quality of content and production value of all MPB Television productions.**

**Outcome:** MPB Television will have more viewers because of improved production quality and programming.

**E.1.1. STRATEGY:** Create more production partnerships with other agencies and established production entities both within and outside the state.

*Outcome:* Increase the number of production partners.

*Efficiency:* Increase the amount of content produced state-wide.

**E.1.2. STRATEGY:** Critically appraise the quality of our original programs.

*Outcome:* Number of locally produced TV programs.

*Efficiency:* Number of programs evaluated for audience engagement.

**E.1.3. STRATEGY:** Introduce new, promising programs and cease production of unengaging programs when warranted.

*Outcome:* Number of new programs produced.

*Outcome:* Number of programs discontinued.

*Efficiency:* Number of viewers watching new programs.



**E.1.5. STRATEGY:** Increase production funding by developing show-specific sponsorships for more supportive underwriting.

*Outcome: Number of shows underwritten.*

*Efficiency: Increase the amount of sponsorship dollars.*

## **OBJECTIVE E.2. Acquire the highest quality programming available from other sources.**

**Outcome:** Increase TV viewership by offering quality acquired programs.

**E.2.1. STRATEGY:** Critically appraise the quality of acquired programming and its audience engagement.

*Output: Number of programs acquired.*

*Efficiency: Cost of acquisition of programs.*

*Efficiency: Number of viewers watching new programs.*

## **OBJECTIVE E.3. Maximize the digital distribution of programs in coordination with our broadcast schedules.**

**Outcome:** Our digital audience will increase as viewers consistently move to digital and streaming platforms.

**E.3.1. STRATEGY:** Adapt our television content to other media, such as online and streaming.

*Output: Increase amount of digital content developed.*

*Efficiency: Number of programs streamed online.*

**E.3.2. STRATEGY:** Create promotional campaigns to build public awareness of MPB's digital content.

*Output: Increase promotions of MPB digital content.*

*Efficiency: Percentage of audience streaming content or engaging online.*

## **OBJECTIVE E.4. Distribute MPB original productions regionally and nationally.**

**Outcome:** Create a better perception of Mississippi regionally and nationally.

**E.4.1. STRATEGY:** Work with program directors in neighboring states for regional distribution of area-specific television content (e.g., *Fit to Eat*, *Mississippi Roads*).

*Output: Mississippi will be better represented regionally and nationally.*

*Efficiency: Number of programs distributed regionally.*

**E.4.2. STRATEGY:** Create programs of national interest, while working with PBS and affiliated distributors to offer programs nationally.

*Output: Mississippi will be better represented nationally, underpinning tourism.*

*Efficiency: Number of programs distributed nationally.*



## PROGRAM 2: EDUCATION SERVICES

**GOAL A: Use our resources and programming to support kindergarten and school readiness for children and families. See Miss. Code Ann. 37-63-1.**

**OBJECTIVE A.1. Provide resources to parents on how to effectively support their children's educational, social and emotional development.**

**Outcome: Increase in the number of parents attending workshops and community events geared toward providing information and resources for childhood learning.**

**A.1.1. STRATEGY: Host parent workshops and community engagement/outreach events for parents and families.**

*Output: Distribute to families relevant educational and informational resources while engaging in hands-on learning opportunities to aid in childhood growth and development.*

*Efficiency: Percent increase in the number of workshops, community engagements/ outreach events.*

**A.1.2. STRATEGY: Provide instructional segments and educational resources through MPB Classroom TV that children and parents can access without the need for cable.**

*Output: Numbers of TV shows produced and broadcast on Classroom TV.*

*Efficiency: Increase the number of children watching and engaging with MPB Classroom TV.*

**A.1.3 STRATEGY: Provide educational information and resources digitally.**

*Output: Increase the amount of content available online for teachers and families.*

*Efficiency: Percent increase in users using MPB Education online resources for Pre-K children and families.*

*Efficiency: Percent increase of visitors to the MPB Education website.*

**OBJECTIVE A.2. Use MPB Kids Club to help encourage and increase the use of MPB family resources and engagement.**

**Outcome:** Host MPB Kids Club events each year that incorporate programming, resources, and learning opportunities for children and their families.

**A.2.1. STRATEGY:** Through MPB Kids Club, parents and teachers will access and engage with MPB online resources for families and children.

*Output:* Increase the number of MPB educational resources.

*Efficiency:* Percent of children and parents engaged in MPB Kids Club.

**A.2.2. STRATEGY:** Recruit new MPB Kids Club members.

*Output:* Number of children recruited for the MPB Kids Club annually.

*Efficiency:* Percent increase in participation in the MPB Kids Club.

**OBJECTIVE A.3. Expand the Parents Are Teachers Too Grant (PATT).**

**Outcome:** Number of parents participating in Parents are Teachers Too (PATT) initiative.

**A.3.1. STRATEGY:** Continue to work with private partners and Rotary Clubs in underserved geographic areas to expand parent-focused initiative, Parents Are Teachers Too (PATT).

*Output:* Number of Rotary Clubs sponsoring with MPB.

*Output:* Number of private partners sponsoring with MPB.

*Efficiency:* Number of children and families involved in the PATT program.

**A.3.2. STRATEGY:** Expand PATT initiative into additional childcare centers across the state.

*Output:* Number of childcare centers using the PATT initiative.

*Efficiency:* Percent increase of childcare centers involved in the PATT program.

## **OBJECTIVE A.4. Provide professional development for early childhood educators and professionals.**

**Outcome:** Early childhood professionals will be equipped with resources and information needed to better educate children in their classrooms.

### **A.4.1. STRATEGY: Utilize PBS children’s programming and PBS KIDS resources for professional development sessions.**

*Output: Number of PBS children’s programs and resources used.*

*Efficiency: Percent increase in the number of PBS children’s programs and resources used.*

*Output: Number of early childhood educators attending MPB resource workshops involving PBS and MPB programs /content.*

*Output: Number of childcare centers using PBS content.*

### **A.4.2. STRATEGY: Provide high-quality, on-line professional development and resources for K-12 educators and professionals utilize e-Learning.**

*Output: Number of Teacher Continuing Education Units (CEUs) provided by e-Learning courses offered.*

*Output: Number of teachers taking e-Learning courses.*

*Efficiency: Number of teachers gaining CEUs through e-learning courses.*

## **GOAL B: Use our resources and programming for children’s health education and awareness across the state. See Miss. Code Ann. 37-63-1.**

### **OBJECTIVE B.1. Expand the reach of the Ed Said health initiative**

**Outcome:** Children will be more aware of the importance of healthy eating, nutrition, and exercise.

#### **B.1.1. STRATEGY: Host Ed Said virtual and/or community events across the state to promote healthy eating, nutrition, and exercise.**

*Output: Number of virtual and/or community events held across the state.*

*Output: Number of partnering schools, parents, and families utilizing the Ed Said health resources, videos, and materials.*

*Efficiency: Percent increase in the number of children who interact with Ed Said virtually or at community events across the state.*

*Efficiency: Percent increase in the number of downloads of Ed Said healthy resources, videos, and materials.*



**B.1.2. STRATEGY: Partner with organizations and community groups to incorporate Ed Said outreach and activities into community events.**

*Output: Number of community partners and organizations utilizing Ed Said at events and the health resources, videos, and materials.*

*Efficiency: Percent increase in the number of community outreach events utilizing Ed Said health resources, videos, and materials.*

**B.1.3. STRATEGY: Increase traffic to the Ed Said web site and by creating new content.**

*Output: Number of new songs, webisodes and material on the Ed Said web site.*

*Efficiency: Number of users engaging with Ed Said digitally.*

## **GOAL C: Provide additional resources to schools across the state through our Digital Education Network (DEN).**

**OBJECTIVE C.1. Enhance the reach and capabilities of the Digital Education Network (DEN) in order to provide educational resources and instruction to more schools across the state.**

**Outcome: Students will be able to receive the high school credits needed to satisfy graduation requirements.**

**B.2.1. STRATEGY: Recruit and sign-up new schools to increase the number of teachers and students served by the DEN.**

*Output: Number of students served by the Digital Education Network (DEN) classroom.*

*Efficiency: Number of School Districts participating in the DEN classroom.*

*Output: Increase the number of teachers using the DEN classroom.*

*Output: Number of course selections offered through the DEN.*

*Efficiency: Number of School Districts participating in the DEN classroom.*

*Efficiency: Increase in the number of new schools.*

**B.2.2. STRATEGY: Increase awareness of the availability and capability of the DEN Network and other resource offered by MPB.**

*Output: Increase in promotional campaigns and promotional assets related to DEN Network and market to the educational community.*

*Efficiency: Increase in the number of new schools.*

# PROGRAM 3: TECHNICAL SERVICES

**GOAL A:** MPB will maintain and improve its infrastructure to ensure on-air reliability. See Miss. Code Ann. 37-63-9.

**OBJECTIVE A.1.** Improve and maintain broadcast efficiency.

**Outcome:** Provide ongoing maintenance on all equipment to ensure it is working properly and as efficiently as possibly and provide upgrades as needed.

**A.1.1. STRATEGY:** Be pro-active in maintaining microwave and broadcast equipment for radio and television.

*Output: Perform required maintenance weekly and upgrade equipment as needed.*

*Output: Number of transmitters on-air.*

*Efficiency: Percent of on-air reliability.*

**OBJECTIVE A.2.** Maintain both radio and television coverage during times of emergency.

**Outcome:** Ensure a reliable signal to broadcast important information across the state during times of emergency.

**A.2.1. STRATEGY:** Maintain reliability of broadcast and radio coverage during emergencies.

*Outcome: 95% or the best of our ability of on-air reliability.*

**OBJECTIVE A.3.** Be responsive in the completion of IT Help Desk Orders submitted.

**Outcome:** Number of IT Help Desk orders filled.



# PROGRAM 4: ADMINISTRATION

**GOAL A: Provide leadership that helps to build relationships and increase knowledge of MPB programs and services. See Miss. Code Ann. 37-63-1.**

**OBJECTIVE A.1. Improve the quality of life for Mississippians by sharing relevant information about health, education, culture, local tourism and history.**

**Outcome:** Number of community engagements/outreach events including virtual engagements.

**A.1.1. STRATEGY:** Plan events around content from various MPB Radio and Television shows as well as education initiatives.

*Output:* Number of early childhood education events.

*Output:* Number of events derived from MPB Radio and Television programs.

*Output:* Number of events focused on healthy lifestyles, culture, local tourism and history.

*Explanatory:* Adequate funding and available personnel.

**OBJECTIVE A.2. Increase partnerships with other state agencies and community organizations to maximize state resources and to help MPB serve more Mississippians.**

**Outcome:** Increase state agency partnerships.

**A.2.1. STRATEGY:** Partner with other state agencies.

*Output:* Number of state agency partners.

*Efficiency:* Increase partnerships with state agencies to maximize resources.

**A.2.2. STRATEGY:** Reach out to local community organizations that share similar objectives with MPB.

*Output:* Number of new community organizations in different parts of Mississippi.

*Efficiency:* Increase in amount of partnerships with community organizations.

**GOAL B: Use grant funding to enhance programs and services and to bolster community partnerships. See Miss. Code Ann. 37-63-11.**

**OBJECTIVE B.1. MPB will have more grant money to help subsidize legislative and donor funding.**

**Outcome:** New grant dollars acquired.

**B.1.1. STRATEGY:** Identify new areas offering grants to fund MPB initiatives.

*Output:* New grant dollars acquired.

*Efficiency:* Percent increase in the amount of grant dollars received.

*Explanatory:* Grant availability for public broadcasting.



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