



Mississippi Authority for Educational Television d/b/a Mississippi Public Broadcasting (MPB)

1. Comprehensive Mission Statement for Mississippi Public Broadcasting

Mississippi Public Broadcasting's mission is to celebrate the great things happening in Mississippi, while utilizing the power of programming to challenge Mississippians to improve their lives through our robust broadcast and digital capabilities. As the only statewide radio and television broadcast service, MPB is a trusted source, providing factual, reliable information that challenges, educates and enlightens Mississippians. It is MPB's mission to connect Mississippi's diverse communities through programming that is responsible, informative, and educational.

2. Philosophy of Mississippi Public Broadcasting

Mississippi Public Broadcasting is dedicated to the unwavering principle of providing compelling content that educates and informs Mississippians about the activities and actions of their fellow residents and to give residents a window to the world outside of Mississippi. MPB is a multimedia organization that reaches every corner of Mississippi through radio, television and digital media, with education as a central component. Our pledge to Mississippi and to our employees is to engage our various constituencies through media standards that are as high as the trust given to us as a public broadcasting agency. Our philosophy is to shine a light on the positive, adhere to standards that mandate fairness and respect, and bring into context complex issues specific to Mississippi.

3. Relevant Statewide Goals and Benchmarks

Statewide Goal #1 –Education: Public Schools

To make available a quality K-12 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.

Statewide Goal #2–Public Safety and Order

To protect the public’s safety, including providing timely and appropriate responses to emergencies and disasters and to operate a fair and effective system of justice.

Statewide goal #3–Health

To protect Mississippians from risks to public health and to provide them with the health-related information and access to quality healthcare necessary to increase the length and quality of their lives.

Statewide Goal #4–Government and Citizens

To create an efficient government and an informed and engaged citizenry that helps to address social problems through the payment of taxes, the election of capable leaders at all levels of government, and participation in charitable organizations through contributions and volunteerism.

4. Overview of Mississippi Authority for Education Television’s Five Year Strategic Plan

As MPB develops its 5-year strategic plan, it is important to take a quick glance at the past. Mississippi decision-makers some 46 years ago built a solid infrastructure for what is regarded as one of the most respected public broadcasting agencies in the country. That foresight has allowed MPB to craft a strategy for the future that will increase its standing as one of the nation’s best public broadcasting entities. During the next five years, MPB will use the power of its broadcasting voice to increase programming highlighting the great things occurring in Mississippi while also providing contention the state’s opportunities.

MPB is uniquely positioned to connect Mississippians from all corners through an information network that reaches into every household. MPB realizes the responsibility that comes with such

power. And it will be our goal in the next five years to utilize it for the public good. To that end, our strategic goals call for:

- **Strengthening our position in the education community through the power of collaboration.** MPB is in 25 early-childhood centers teaching children to read and hopes to expand that number of pre-school students impacted by the respected and results-driven *Between the Lions* curriculum. During that time frame, MPB also plans to aggressively increase our efforts in the area of dropout prevention by expanding our presence in high schools across the state and working with partners on GED education. We know that MPB's Mississippi Video Interactive Network reaches 2,000 students each year. The interactive technology, which enables us to connect schools through distance learning, has the potential and the capacity to reach even more students and encourage them to stay in school.
- **Programming.** In the next three to five years, MPB also has ambitious programming goals that will enhance the lives of Mississippians and challenge and engage them. Our goal is to join the successful PBS children's programming by launching a 24-hour PBS kids' network, supplemented by interstitials featuring the MPB-created character Ed Said. MPB also plans to expand its news and information programming offered on radio and television. Currently, MPB's Think Radio offers an impressive lineup of local shows, occupying more than 20 hours of week. The greatest potential here is on the television side, where we currently have in development shows that will inform, entertain and enlighten Mississippians. We have a series of documentaries planned that will explore significant topics in Mississippi, including a yearlong series on Mississippi's bicentennial. We also will spotlight the arts through music and public affairs through year-round broadcasts of @ISSUE. MPB also plans to produce programs on Mississippi's entrepreneurs and newsmakers.
- **Emergency Response.** MPB and MEMA have enjoyed a close working relationship during the years, and our strategic plan calls for an even closer partnership. MPB will work with MEMA and MPB's broadcast engineers on technology that allows MPB to stay on the air during times of severe disaster, particularly hurricanes on the Gulf Coast and ice storms in northern counties. While MPB radio is set up to broadcast during hurricanes because of our central location, MPB's strategic plan calls for adding equipment that increases our capacity to broadcast during storms that alter our broadcast ability in other regions. One of the primary reasons for equipment upgrades is to allow MPB to use its statewide signal to broadcast television messages from the governor during storm-related emergencies.
- **Digital Improvement.** As a statewide media outlet, with eight (8) towers broadcasting both radio and television signals, along with eleven (11) 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 we've seen in user interactivity, and the decline in print readership, MPB is perfectly situated to tell Mississippi's story. We have significantly grown and will continue to

grow our social media followers, subscribers to our mobile app and audiences to our podcasts for locally produced programs, which already are being downloaded tens of thousands of times a month.

During the next five years, as MPB continues to innovate, we will never stray from our core mission. Our mission provides the values and the principles by which a business must operate. MPB's core mission is to produce top-notch radio and television programming. It is to have an education department that will not rest until it reaches as many children as possible through our broadcast tools and outreach in early-children education and dropout prevention. It is to produce a newscast that goes deeper than time-strapped commercial stations. It is to reach every corner of the state with the latest in technology to ensure that we are, as we say in public broadcasting circles, "America's largest classroom."

5. Mississippi Public Broadcasting External/Internal Assessment

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

1. 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, size and geographic reach of a station, number of other stations within a geographic market, the population a station serves and what other non-federal support is given to the station, for example -- state appropriation and private donations. Said another way, the more money a broadcast station receives from a state appropriation or from private donations, then the more money it will be able to receive from the Corporation for Public Broadcasting. Currently, the funding from CPB makes up sixteen percent (16%) 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 affect our entire operation.

2. Licensing of PBS and NPR Programming. As a noncommercial broadcast station we are 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 \$2 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.

3. Corporate and Individual Support from Private Sources. MBA 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 it, too, will affect MPB's ability to provide original content.

4. Natural Disasters. MPB has a highly sophisticated infrastructure that is made up of eight (8) transmitter sites and eleven (11) 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.

5. 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 the most up-to-date broadcast equipment in line with federal regulations, it will become necessary for us 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 change in the next few years.

6. Changes in Energy Costs. MPB infrastructure that is made up of eight (8) transmitter sites and eleven (11) 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 (3) years is \$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.

6. Mississippi Public Broadcasting's Goals, Objectives, Strategies and Measures by Program for FY 2018 thru FY2022

Program 1: Content Operations

GOAL A: Use our broadcast and production capabilities to bolster emergency preparedness and response services. *See Miss. Code Ann. 37-63-1*

OBJECTIVE A.1: Provide statewide radio and TV coverage during times of emergency

Outcome: Inform citizens across the state of hazardous weather and other emergencies in a timely fashion so that they may prepare safety measures.

A.1.1. STRATEGY: Use live announcers to pinpoint location of emergencies

Output: Increase radio and TV coverage during times of emergency

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

Output: Number of warnings

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

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

Output: Frequency of emergency programs

Output: Number of emergency programs

Efficiency: Percent increase in the number of radio and TV programs during times of emergency.

GOAL B: Use or multiplatform capabilities to challenge Mississippians to improve their health. See Miss. Code Ann. 37-63-1

OBJECTIVE B.1. Create content portals/landing pages at mpbonline.org to make finding content and accessing information on specific topics easier to find.

Outcome: Website visitors will come to the website and the specific content landing pages regularly to find new content relevant to their interests.

B.1.1. STRATEGY: Post “healthy living” content to the website and have it appear under mpbonline.org/health

Output: Number of new “healthy living” pieces of content weekly

B.1.2. STRATEGY: Share “healthy living” content and mpbonline.org/health to social media channels

Output: Number of “healthy living” pieces of content shared across channels weekly

B.1.3. STRATEGY: Promote mpbonline.org/health across MPB’s broadcast channels (radio, television) through promos and on-air mentions.

Output: Number of radio and TV promos created

Efficiency: Percent increase of visitors viewing the healthy living related items FY17 to FY18

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

OBJECTIVE C.1. Produce *Mississippi Edition* radio program 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 and the number of locally produced TV programs will increase.

C.1.1. STRATEGY: Produce and air new shows daily Monday - Friday

Output: Number of locally produced radio programs

C.1.2. STRATEGY: Promote the show using MPB's other media outlets---radio, website and through social media.

Output: Number of promos produced and aired

Efficiency: Increase weekly average listeners of show from FY 17 to FY18

OBJECTIVE C.2. Produce the @ISSUE television program as a way to consistently provide reliable and valuable news and information to the citizens of Mississippi.

Outcome: Mississippians will tune in regularly to watch the program or watch on demand as a way to get news from around the state.

C.2.1. STRATEGY: Shoot and edit new shows weekly

Output: Number of locally produced TV programs

C.2.2. STRATEGY: Promote the show on MPB- TV and MPB's other media outlets--radio, website and through social media.

Output: Number of promos produced and aired

Efficiency: Increase weekly average viewers of show from FY 17 to FY18

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 weekly average number of web site users

Outcome: Listeners and viewers will go to mpbonline.org on a regular basis for the latest news, programs and episodes relevant to Mississippi.

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

Output: Number of daily content posts

D.1.2. STRATEGY: Share website content to social media channels.

Output: Number of content pieces shared across channels daily

Output: Increase weekly average number of website site users from FY17 to FY18

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, and also promote 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 in all MPB TV productions.

Outcome: MPB TV will have more viewers because of improved production quality.

E.1.1. STRATEGY: Retain our most talented production personnel and provide ongoing training opportunities.

Outcome: Number of training opportunities

Outcome: Number of employees trained

E.1.2. STRATEGY: Hire and retain skilled, experienced production professionals when opportunities arise.

Outcome: Number of employees hired

E.1.3. STRATEGY: Create more production partnerships with established production entities both within and outside the state.

Outcome: Number of production partners

E.1.4. STRATEGY: Critically appraise the quality of our original programs and their effectiveness with our audience.

Outcome: Number of program evaluations

Outcome: Change in program value

E.1.5. STRATEGY: Introduce new, promising programs and cease production of ineffective programs when warranted.

Outcome: Number of new programs produced

Outcome: Number of programs discontinued

Efficiency: Average cost of producing new program

E.1.6. STRATEGY: Increase production funding by developing show-specific sponsorships for more supportive underwriting.

Outcome: Number of shows underwritten

Outcome: Amount of sponsorship dollars

Efficiency: Percentage increase in funding year over year

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

Outcome: TV viewership by offering quality acquired programs.

Outcome: Better serve our mission to educate, inform, and entertain.

E.2.1. STRATEGY: Critically appraise the quality of acquired programming and its effectiveness with our audience.

Output: Number of programs acquired

Efficiency: Nielsen rating increase

Efficiency: Percent of program funds used acquire programming

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

Outcome: Our online audience will increase as viewers consistently move from TV to digital.

E.3.1. STRATEGY: Adapt our television content to other media, such as video podcasts and audio podcasts.

Output: Number of podcasts developed

E.3.2. STRATEGY: Create web-specific content

Output: Number of web-specific content pieces created

Explanatory: Adequate funding and available personnel

E.3.3. STRATEGY: Create promotional campaigns to build public awareness of MPB's online content.

Output: Number of campaign ads

Efficiency: Percentage of online visitors year over year

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

Outcome: Mississippi will have a better image regionally and nationally.

Outcome: MPB will be known and valued for its production services and recognized as a co-production partner.

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").

Outcome: Number of distributions

E.4.2. STRATEGY: When creating programs of national interest (e.g., "Amped & Wired," "Katrina: Rising Above the Surge," "Mississippi's Free State of Jones") work with PBS and affiliated distributors to offer programs nationally.

Outcome: Number of programs distributed nationally

OBJECTIVE E.5. Promote public safety in general, and especially during natural disasters and other crises.

Outcome: A safer, more informed Mississippi.

E.5.1. STRATEGY: Provide public safety notifications as requested by MEMA and other state agencies.

Output: Number of public safety notifications

Efficiency: Percentage of promotions related to prior promotion of all storms/disasters

E.5.2. STRATEGY: Coordinate with MEMA and other state agencies to serve as an information source during times of crisis.

OBJECTIVE E.6 Promote healthy eating and a physical active lifestyle for all Mississippians.

Outcome: Produce new programs and broadcasts related to Fit to Eat programming.

E.6.1. STRATEGY: Participate in public events with “Fit to Eat” stars (or other healthy eating-identified personalities) promoting healthy eating and exercise.

Output: Number of Fit to Eat live events

E.6.2. STRATEGY: Produce new “Fit To Eat” (or “Fit to Eat”-related) programs for broadcast and web.

Output: Number of Fit to Eat programs produced

E.6.3. STRATEGY: Broadcast new episodes of “Fit to Eat” (or “Fit To Eat”-related) programs.

Output: Number of new Fit to Eat programs broadcasted

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 and social and emotional development.

Outcome: Percentage increase in the numbers of parents attending workshops and conference sessions to receive information on resources and best practices.

Output: Number of parents attending workshops and conference sessions.

Efficiency: Percentage increase in the number of parents attending workshops and conference sessions.

A.1.1. STRATEGY: Host parent workshops, academies, and conference sessions for parents.

Output: Number of workshops, academies and conference sessions for parents.

Efficiency: Percentage increase in the number of workshops, academies, and conference sessions for parents.

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

Outcome: Parents/Teachers will use MPB online resources for Pre-K children

Output: Number of parents and children attending MPB Kids events.

Efficiency: Percentage increase in the number of parents and children attending MPB Kids events.

Output: Number of users of MPB online resources for children and families.

Efficiency: Percentage increase of users using MPB online resources for children and families.

A.2.1. STRATEGY: Host MPB Kids Club events each year that incorporate programming, resources, and learning opportunities for children and their families.

Output: Number of MPB Kids Club events.

Efficiency: Percentage increase in number of MPB Kids Club events.

A.2.2. STRATEGY: Recruit new MPB Kids Club members during various educational outreach events throughout the year.

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

Efficiency: Percentage increase in participation in the MPB Kids Club.

A.2.3. STRATEGY: Use our broadcast capabilities to air instructional segments for children and their families.

Output: Number of broadcast segments produced and aired.

Efficiency: Percentage increase in the number of broadcast segments produced and aired.

Output: Number of times broadcast segments air.

Efficiency: Percentage increase in number of broadcast segments produced and aired.

OBJECTIVE A.3. Partner with other agencies and organizations with similar missions.

Outcome: Leverage MPB resources and make a greater community and educational impact with our programs and services.

Output: Number of partnering agencies and organizations.

Efficiency: Percentage increase in number of partnering agencies and organizations.

A.3.1. STRATEGY: Serve on advisory boards and committees to provide awareness of MPB services available

Output: Number of advisory boards and committees on which staff serve.

Efficiency: Percentage increase in number of advisory boards and committees on which staff serve.

OBJECTIVE A.4. Increase participation of students and schools in MPB's Arts in Education Programming

Outcome: More schools and students will participate in MPB Arts and Education programming

Output: Number of students and schools participating in MPB's Arts in Education Programming.

Efficiency: Percentage increase in the participation of students and schools in MPB's Arts in Education Programming.

A.4.1. STRATEGY: Continue to partner with organizations, such as the Mississippi Association of Educators, Mississippi Arts Commission, and Mississippi Alliance for Arts Education on Arts in Education Programming, such as the Mississippi Spelling Bee, Poetry Out Loud, and Read for the Record.

Output: Number of partnering organizations.

Efficiency: Percentage increase in the number of partnering organizations.

A.4.2. STRATEGY: Continue the Writers Contest and Holiday Card Contest and incorporate educational enrichment opportunities for winners and/or participants.

Output: Number of contest participants.

Efficiency: Percentage increase in the number of contest participants.

OBJECTIVE A.5. Expand the reach of the *Between the Lions* Preschool Literacy Initiative.

Outcome: More preschoolers will benefit from the *Between the Lions* Preschool Literacy Initiative and be prepared for kindergarten.

Output: Number of children using the *Between the Lions* Preschool Literacy Initiative.

Efficiency: Percentage increase in number of participating children in the *Between the Lions* Preschool Literacy Initiative.

A.5.1. STRATEGY: Continue to partner with Rotary Clubs in currently unserved or underserved geographic areas to expand the *Between the Lions* Preschool Literacy Initiative.

Output: Number of Rotary Clubs sponsoring MPB.

Efficiency: Percentage increase in the number of Rotary Club sponsorships.

A.5.2. STRATEGY: Seek support from private partners to facilitate the expansion of the program into additional childcare centers across the state.

Output: Number of childcare centers using the *Between the Lions* Preschool Literacy Initiative.

OBJECTIVE A.6. 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.

Output: Number of early childhood educators and professionals attending professional development sessions, workshops, and conference sessions.

Efficiency: Percentage increase in the number of early childhood educators and professionals attending professional development sessions, workshops, and conference sessions.

A.6.1. STRATEGY: Continue to utilize PBS children's programming and PBS KIDS® resources for professional development sessions.

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

Efficiency: Percentage change in the number of PBS children's programs and resources used.

OBJECTIVE A.7. Host community engagement/outreach events.

Outcome: Participants will receive relevant educational and informational resources and engage in hands-on learning opportunities to aid in their growth and development.

Output: Number of community engagements/outreach events.

Efficiency: Percentage increase in the number of community engagements/outreach events/

GOAL B: Use our resources and programming for dropout prevention and recovery efforts across the state. See Miss. Code Ann §37-63-1.

OBJECTIVE B.1. Provide engaging and relevant programming and services for youth engagement through the Can I Kick It? Initiative

Outcome: Youth will be more engaged and motivated to graduate from high school and will be more college-and-career ready.

Output: Number of youth participating in Can I Kick It? activities.

Efficiency: Percentage increase of youth participating in Can I Kick It? activities.

B.1.1. STRATEGY: Host Can I Kick It youth empowerment, engagement, and workforce and leadership development sessions throughout the school year.

Output: Number of Can I Kick It? sessions hosted.

Efficiency: Percentage increase in the number of Can I Kick It? sessions hosted.

B.1.2. STRATEGY: Continue to partner with schools and organizations with similar missions.

Output: Number of partnering schools.

Efficiency: Percentage increase in the number of partnering schools.

Output: Number of partnering organizations.

Efficiency: Percentage increase in the number of partnering organizations.

B.1.3 STRATEGY: Continue to host the summer media institute for high school students on leadership development and media production.

Output: Number of students participating in the summer media institute.

Efficiency: Percentage increase in the number of students participating in the summer media institute.

Output: Number of student-produced films.

Efficiency: Percentage change in the number of student-produced films.

OBJECTIVE B.2. Increase public awareness of the statewide dropout crisis and knowledge of prevention and recovery resources and strategies.

Outcome: Mississippians will be more aware of the impact of the dropout crisis on the economy and student outcomes, and will be equipped with strategies to aid in dropout prevention and recovery.

Output: Number of participants in dropout prevention and recovery activities.

Efficiency: Percentage increase in the number of participants in dropout prevention and recovery activities.

B.2.1. STRATEGY: Host summits and community forums.

Output: Number of summits and community forums hosted.

Efficiency: Percentage increase in the number of summits and community forums hosted.

Output: Number of attendees at summits and community forums.

Efficiency: Percentage increase in the number of attendees at summits and community forums.

OBJECTIVE B.3. Enhance the reach and capabilities of the Mississippi Interactive Video Network (MIVN) in order to provide educational resources and instruction to more schools across the state

Outcome: Students will be able to receive high school credit needed to satisfy graduation requirements.

Output: Number of students using The Learning Network.

Efficiency: Percentage increase in the number of students using The Learning Network.

Output: Number of teachers using the Mississippi Interactive Video Network (MIVN) Classroom.

Output: Number of course sections operated through the Mississippi Interactive Video Network (MIVN).

B.3.1. STRATEGY: Recruit and sign up school districts.

Output: Number of participating school districts.

Efficiency: Percentage increase in the number of participating school districts.

B.3.2. STRATEGY: Increase awareness of the availability and capability of the resource by presenting and/or exhibiting at educational conferences.

Output: Number of conference presentations and exhibits.

Efficiency: Percentage increase in the number of conference presentations and exhibits.

OBJECTIVE B.4. Provide high-quality, online professional development and resources for Pre-K-12 educators and professionals

Outcome: Educators will become more knowledgeable in educational best practices and also earn Continuing Education Units (CEUs) necessary to renew their licenses.

Output: Number of Pre-K-12 educators and professionals receiving online professional development sessions.

Efficiency: Percentage increase in the number of Pre-K-12 educators and professionals receiving online professional development sessions.

B.4.1. STRATEGY: Continue to utilize *eLearning for Educators* for professional development sessions and develop relevant sessions focused on educational best practices.

Output: Number of course sessions offered.

Efficiency: Percentage increase in the number of course sessions offered.

GOAL C: Use our resources and programming for children's health education and awareness across the state. See Miss. Code Ann §37-63-1.

OBJECTIVE C.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.

Output: Number of children participating in Ed Said health initiative activities.

Efficiency: Percentage increase in the number of children participating in Ed Said health initiative activities.

C.1.1. STRATEGY: Host Ed Said general assemblies at schools across the state to promote healthy eating, nutrition, and exercise and engage students with interactive performances.

Output: Number of general assemblies held at schools across the state.

Efficiency: Percentage increase in the number of general assemblies held at schools across the state.

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

Efficiency: Percentage increase in the number of schools utilizing the Ed Said health resources, videos, and materials.

C.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.

Efficiency: Percentage increase in the number of community partners and organizations.

Output: Number of community outreach events utilizing the Ed Said health resources, videos, and materials.

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

C.1.3. STRATEGY: Increase traffic to the Ed Said web site

Output: Number of users using the Ed Said web site.

Efficiency: Percentage increase in the number of users using the Ed Said web site.

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 the broadcast efficiency of Mississippi Public Broadcasting

Outcome: MPB will be on air all the time, day or night

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

Output: Number of maintenance checks

Efficiency: Percent of on air reliability

Program 4: Administration

GOAL A: As a catalyst and trusted voice for the betterment of Mississippi, provide leadership that helps to build relationships and become a part of key community networks, to increase knowledge of MPB programs and services; and to provide indispensable resources to Mississippi families. 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

A.1.1. STRATEGY: Plan events around the content from the different MPB Radio and MPB TV shows as well as education initiatives

Output: Number of early childhood education events

Output: Number of new events focused on local culture/history

Output: Number of new events focused on healthy lifestyles

Efficiency: Percent increase in the number of community engagement events FY 17 to FY 18

A.1.2. STRATEGY: Giveaway items that will encourage Mississippians to take on good habits like exercise and healthy eating

Output: Number of giveaways to adults

Output: Number of giveaways to children

Efficiency: Cost per giveaway

Explanatory: Budget to purchase giveaways

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

Outcome: Increase state agencies partnered with

A.2.1. STRATEGY: Reach out to state agencies that share similar objectives with MPB

Output: Number of state agencies partners

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: Percent increase in the number of Mississippi partners year over year from FY 17 to FY 18

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

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

Outcome: New grant dollars acquired

B.1.1. STRATEGY: Assign qualified MPB staff members to apply for grants

Output: Number of staff members assigned to apply for grants

B.1.2. STRATEGY: Identify new areas offering grants to fund MPB initiatives

Output: Number of grants applied for

Output: New grant dollars

Efficiency: Percent increase of grant applications by FY 17 to FY 18

Efficiency: Percent increase in the amount of funding dollars received

Explanatory: Grant availability for public media