Television Media Kit

mpbonline.org/underwriting
MPB has statewide coverage and carries local and PBS programming. Sponsorships and underwriting opportunities are available.

### Television

<table>
<thead>
<tr>
<th>TELEVISION ALL RATES NET TO STATION</th>
<th>PROGRAM / TIME PERIOD</th>
<th>:30 NET RADIO</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DAYPART</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Primetime</td>
<td>ROS</td>
<td>M-Sun 7 p.m. - 11 p.m.</td>
</tr>
<tr>
<td>Primetime</td>
<td>Adjacent</td>
<td>M-Sun 7 p.m. - 11 p.m.</td>
</tr>
<tr>
<td>Primetime</td>
<td>Sponsor</td>
<td>M-Sun 7 p.m. - 11 p.m.</td>
</tr>
<tr>
<td>Daytime (PBS Kids)</td>
<td>ROS</td>
<td>M-F 7 a.m. - 6 p.m.</td>
</tr>
<tr>
<td>Daytime (PBS Kids)</td>
<td>Sponsor</td>
<td>M-F 7 a.m. - 6 p.m.</td>
</tr>
<tr>
<td>Sat (PBS Kids)</td>
<td>ROS</td>
<td>Sat 7 a.m. - 11:30 a.m.</td>
</tr>
<tr>
<td>Sat (PBS Kids)</td>
<td>Sponsor</td>
<td>Sat 7 a.m. - 11:30 a.m.</td>
</tr>
<tr>
<td>Sun (PBS Kids)</td>
<td>ROS</td>
<td>Sun 7 a.m. - 11:30 a.m.</td>
</tr>
<tr>
<td>Sun (PBS Kids)</td>
<td>Sponsor</td>
<td>Sun 7 a.m. - 11:30 a.m.</td>
</tr>
<tr>
<td>Saturday</td>
<td>ROS</td>
<td>Sat 12 p.m - 7 p.m</td>
</tr>
<tr>
<td>Saturday</td>
<td>Sponsor</td>
<td>Sat 12 p.m - 7 p.m</td>
</tr>
<tr>
<td>Sunday</td>
<td>ROS</td>
<td>Sun 12 p.m - 7 p.m</td>
</tr>
<tr>
<td>Sunday</td>
<td>Sponsor</td>
<td>Sun 12 p.m - 7 p.m</td>
</tr>
<tr>
<td>Overnight</td>
<td>ROS</td>
<td>M-Sun 11 p.m - 7 a.m.</td>
</tr>
<tr>
<td>Overnight</td>
<td>Sponsor</td>
<td>M-Sun 11 p.m - 7 a.m.</td>
</tr>
<tr>
<td>Overnight</td>
<td>ROS</td>
<td>M-F 5 a.m. - 12 a.m.</td>
</tr>
</tbody>
</table>

All rates are net. Television production is available. Certain minimums apply. All sponsorship messages (including visual on television) must be approved by MPB to meet FCC guidelines for non-commercial stations. Rates and programming are subject to change. Please check with your account executive for current offerings.

**Biloxi 19.1 | Booneville 12.1 | Bude 17.1 | Greenwood 23.1**

**Jackson 29.1 | Meridian 14.1 | MS State 2.1 | Oxford 18.1**

---

**Cedric Grizzell**  
601.624.4602 | Cedric.Grizzell@mpbonline.org  

**Thomas Lambert**  
601.260.2248 | Thomas.Lambert@mpbonline.org
Masterpiece

*Masterpiece* has been bringing the best in drama to American public television audiences since 1971. With classics such as *Tom Jones*, popular favorites including *Miss Scarlet & the Duke* and *All Creatures Great and Small*, mysteries like *Endeavour* and *Inspector Lewis*, and contemporary drama such as *Annika*, *Masterpiece* reaches an annual audience of almost 45 million viewers in the United States.

NOVA

*NOVA* is the most popular primetime science series on American television, demystifying the scientific and technological concepts that shape and define our lives, our planet, and our universe. The PBS series is also one of the most widely distributed science programs in the world, reaching more than 55 million Americans every year on TV and across digital platforms.

Frontline

Described by The Atlantic as “the best news program on television,” the series has built a reputation for powerful investigative storytelling that tackles the tough, controversial and complex stories that shape our times. *Frontline* has been American television’s top long-form news and current affairs series since 1983, winning 104 Emmy Awards, 28 Peabody Awards, and at least one of every journalism award in existence.

Great Performances

Now in its 50th season, *Great Performances* is America’s preeminent performing arts television series, showcasing a diverse range of specials around the world with an international roster of renowned artists and performing art companies of all genres. With new productions of timeless classics to innovative performances by emerging artists, *Great Performances* is the winner of 67 Emmy Awards and six George Foster Peabody Awards.

Nature

One of the most watched documentary film series on public television, *Nature* delivers the best in original natural history films to audiences nationwide. It has brought 40 seasons of beauty and the wonder of the natural world into American homes, winning 21 Emmy Awards, 3 Peabody Awards, and the first honor ever given by the Sierra Club.

Cedric Grizzell
601.624.4602 | Cedric.Grizzell@mpbonline.org

Thomas Lambert
601.260.2248 | Thomas.Lambert@mpbonline.org
Mississippi Roads

Mississippi Roads is hitting the road again! Join Walt Grayson as he travels the highways, byways and back roads of the Magnolia State to uncover the hidden treasures of Mississippi.

Fit to Eat

Join Chef Rob Stinson as he prepares fresh, healthy meals with a Mississippi twist. Find out the best way to take the fried out of fried chicken (without sacrificing the crunch), new ways to serve up Mississippi catfish, and some of Chef Rob’s favorite meals from the Gulf Coast.

Farmweek

Farmweek is Mississippi’s oldest and only locally-produced agricultural television news show, produced by the Office of Agricultural Communications for the Mississippi State University Extension Service. As technological developments continue to evolve, Farmweek has been right there, consistently producing shows with content from experts that agriculturalists have come to rely on.

Mississippi Antiques Showcase

Artwork, sports memorabilia, family keepsakes, Native American artifacts, jewelry, folk art and thrift store finds are examined by some of the top appraisers in the southeast. Hear the stories and see the reactions of Mississippians as they share a treasure trove of unique and one of a kind items in this MPB Original series.

MPB ORIGINAL DOCUMENTARIES

Each MPB Original documentary focuses on people, places or events that have achieved historical or cultural significance for Mississippi. With interviews and first-person accounts, MPB highlights events that have impacted Mississippians in their day-to-day lives.

Cedric Grizzell
601.624.4602 | Cedric.Grizzell@mpbonline.org

Thomas Lambert
601.260.2248 | Thomas.Lambert@mpbonline.org
**Ed Said**

This MPB Original “edutainment” series encourages elementary school children to eat healthy foods and exercise. Complete with an interactive website, blog, mobile site and classroom curriculum, the series focuses on five fruits and five vegetables and encourages children to “get moving” with catchy raps and rhymes, all based at EdSaid.org.

**Classroom TV**

MPB and the Mississippi Department of Education bring instructional content for pre-K through 12th Grade students into homes and schools with Classroom TV. Pre-recorded, 25-minute lessons on a variety of subjects are taught by certified educators and available daily from 7 a.m. to 8:30 p.m. via antenna broadcast, online at education@mpbonline.org or on the MPB Classroom YouTube channel.

**PBS KIDS**

With a whole-child approach to preparing children for life and education, PBS Kids offers media that support key developmental areas — from communication and critical thinking skills to literacy and STEM (science, technology, engineering and math) learning. All the shows, games and activities are developmentally appropriate, safe and effective learning tools.

Cedric Grizzell
601.624.4602 | Cedric.Grizzell@mpbonline.org

Thomas Lambert
601.260.2248 | Thomas.Lambert@mpbonline.org
Your message will be seen statewide and beyond.

Thank you!

Cedric Grizzell
601.624.4602 | Cedric.Grizzell@mpbonline.org

Thomas Lambert
601.260.2248 | Thomas.Lambert@mpbonline.org