Get more information on how your organization can reach all Mississippians at www.mpbonline.org.

Statewide Reach

- ENGAGEMENT
- BRANDING
- VISIBILITY

mpbonline.org/underwriting
Mississippi is our mission.

ENGAGEMENT
Underwriting programs for MPB provides a unique value for organizations to gain brand awareness or to promote events or exhibits. MPB’s television and radio networks reach over 95% of the state, which offers a one-stop shop to get a message to all Mississipians.

BRANDING
People recognize public media as being trustworthy, and MPB has a very strong reputation for credibility, integrity and impartiality. When an organization underwrites MPB programming, the listener/viewer’s trust of MPB is transferred to that underwriter. This brand alignment is called the “halo effect,” and it is powerful.

VISIBILITY
Underwriters are highlighted in MPB programming. MPB’s broadcast schedule has fewer breaks compared to commercial stations, where advertisements are stacked to fill up a significant amount of airtime every hour.

TELEVISION

PRIMETIME
Programs by Mississippians, for Mississipians.

DOCUMENTARIES
People, places and events significant to Mississipians.

EDUCATION
Accredited educational materials for all of Mississippi’s children

PBS FAVORITES
- Masterpiece
- NOVA
- Frontline
- Nature
- Sesame Street
- Molly of Denali
- Daniel Tiger’s Neighborhood
- Work It Out Wombats!

NPR FAVORITES
- Morning Edition
- All Things Considered
- Marketplace
- Wait! Wait! Don’t Tell Me
- The Moth
- Living on Earth
- TED Radio Hour

PODCAST SPONSORSHIPS
In addition to underwriting a radio broadcast, you can sponsor a podcast. All MPB Think Radio shows are edited and adapted to a podcast service so that listeners can tune in at their own convenience.

RADIO

9 A.M.
- Deep South Dining
- Money Talks
- Fix It 101
- Creature Comforts
- Gestalt Gardener

10 A.M.
- You’re Talking with Margaret Ramsay
- In Legal Terms
- Everyday Tech
- Anti-Connected
- Next Stop Mississippi

11 A.M.
- SOUTHERN AFRICAN SHOWCASE
- SOUTHERN ANTHROPOLOGY
- SOUTHERN ARTS LEAGUE
- SOUTHERN ANIMAL HEALTH
- SOUTHERN MUSEUMS

WEEKENDS
- Mississippi Arts Hour
- Blues

In 2008, MPB decided to expand the state’s classic public radio format with programs that would be more specific to Mississipians, calling it Think Radio. There are now over a dozen weekly programs hosted by local volunteer experts that discuss everything from local music to cuisine, all tailored to the topics that affect the community every day.