MID-SOUTH PUBLIC COMMUNICATIONS FOUNDATION

2009 ANNUAL REPORT
July 1, 2008 – June 30, 2009

Mission Statement

In its unique role as the independent, not-for-profit, community-owned broadcasting voice in the Mid-South, WKNO-TV/FM is dedicated to quality radio and television programming in order to illuminate, inform, entertain and educate the people of the Mid-South community. We are committed to respond to the needs of the community, reflect community talents and resources, and represent Memphis and the Mid-South to itself, the region and the nation.

WKNO-TV (WKNO/Channel 10) and WKNO-DT [WKNO-HD (Channel 10.1) and WKNO2 (Channel 10.2)], WKNO-FM (91.1), WKNO-FM HD-1, 2, 3 and WKNP (90.1) are non-commercial broadcast stations owned and operated by the Mid-South Public Communications Foundation.

Fiscal Year 2009 (FY09) was a significant year for WKNO. Accomplishments continue to prepare the stations for growth and improved services. The list of activities for this fiscal year supported this position. Over the past year WKNO-TV/FM, with the support and involvement of its Board of Trustees and the Mid-South community accomplished the following:

• WKNO Capital Campaign neared the completion of its work toward the goal of constructing the new Digital Media Center debt-free and to increase the WKNO Endowment.

• WKNO continued extensive education about digital television with presentations, special programs, educational television spots, analog shut-off tests, and more. On May 1, WKNO shut off its analog transmitter as part of the federally-mandated transition to digital television.

• WKNO was honored with three Regional Emmy Award nominations for The Call of Duty: WWII in the Mid-South, It Matters: Are We Prepared? and Joe Scott: Memories of the Negro Leagues.

• WKNO-TV’s Programming and Operations Manager Debi Robertson was honored with a “Golden Grid Award” from Trac Media Services and the PTPA (Public Television Programmers Association) and was named to the board of PTPA.

• WKNO-FM’s News Director Candice Ludlow was presented a second place award in the Enterprise/Investigative category of the honors presented by the Public Radio News Directors Inc for a six-part piece she produced entitled “An Unjust Epidemic: AIDS and African-American Women”.

• WKNO presented Senator Mark Norris with the “Tennessee Legislator of the Year” for his help in securing state appropriations for the Tennessee public television stations and for being instrumental in getting the financial support necessary for the Tennessee stations to complete their digital transitions.

• Mr. Chuck and WKNO’s Ready to Learn (RTL) service engaged parents, caregivers and children by conducting 25 parenting workshops and 30 “Share A Story” reading events.
WKNO continued to produce significant local programming, highlighting what makes life unique in the Mid-South. WKNO-TV partnered with the monthly publication *The Best Times* to launch a new monthly television series. Named for the publication, the new series speaks to the needs of a 50+ population.

Additionally WKNO-TV continued to provide the monthly series *Southern Routes* and produced eight new specials: a documentary on the dog training program in women's prisons; two informational programs about the digital television transition; a television broadcast of a special event hosted by The National Civil Rights Museum honoring Dr. Martin Luther King, Jr.; two interview programs featuring author Jon Meacham and musician Joe Moscheo; a thirty-minute program on how to be prepared for emergencies; and a special paying homage to the history of analog television on the night WKNO shut off its analog transmission.

WKNO-TV engaged the Mid-South with national and regional programming that explores new ideas and worlds – including historical documentaries, news and public affairs programs, performance specials, and children’s programming. WKNO-TV also served as the presenting station for programs that aired on public television stations across the country, including two pledge events.

The WKNO-TV mobile unit had an excellent year providing production facilities for over 50 television events. Football, basketball, baseball and other “minor” sports comprised the bulk of mobile unit events this past year. These contract productions generated over $390,000 in gross income.

WKNO-FM continued its commitment to the best public affairs, arts and cultural radio programming for the Mid-South with award-winning local news reports, interviews on arts events, broadcasts of local theater and more. WKNO-FM continues to broadcast three distinct formats (news, classical music, and 24-hour BBC news coverage) with the new HD Radio services.

**WKNOTV/FM History**

On May 26, 1953, The Memphis Community Television Foundation was chartered under the laws of the State of Tennessee, as “a nonprofit corporation created for the purpose of enhancing the educational and cultural opportunities of the community through the development, ownership, and operation of a noncommercial, educational television station.” As a result of the Foundation’s activities, WKNO-TV, went on the air on June 25, 1956.

On November 4, 1970, the Foundation charter was amended to permit the Foundation to engage in forms of electronic communication other than noncommercial television.

As a result, WKNO-FM (91.1) went on the air with an abbreviated schedule in March of 1972, and a full schedule on April 1, 1972.

WKNO moved to 900 Getwell Road on The University of Memphis South Campus, in May of 1979. On June 15, 1980, WKNO dedicated the building to its founding chairman, Julian B. Bondurant, in a live televised ceremony. The public was invited to participate in this event entitled *Dedication Day on the Grounds.* The building from then on would be known as the Julian B. Bondurant Building.

With the move to a new building, the Board of Trustees determined that concerted efforts should be undertaken to upgrade the station’s broadcast and production facilities. The actual raising of capital funds was envisioned in 1976, and in 1979, a Capital Development Committee was formed to develop a plan to raise the necessary funds. This ambitious effort was accomplished during the years of 1980 through 1983, resulting in a capital fund in excess of $3 million, which since has been augmented by the successful acquisition of several federal facilities grants.

A change in name from The Memphis Community Television Foundation to The Mid-South Public Communications Foundation was proposed in 1989. This change, suggested for the purpose of reflecting the full scope of the Foundation’s activities, became effective on August 1, 1989. The Foundation’s charter remained essentially the same: “a nonprofit corporation created for the purpose of enhancing the educational and cultural opportunities of the community through the development, ownership, and operation of a telecommunications system of noncommercial, educational radio and television stations.”

August 3, 2004, marked the completion of the first two phases of WKNO-TV’s Digital Transition Plan originally adopted by the Board of Trustees in March of 1999. With the sign-on of WKNO-DT, WKNO successfully completed all of the FCC-mandated requirements.

WKNO-TV celebrated 50 years on the air on June 25, 2006, and WKNO-FM celebrated 35 years on April 1, 2007.
DEPARTMENTAL REPORTS

Financial/Staff Report

This past fiscal year was challenging financially to WKNO as it was for most individuals, businesses, and organizations in our community. Even with a decline in revenues, we were able to meet all commitments this year without having to borrow any money. In FY09 we raised $5.5 million in revenue, with the local community continuing to be the largest source of income at 74%. These funds came from Development activities including contributions, auctions, special events, and corporate and foundation underwriting and grants. Other income included entrepreneurial activities such as production grants, contract services, rental income and other ancillary services. Federal and state grants made up 26% of annual support.

At the end of the fiscal year we were nearly finished with the construction of our new building. WKNO moved in to the new facility debt-free. This culminated nearly a decade of planning and fundraising in order to accomplish this project.

WKNO received grants from the Corporation for Public Broadcasting (CPB), the Public Telecommunications Facilities Program (PTFP), the State of Tennessee, and several local foundations.

Volunteers continue to help make fundraising goals each year. In FY09 more than 600 volunteers worked with the staff to raise money through auctions, pledge campaigns and special events.

WKNO’s professional and experienced staff in FY09 was made up of 49 full-time and 15 part-time employees. Many employees have worked with WKNO for more than 20 years.

WKNOTV/FM Facilities/Technical Report

WKNOTV/FM operated from studios located in the Julian B. Bondurant Building on The University of Memphis South Campus. The transmitters are located at 7192 RaleighLaGrange Road, seven miles from the studios, and are interconnected by a microwave system. The transmitting tower is 1114 feet tall, making it one of the tallest in the Memphis area. WKNO (analog) operated on Channel 10 with an effective radiated power of 316,000 watts and a 60-mile radius coverage area. WKNO-DT (WKNO-HD and WKNO2) operates on channels 10.1 and 10.2 at an effective radiated power of 835,000 watts, and also has a 60-mile radius coverage area. Both stations operate 24 hours a day, 365 days a year serving a population in excess of 1.65 million people.

WKNO-FM operates on 91.1 with an effective radiated power of 100,000 watts. The WKNO-FM tower is 600 feet tall giving the station a 75-mile radius coverage area. In addition to west Tennessee, the station can be heard in many areas of Arkansas and north Mississippi.

WKNP-FM, located in Jackson, Tennessee – as an affiliate of WKNO-FM – operates on 90.1 with an effective radiated power of 18,000 watts. Tower space is leased from a commercial broadcaster for the WKNP-FM transmitter and antenna. Funds are being raised to convert WKNP to HD.
WKNO-FM and WKNP-FM are on the air 365 days per year. The stations broadcast 24 hours a day providing over 2600 hours of programming, including the new HD services.

WKNO-DT broadcasts two unique program streams. WKNO-HD (10.1) is made up of high definition, wide-screen programs – many of which are simulcast with its counterpart on WKNO /Channel 10. WKNO2 (10.2) provides a “lifestyle” program service along with repeat telecasts of selected programs initially broadcast on Channel 10. In the beginning, WKNO-HD operated 18 hours a day, but on April 1, 2005, the station began to operate 24 hours a day.

**WKNO-FM Report**

The WKNO-FM stations are affiliated with National Public Radio (NPR), Public Radio International (PRI) and American Public Media (APM) – all suppliers of renowned national programs. Local regularly scheduled series include Live Lunch from Playhouse on the Square, IRIS Chamber Orchestra Friday Previews, Memphis Symphony Orchestra Radio Hour, Opera Memphis Previews, Checking on the Arts, John Malmo Business Commentary and Memphis Moments with Steve Pike, Executive Director of the Memphis Museum System. This year, the stations broadcast live and recorded performances by Chatterbox Audio Theatre, an acting troupe devoted to original and adapted plays for radio. In addition, numerous news stories are produced for local and/or national broadcast for NPR, winning an award from the Public Radio News Directors.

The WKNO-FM stations’ program schedule is composed of NPR offerings such as All Things Considered, Morning Edition and Car Talk; and selected programs from PRI and APM like A Prairie Home Companion and The Splendid Table. Nearly 2000 hours of the annual schedule is classical music, hosted by local announcers.

WKNO-FM continued to offer additional programming using the technology of HD Radio. The first service, 91.1-1 is similar to WKNO’s current schedule; 91.1-2 offers news/talk while 91.1-1 plays classical music and classical music when 91.1-1 airs news. In simple terms, listeners who prefer news/talk have 24/7 service and those who love classical music have the same. In addition, WKNO offers a third service, 91.1-3 that is 24/7 world news from the British Broadcasting Corporation (BBC). See schedules at wknofm.org. Plans are to convert the Jackson station to HD, after completing fund-raising.

Technology experts and the National Association of Broadcasters (NAB) predict that HD radio receivers will be ubiquitous over the next three to five years. Already dozens of home and car receivers are available at “big box” stores like Wal-Mart and Best Buy. This year Insignia, a Best Buy brand, released the first portable HD radio. All major car manufacturers have agreed to offer HD radio in all new models. Commercial broadcasters in large markets are monetizing (selling commercials on) their second and third channels. Public radio stations plan for new revenue streams to begin over the next year.
WKNO-TV Report

WKNO-TV (10.0) presented the national program service from PBS with 10 hours of kids programming Monday – Friday and 3 hours of prime time programming Sunday – Wednesday and Friday nights. Core programming included Masterpiece; Nature; Antiques Roadshow; American Experience; Nova, Frontline; Great Performances; History Detectives; American Masters; Bill Moyers Journal and other public affairs series. High profile special programming in FY09 included coverage of the Republican and Democratic Conventions and several Presidential Debates; Frontline: The Choice 2008; Make ‘Em Laugh: The Funny Business of America; We Shall Remain: American Experience; Great Performances: King Lear and World War II: Behind Closed Doors.

Added to the PBS core programming are programs produced or acquired locally, and programs distributed by American Public Television (APT), National Educational Telecommunications Association (NETA), Executive Program Service (EPS) and BBC Worldwide.

WKNO continues a commitment to air programs in honor of Christian, Jewish and Muslim holidays and in recognition of Black History Month and Holocaust Remembrance Month.

Efforts continued this year toward audience education for the digital television transition (Are You Ready? Make the Move to Digital with WKNO, Digital TV Survival Guide, etc.), increasing programming for seniors (The Best Times; Art of Aging; The Forgetting, etc.) and continuing emphasis on environmental issues (Green Builders; Journey to Planet Earth; Securing the Future: Nuclear Alternatives; Oil Shockwave; Ethanol Maze; Fueling Our Future, etc.).

In October of 2008, WKNO (10.0) began to simulcast on WKNO-HD (10.1) making our primary service a combination of local programs and acquisitions and the PBS High Definition program schedule. On May 1, 2009 at 11:59 p.m., WKNO turned off the analog signal after a 3-hour retrospective on the history of WKNO and broadcasting in Memphis.

WKNO2 (10.2) is a combination of an APT how-to/lifestyle programming service called Create and a next-night repeat of the WKNO prime time schedule and Charlie Rose at 10:00 p.m. each weeknight. In May of 2009, in anticipation of the move to the new Digital Media Center, WKNO2 increased the hours of the Create schedule to 20 hours per day. WKNO2 also offers a regular home for independent film series like P.O.V. and Independent Lens on Sunday nights.

Local Productions

Series: New monthly series The Best Times premiered in January of 2009, continuing series Southern Routes (12 eps); Hello Mr. Chuck! (encores); Memphis Memoirs (encores).

Specials: In Remembrance There is Life: A Night of Storytelling; Least Among Us: The Prison Paws Project; Getting Prepared: Are You Ready? Make the Move to Digital with WKNO; DTV Survival Guide; Thanks For the Memories; A Conversation With Joe Moscheo; A Conversation with Jon Meacham; Joe Scott: Memories of the Negro Leagues and Choirs of Christmas (with WPTY/ABC24).
Local Acquisitions

Memphis Series
Smart Medicine (12 eps); Memphis Energized (6 eps); Southern Homes and Lifestyles (12 eps).

Memphis Specials
I AM A MAN: From Memphis - A Lesson in Life; Freedom's Front Line; Transported Lives; The View From Adams Avenue: 19th Century Memphis; Elvis '56; and After the Storm: Katrina Survivors and the Memphis Community.

Regional Series
Arkansas Outdoors; Tennessee Crossroads; Tennessee's Wild Side; Tennessee Legislative Report; Volunteer Gardener; Mississippi Roads; West Tennessee Journal and Southern Haunts

Regional Specials
Freedom's Front Line: Fayette County, TN; Pork Chop Day; Underage and Under the Influence: The Blake McMeans Story; Take on the South; Uncivil Discourse; Spotlight on Mississippi; Governor's State of the State Address; Memories of Opryland; and Living On: Tennesseans Remembering the Holocaust.

WKNO National Presentations
New in FY09: In Remembrance There Is Life: A Night of Storytelling; Winslow Homer: Society and Solitude; and ELVIS LIVES: The 25th Anniversary Concert.

WKNO continues to represent recurring series like Burt Wolf: Travels & Traditions; Burt Wolf: A Taste of Freedom; Classic Gospel and Garden Smart, as well as the pledge event special He Touched Me: The Gospel Music of Elvis Presley.

Kids Programming
WKNO continues its commitment to airing programs to help prepare children to enter school Ready to Learn. The PBS children's schedule strengthens the educational value of programs in a preschool block in the mornings and the PBS Kids Go! Block in the afternoon with exciting graphics and interstitials.

New children's series introduced this year were Sid the Science Kid, Martha Speaks and Electric Company. Leaving the weekday schedule this year were Teletubbies, Mr. Rogers' Neighborhood (aired Sunday mornings), and Reading Rainbow.

Educational Services
In March of 2009, WKNO began a block of educational interstitials featuring Mr. Chuck from 10 am to noon, Monday – Friday, called Hello Friends.

Our commitment to education can perhaps be best seen in our commitment to preschool children and helping them enter kindergarten Ready to Learn.
During FY09, we conducted 25 workshops and 30 “Share a Story” reading events, averaging three events per week during an active period of 38 weeks of the regular school year. Additionally the station broadcast a minimum of nine-and-one-half hours of PBS Kids’ programming each weekday (with additional children’s programs on Sunday mornings) and educational interstitials a minimum of three times a day, including primetime and weekends. Finally, our community education staff attended six professional development training sessions during this time period.

Community Outreach/Events Report

DTV Education

WKNO-TV continued and expanded upon an educational initiative to help viewers prepare for the federally-mandated analog broadcast shut-off originally scheduled for February 17, 2009, but delayed until June 12. These activities were in addition to a high number of daily phone calls the Viewer Services Department took with DTV-related questions from viewers.

In addition to a series of educational spots regarding the digital transition, WKNO produced two television specials about the transition and aired three national ones. We also continued community presentations, used our regular promotional vehicles to reach out, and partnered with the Aging Commission to send volunteers into people’s homes.

WKNO used the monthly ‘KNO Members’ Magazine to run a regular article with digital transition tips and myth-dispelling information. We also used our tables at the Germantown Festival, the Cooper-Young Festival, two senior expos, and a Community Health Fair for the Latino community to educate visitors about the transition. In addition, information about the digital transition was featured in the weekly e-newsletter.

WKNO representatives made presentations to the Vollintine Baptist Church Senior Citizens Group on July 30, 2008; the Plough Employees Retirement Club on September 25; a group of people aged 40+ at the Hope and Healing Center on October 7; senior residents at Luther Towers on December 8; the Memphis chapter of PRSA (Public Relations Society of America); the Germantown chapter of the Kiwanis Club on December 11; the Delta Amateur Radio Club on January 13, 2009; the Mid-South Amateur Radio Association on February 5; the St. Francis Auxiliary volunteer group on February 18; the Lexington Senior Citizens Center on February 25; and the Bartlett Senior Center on May 15.

WKNO led a meeting bringing together representatives from all of the local television stations to discuss the shut-off and what each station was doing.

WKNO performed a number of analog shut-off “tests” during which regular programming on the analog transmission was replaced with a special DTV program and an on-screen phone number. WKNO staff and volunteers manned telephones in the television studio during these “tests,” handling more than a hundred calls each time during the one-hour transmissions.

WKNO sent a short paragraph about the digital transition and where to go for help to be included as an insert in bills sent out to MLGW customers.
Articles about the transition were submitted to the *Downtowner* magazine and the *TennesSierran* (the monthly newspaper for Sierra Club members in Tennessee).

During December, January and February, WKNO worked with representatives of the FCC to work with media outlets and to host informational tables at various locations like Oak Court Mall, Best Buy, K-Mart and the public libraries.

WKNO shut off the analog transmitter on May 1, 2009. On the evening before, a locally produced special about the history of television was aired to say goodbye to analog. The station also hosted a phone bank of WKNO staff members for 14 hours each day during the weekend to help viewers.

**Curious George: Let’s Get Curious Exhibit**
WKNO-TV partnered with The Children’s Museum to promote their new exhibit based on the popular children’s book and PBS Kids television series character. The exhibit – designed to teach basic concepts of engineering – featured a fun interactive adventure where children learned about simple tools like ramps, funnels, pulleys and more complicated forms like pinwheels. The exhibit ran from June 14 until September 28, 2008 at The Children’s Museum and was visited by more than 56,000 guests.

**Sesame Street Live**
WKNO-TV once again was the presenting station for the *Sesame Street Live* event held at the DeSoto Civic Center on Labor Day weekend. WKNO hosted a “meet and greet” event with some of the characters in the show, along with Mr. Chuck.

**Festivals/Expos**
WKNO had tables with station information, as well as DTV education, at the Germantown Festival and the Cooper-Young Festival in September, the Germantown Senior Expo in November and the Council on Aging Senior Expo at the Agricenter in May.

**Capitol Steps**
The WKNO-FM Stations welcomed *The Capitol Steps*, the Washington-based troupe of Congressional staffers turned songwriters once again for a blend of comedy and political satire, at the Germantown Performing Arts Centre on September 20, 2008 for another sell-out performance.

**Universe of Dreams**
Hosted by *Talk of the Nation’s* Neal Conan and featuring music by Ensemble Galilei, the “A Universe of Dreams” event – hosted by the WKNO-FM Stations – was an extraordinary multi-media concert that featured dazzling images from the Hubble Space Telescope, readings of authors such as Mary Oliver and Isaac Asimov and music from Ensemble Galilei. It was held on January 23, 2009.
Chinese New Year Spectacular
WKNO-TV & FM acted as media sponsors for a Chinese dance and music event held at The Orpheum on February 8, 2009.

Raising Readers Launch
WKNO-TV partnered with the The Tennessee Public Television Council (TPTC) for a “Raising Readers Launch” event in Nashville on February 10, 2009, to introduce new state legislators to the critical role of public television in early childhood education and literacy. WKNO’s Mr. Chuck and Rosanna Kendall hosted the Electric Company table with a variety of learning games and activities to engage the children present at the event. Guests at the event also got to meet Elmo from Sesame Street and have photos taken.

The Stars of Lawrence Welk in Concert
Lawrence Welk stars Guy Hovis and Ralna English performed on stage at the Germantown Performing Arts Centre before a sold-out audience. The annual event was held February 15, 2009, and was sponsored by the H.W. Durham Foundation and The Best Times.

Choose Your Britcom Voting
WKNO-TV reached out to its loyal British comedy viewers to ask for them to vote on which British comedies to air during the second annual voting event. In June, 2009, the public voted online and by phone to keep Are You Being Served? and to bring back As Time Goes By.

Bob the Builder Live
WKNO-TV was the presenting station for the Bob the Builder Live event held at the DeSoto Civil Center June 5-7, 2009. WKNO hosted a “meet and greet” event with some of the characters in the show, along with Mr. Chuck.

Mr. Chuck’s Music Picnic
More than 400 people came to the front lawn of the WKNO studios on June 6, 2009, to see live music on the WKNO stage and play games, enjoy activities, pet animals in the Happy Times Farm traveling pet zoo, and meet Mr. Chuck, Clifford the Big Red Dog, Cyberchase’s Digit, WordGirl and Rockey Redbird. Entertainment on the stage included the Stax Music Academy Band, Los Cantadores, The Sweet Adelaines, the Marcus Garvey Academy dancers and drummers, the Scottish Society Pipers and more. The event was sponsored by CoverKids and CoverTN.

Whad’Ya Know
Host Michael Feldman along with announcer Jim Packard and the Whad’Ya Know Trio (John Thulin, Jeff Hamann and Clyde Stubblefield) entertained a sold-out crowd at the Germantown Performing Arts Centre with their comedy, interview and quiz show. The event, hosted by the WKNO-FM Stations, was held on June 20, 2009.