



## 2012 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



**In its unique role as the independent, not-for-profit, community-owned broadcasting voice in the Mid-South, WKNO-TV is dedicated to quality programming in order to illuminate, inform, entertain and educate.**



The Mid-South Public Communications Foundation, licensee of WKNO-TV, provides the sole public television service to a population of nearly one-and three-quarter million people in Memphis, Shelby County and the surrounding Mid-South region. We have been the trusted public voice for non-commercial television for more than 55 years.

WKNO-TV produces a number of local productions and community projects each year. These include:

- The Family Plot: Gardening in the Mid-South
- Sports Files
- A Conversation With...
- Local Color
- Behind the Headlines
- The Best Times
- Civil Rights Museum Freedom Awards
- New Years Eve Live on Beale Street
- Local high school sports coverage

From its transmitter in Shelby County, WKNO-TV's coverage extends beyond Memphis, serving a sixty-mile radius including west Tennessee, portions of north Mississippi, east Arkansas, and the boot-heel of Missouri. Much of Memphis and surrounding areas are below the poverty level. Other than providing entertainment and informative shows, we have been told numerous times how viewers cannot afford cable or satellite and consider WKNO a major source for education for their family.



Mid-South viewers rely on WKNO-TV for quality programming from national, regional, independent, and local sources. They also depend on the station to ensure this program service meets standards of programmatic and technical excellence. WKNO-TV has fulfilled viewer expectations throughout its history.

WKNO-TV currently operates two video channels, including its main service on WKNO-HD, and WKNO<sup>2</sup> with expanded children's programming. WKNO-HD offers the comprehensive PBS service of children's, how-to and prime-time programs; WKNO<sup>2</sup>, a standard definition service, includes the public television service "World", select repeats of the prime-time schedule and live coverage of the Tennessee Legislature when they are in session.

WKNO-TV's mission during its fifty-plus years of service to Memphis and the Mid-South is to be the non-commercial producer of top-quality local programming focusing on the region's distinctive and diverse cultural and historical background as well as current events, and provide national PBS, APT, and NETA program services. WKNO-TV also makes available programs of excellence from other independent sources for its viewers.

As the only locally-owned and operated television station in Memphis, WKNO-TV has a vital obligation to assure production and broadcast of programs that meet the needs, interests, and aspirations, as well as reflect the talents and resources of the local community, and to offer all segments of the community opportunities to learn and grow. This is especially crucial for preschool and school populations, and growing numbers of adult and lifelong learners.

## LOCAL PRODUCTIONS

Each Thursday and Friday evening, WKNO provides a lineup of local programs entitled "KNO Tonite". Information about each of the programs and videos of past broadcasts are available at <http://www.wkno.org/knotonite/index.html>.

### Thursday

- "The Best Times" is a weekly series for and about people aged 50 and better. It is produced in partnership with the monthly publication of the same name.
- "Family Plot: Gardening in the Mid-South" presents gardening discussions and demonstrations with University of Tennessee Extension Agents, our local partner in this series. Topics include local climate, gardening, weed control and online resources for getting helpful, up-to-the-minute information.
- "Local Color" takes a look at what is going on around the area in terms of culture, food, performances and family fun. Each week we have several guests from various cultural and cuisine organizations.
- "A Conversation With..." and "Newsmakers" feature timely interviews with fascinating people in the Mid-South. In 2012, new interviews were produced with *The Best Times* publisher Lester Gingold, Orpheum president Pat Halloran, teacher and musician John Hunter, Rabbi Micah Greenstein, PBS's "History Detectives" host Tukufu Zuberi, Superintendent of TN Achievement District Chris Barbic, and Tennessee Teacher of the Year Allyson Chick, to name a few.



### **Fridays**

- We also have a weekly news show called “Behind the Headlines”. This show partners with several local media organizations, including newspapers and commercial broadcasters, providing us a panel of local journalists and guests who give detailed discussions about news stories that matter to the Mid-South.
- “Sports Files with Greg Gaston” airs every Friday night. Greg is a local sports radio announcer. He sits down with guests who represent many different sports and events in the Mid-South.

In addition to these weekly shows, we recently launched a new weekly series featuring a fictional host (Professor Ghoul) and sidekick (Shotzi, the Vampire Cat – a puppet) presenting horror movies. It is called “Professor Ghoul’s Horror School” and it airs each Friday night at 10.

### **STATEWIDE INITIATIVES**

Each year WKNO partners with the other five public broadcasting stations in Tennessee to provide some statewide coverage of certain programs using our interconnected fiber network. In the past year this has included:

- Live coverage of the Tennessee Governor’s State of the State Address.
- Live coverage of the Tennessee Senate and House Legislative sessions.
- Coverage of statewide high school sports championships, partnering with the TSSAA, a regional sports organization. Virtually every boys’ and girls’ high school sports championships are aired each year.
- Using this network, stations also share each other’s local productions.

We provide all of this information and much more on both our website at [wkno.org](http://wkno.org) and on our station Facebook account. WKNO also maintains two Twitter streams- one for the station at large and one for the series “Behind the Headlines”.

### **PARTNERSHIPS**

As mentioned in part above, these shows have helped solidify current partners and expand who we partner with. We partner with the two major newspapers in Memphis, two of the commercial television broadcasters, a local sports radio station and most of the colleges and universities in our city, such as The University of Tennessee and The University of Memphis.

These partnerships have helped provide additional volunteers to our station’s activities and bring us college students looking for internships to help with their journalism, marketing or production studies.

## Downton Abbey

To celebrate the success of the British drama, and the Season Two premiere, WKNO invited viewers to a Downton Abbey Tea Party at the WKNO Digital Media Center on January 7, 2012. More than 100 excited fans enjoyed tea and crumpets, prizes, and a special advanced viewing of the first episode of Season Two.



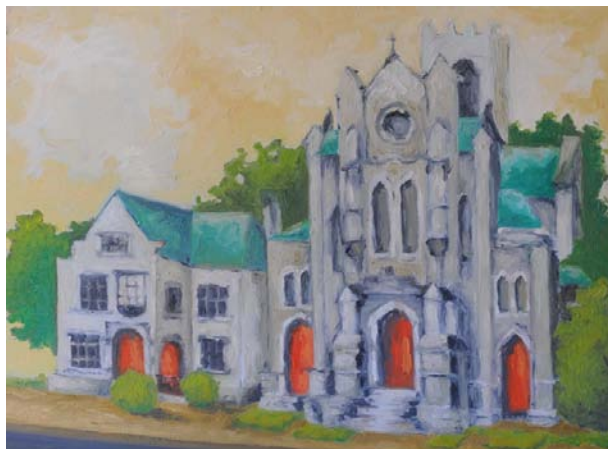
## Wagner's Ring Cycle Kick-Off at Opera Memphis

One of the genres WKNO excels in is the arts. When PBS delivered a week-long production of Wagner's entire "Ring Cycle" opera, it was a natural to partner with Opera Memphis. We held a kick-off party – Memphis-style – the night the opera's broadcast began. Our event featured the first two hours of the opera, along with barbecue and beer.



## Gallery Ten Ninety One

Each month our station partners with local artists or artist groups to showcase their artwork. A reception is held at the beginning with the artists in attendance. What started as a once-in-a-while idea has turned into being booked up a year in advance and attracting more and more visitors to come view the pieces of art. Our ties to the art community have never been closer.



## Sid the Science Kid Discovery Day at the Lichterman Nature Center

WKNO partnered with the Lichterman Nature Center for a special free educational event featuring the walkaround costumed character Sid the Science Kid from the daily children's television program. Attendees received a *Little Scientist Journal*, which led them to ten activity stations, located in the Nature Center's main Visitors Center and the Backyard Wildlife Center.

### Reach in the Community:

With our partners, WKNO engaged in a multi-media campaign to promote this event. While tickets were free, we required reservations via [eventbrite.com](http://eventbrite.com). After initially creating the invitation and before we launched it publicly, the event "went viral", and we "sold" it out before we even started publicly promoting it.

### Partnerships:

- Lichterman Nature Center

### Impact and Community Feedback:

The project increased a lot of awareness for WKNO, the Lichterman Nature Center and "Sid the Science Kid." Nearly 2000 people attended the event.



"The Lichterman Nature Center is one of the jewels in Memphis. We are always looking for ways to increase awareness of our place and continue outdoor education for families. WKNO is a natural partner with their outstanding educational children's programming. It was a great event and we will continue to partner with WKNO for future events."

- Andy Williams, director of Lichterman Nature Center







*E-mail received from a viewer about our series **Memphis Memoirs***

*"I always enjoy your Memphis Memoirs series. Last night I was watching the one about St. Jude/Colonial Invitational/Fed Ex and imagine my surprise to see my father in one of the first scenes! He died in 1987 and it was wonderful to see his smile & joy at being there. Thank you for these wonderful insights into the Memphis I grew up in and still love"*

*– Lynda B.*

**Our partnerships have allowed us to produce content we would not be able to afford otherwise. Our largest local partners for content are colleges, universities, commercial broadcasters, local newspapers and cultural organizations.**

**We promote ourselves through our broadcast signal, advertising, our website, e-mail, Facebook and Twitter accounts.**

**But, these partner organizations have helped us spread the word about our broadcasts and community services we provide well beyond where we could reach ourselves.**

**The partnerships, local productions and community events have increased awareness for local education, history, local news and information, cultural organizations other than our own, diversity issues, local government and community organizers.**