



2013 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 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.



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 56 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 with Greg Gaston
- A Conversation With...
- Behind the Headlines
- The Best Times
- Civil Rights Museum Freedom Awards
- New Year's Eve Live on Beale Street
- The Spark
- Professor Ghoul's Horror School

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.



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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 WKNO² with expanded children's programming. WKNO-HD offers the comprehensive PBS service of children's, how-to and prime-time programs; WKNO², 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-six 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

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

- "Tennessee Crossroads" travels across the state to meet interesting people and experience what Tennessee has to offer.
- "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.
- "Sports Files with Greg Gaston" moved to Thursday night this year. Greg is a local sports radio announcer. He sits down with guests who represent many different sports and events in the Mid-South.
- "A Conversation With..." and "Newsmakers" feature timely interviews with fascinating people in the Mid-South. In 2013, eight new interviews were produced, including interviews with TN Shakespeare Co Director Dan McCleary, *Memphis Daily News* publisher Eric Barnes, Ambassador James K. Glassman, retired Coast Guard Captain Larry Brudnicki, U.S. Representative Steve Cohen, and *Forbes Magazine* Publisher Rich Karlgaard, among others.



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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.

In addition to these weekly shows, we air a weekly series featuring a fictional host (Professor Ghoul) and sidekick (Shotzi, the Vampire Cat – a puppet) presenting horror movies. “Professor Ghoul’s Horror School” airs each Friday night.

We also introduced a new monthly series this year in partnership with Lipscomb Pitts Breakfast Club and Media Source. “The Spark” is a monthly 30-minute series about business and community leaders who are fueling change by giving back to the Mid-South. Each month we showcase several of these hometown heroes who are affecting change and leading by example.

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 for basketball, softball, baseball and soccer, as well as boys’ and girls’ track meets, in partnership with the TSSAA, a regional sports organization.
- 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 and on our station Facebook account. WKNO also maintains four Twitter streams- one for the station at large and one for each of the series “Behind the Headlines,” “The Family Plot,” and “Sports Files.”

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 Three premiere, WKNO invited viewers to the “Tea for Three” at the WKNO Digital Media Center on January 5, 2013. Because of the popularity of the previous year’s Tea Party, we held two different times for this year’s Tea Party. More than 200 excited fans enjoyed tea and crumpets, prizes, and a special advanced viewing of the first episode of Season Three.



March on Washington 50th Anniversary

WKNO joined a national PBS project to present a special week of programs and online events and activities celebrating the 50th anniversary of the historic 1963 March on Washington. Dovetailing with the PBS-led project, WKNO aired national and local programs honoring heroes of the civil rights movement. We produced online segments with two community members who participated in the 1963 march: Johnnie Turner and Joan Nelson.



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. Exhibits include artwork, sculptures, photographs, and historical pieces.



Shakespeare Uncovered

WKNO received a grant to host a series of events and extend outreach and promotion for the PBS series “Shakespeare Uncovered.” We partnered with Tennessee Shakespeare Company to curate a costume exhibit (“The Apparel Oft Proclaims the Man”) which was displayed in Gallery Ten Ninety One for two weeks and then brought back for a month-long exhibition due to its popularity. With the exhibit, we held documentary screenings and a “Playing Hamlet” workshop. The project also included the production of educational interstitials, an extensive web site, ticket giveaways, and more.

Reach in the Community:

This year-long project incorporated many different ways of interacting with our viewers: from on-air television programming, to special events at WKNO, to web content, to participating as partners in community events.

Partnerships:

- Tennessee Shakespeare Company
- Pearce Shakespeare Endowment, Rhodes College
- Booksellers at Laurelwood
- Shakespeare Readers

Impact and Community Feedback:

The most impactful piece of evidence of the success of this project is that TSC had record-breaking attendance at their events over the past year. While TSC has done incredible educational and promotional work in the community, we hope that our collaboration was also a factor in their success.



“Tennessee Shakespeare Company’s association with WKNO on the “Shakespeare Uncovered” promotion project was a tremendously positive effort not just for TSC but for our community as well. The collaboration was made easy, professional, and creative by WKNO staff and helped increase patrons for TSC and increased TSC site visitorship by nearly 20%. This was TSC’s most successful promotional partnership to date in six years, and we look forward to our next opportunity to work with WKNO.”

- Dan McCleary, Founder and Producing Artistic Director, Tennessee Shakespeare Company





Some emails received about our local programming.

"BEHIND THE HEADLINES is on the mark for local news issues. The Moderator and panel are excellent and I look forward to this event every week. We talk about the topics with our neighbors on Friday and Saturday nights."

—Dianne V.

"Just after the show there were several contacts with us . . . One was from a board member who told me she watches the WKNO show routinely because she really learns about Memphis from it. Another to my husband from a formerly homeless man my husband met in his nonprofit work. Robert and he regularly discuss the WKNO shows, and this one is one of his favorites . . . What a diverse audience you have!"

*—Nancy Williams, Memphis Child Advocacy Center, a guest on **The Spark**.*



*"Great show with your SEC Preview Show Thursday night on **Sports Files**. Ron Higgins, Shawn Arnell and Pete Roussel are on top of their game. Not only did you analyze the teams but you went over the new rules as they will affect college football this upcoming season. I tape your show every Thursday. . ."*

-- Tom K.



"I just want to say that my husband and I really enjoy this show. I'm crazy about Chris Cooper. He has such a pleasant personality and knows so much."

*—Dale Willis, regarding **The Family Plot***

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.
