



## 2014 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
- The SPARK
- Professor Ghoul's Horror School
- Your Family Pet
- The Blues Awards

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 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 primetime schedule, and live coverage of the Tennessee Legislature when they are in session.

WKNO-TV's mission during its fifty-eight 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 that air on Thursdays and Fridays. 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..." features timely interviews with fascinating people in the Mid-South. In 2014, seven new interviews were produced, including interviews with Tavis Smiley; Beverly Shelley, wife of murdered contractor J.P. Shelley; communications and marketing strategist Dan Conaway; John Black, whose discovery of his mother's possessions sparked a documentary; Memphis music legend Larry Raspberry; and Memphis historians Vincent Astor and Wayne Dowdy.



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- A new monthly series was added to this lineup in October, 2014. “Your Family Pet” looks at all things pets: healthcare information, breed info, training tips, and more. Plus the show presents homeless animals available for adoption.

### 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 programs, 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 presented our second year of the monthly series “The SPARK,” in partnership with Lipscomb Pitts Breakfast Club and Media Source. This monthly 30-minute series is 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. This year, we added an annual awards program and broadcast. “The SPARK Awards” celebrates organizations and individuals who are leading by example with their amazing efforts.

### 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.
- 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 a Twitter stream and a Pinterest page.

### 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.

## PBS LearningMedia

Harding Academy teacher **Scott Frizzell** was selected as one of the top 16 “Lead PBS Digital Innovators” as part of the Class of 2014 PBS LearningMedia Digital Innovators.

Scott has worked closely with WKNO to offer PBS LearningMedia training workshops for educators, which began in Fall, 2014.

WKNO partnered with Hutchison School in September to present an educator workshop around the Ken Burns film “The Address”. The event also featured a public screening of the film, followed by recordings of Gettysburg Address recitations to be uploaded to the national site.



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## SPARK Awards

Well into the second season of the monthly television series “The SPARK,” we introduced a new annual local awards program to celebrate those organizations and individuals who are leading by example and “sparking” a change in the Mid-South.

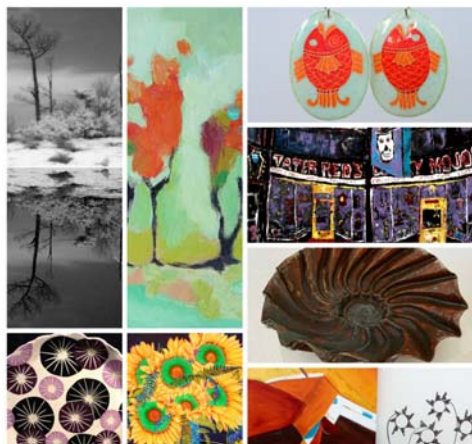
In partnership with the Lipscomb Pitts Breakfast Club, Media Source, and The Rotary Club of Memphis, the first SPARK Awards received nearly 200 nominations and premiered on WKNO on November 26.



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## Gallery Ten Ninety One

Each month our station partners with local artists or artist groups to showcase their artwork. A reception is for each of the artists. The space is so popular with the local art community that the gallery is booked up more than six months in advance, and receptions attract around a hundred people each month. Exhibits include artwork, sculptures, photographs, and historical pieces.





## Literacy Mid-South Book Festival

Literacy Mid-South launched the first annual Mid-South Book Festival this year. WKNO agreed to be a partner as a media sponsor for the inaugural event. WKNO also has staff on the board of Literacy Mid-South.

Because of the partnerships and community excitement of this event, the Book Festival was able to be free and open to the public.

The event, which was held over four days at different locations, featured celebrated authors, a creative writing seminar, book signings, speaking panels, music, and more.

In addition to providing promotion for the event, WKNO made it possible for Super WHY and WordGirl to be in attendance.

### Reach in the Community:

Three major media outlets, including the main daily city newspaper, signed on as media sponsors. There were also radio mentions, television show appearances, social media engagement, and more.

### Partnerships:

- Literacy Mid-South
- Memphis Botanic Garden
- Booksellers at Laurelwood

### Impact and Community Feedback:

More than 2800 people attended throughout the four days with positive feedback from attendants. Literacy Mid-South has been approached by several potential sponsors and a new host location which will raise the visibility of the festival in 2015.



"The inaugural Mid-South Book Festival was a huge success! Over 2,800 attendees joined us for four days full of author presentations, speaker panels, book signings, writing seminars and more. Literacy Mid-South is proud to offer this event to the community for free. And we're so grateful for WKNO's support. The creation and production of a wonderful commercial, the coordination of Super Why and Word Girl's visits, the email promotions, and the participation on our event planning committee - the event wouldn't have been such a success without WKNO. We can't wait to start planning the 2015 festival!"

- Heather Nordtvedt, Director of Development, Literacy Mid-South





*Some comments 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.”*

*—Diane V.*

*“My husband and I are huge fans of the show. We have chickens and grow a great deal of vegetables here in Marshall County. We’ve gotten a lot of fantastic information from your show. We are really considering raising bees and goats soon as well. We really appreciate you!”*

*—Angel P., regarding **The Family Plot***



*“St. Augustine of Hippo observed, “Faith is to believe what we do not see; and the reward of this faith is to see what we believe.” I sincerely believe that faith holds the key to life’s meaning. The Spark TV episodes shows me faith works through people. Thank you Mr. Park for bring a positive influence to the Mid-South.”*

*—Jeffrey C., regarding **The SPARK***

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**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.**