



2019 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

WKNO is the Mid-South’s premier public media organization committed to creating and presenting both unique local and national content for television, radio and digital media. We are a trusted resource of information and inspiration, essential provider of education and cultural services, a preeminent public institution in and for the Mid-South, and a leader in public media, both locally and



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 63 years.

WKNO-TV produces several local productions and community projects each year. These include:

- The Family Plot: Gardening in the Mid-South
- A Conversation With...
- Behind the Headlines
- The Best Times
- The SPARK
- Memphis Memoirs

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.



2019 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

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 three video channels, including its main service on WKNO-HD, WKNO² and launched WKNO³ PBS Kids 24/7 on January 16, 2017. 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 primetime schedule, and live coverage of the Tennessee Legislature when they are in session. WKNO³ PBS Kids 24/7 provides value with access to the PBS Kids content throughout the day. Television continues to be the most widely used platform for children's educational content, especially among low-income families. The WKNO³ PBS KIDS 24/7 channel and live stream offered ensure that educational media is available to all families, all the time and via an accessible platform. In addition to the programming WKNO³ PBS Kids 24/7 expands its Early Education Initiative, working with local preschools and elementary teachers to incorporate the resources available through WKNO³ PBS Kids 24/7 programming and online services.

WKNO-TV's mission 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. Information about each of the programs and videos of past broadcasts are available on our website at www.wkno.org.

- “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.
- “Behind the Headlines” Host Eric Barnes talks with guests each week about the top news stories affecting the Mid-South.
- In addition to a new Newsmakers with Memphis Mayor Jim Strickland, five new “...A Conversation With” episodes were produced in FY19, including tech expert Katie Linendoll, Memphis Aquifer specialist Brian Waldron, the first female NFL coach Jen Welter, British businessmen Nick & Giles English, and ‘Bucket List’ author Ben Nemtin.

We presented our sixth year of the monthly series “The SPARK,” in partnership with cityCurrent. 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. We have 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.
- Live coverage of the Tennessee Capitol Report and House Legislative sessions.
- Using this network, stations also share each other’s local productions.
- Two Tennessee Gubernatorial Debates,
- A Tennessee Senatorial Debate,
- A Conversation With the Candidates: Bill Lee and Karl Dean,
- One on One with Bill Lee,
- The 2019 Tennessee Inaugural: Governor Bill Lee
- Governor Lee’s first State of the State Address.

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 a Facebook and Twitter stream.

As mentioned in part above, these shows have helped solidify current partners and expand who we partner with. We partner with the local newspapers in Memphis, local museums, Agricenter, Botanical Gardens, 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.

COMMUNITY ENGAGEMENTS

- **Education Outreach**

The goal was to engage and serve children in the communities where they live throughout Shelby County with special emphasis in underserved communities. WKNO partnered with community organizations, community leaders, public libraries, community centers and schools in these areas throughout the year to develop family and community engagement activities to include crafts, games, music, food and special learning presentations from WKNO's Teacher, Teacher to provide unique learning opportunities to children and families in a safe, fun environment. WKNO's Teacher Teacher, Teacher visited nine locations including The Frayser Library, Crenshaw Library, Sharpe Elementary, Arete Christian School, Dexter Elementary, Greater Faith Community Day Care, Leadership Prep Academy, Bartlett Reading Camp, Goddard School. The visits included Career Day, Jump Start to Reading Week, Spelling Bee Judge, and Extended Learning Program. The attendance for all these visits was about 1,800 including educators and families.

- **WKNO PBS Kids Ready to Learn Family Days**

In 2019 WKNO and Cash Saver Grocery Stores partnered to hold four events targeting the underserved areas. All events were held in CASH Saver parking lots. Each event had S.T.E.M. based activities, with appearances by Playhouse on the Square's Peter Pan, book giveaways, Junie B. Jones book readings, free rides, free hotdogs and more.

- **Country Music Special Evening and Preview**

WKNO hosted a special evening and preview of Country Music a film by Ken Burns on March 26, 2019 at GPAC. The event was attended by the producers of the film, Ken Burns, Dayton Duncan and Julie Dunfey. Special excerpts from the film that were Memphis oriented were previewed and afterward the producers discussed the making of the film and answered audience questions. There were over 500 in attendance.

- **WKNO Program Screenings**
WKNO Program Screenings In 2019 WKNO partnered with local groups to provide free program screenings in the community. WKNO Partnered with Juice Orange Mound for a free screening of “A Community Called Orange Mound” at the Orange Mound Community Center on April 12, 2019. WKNO partnered with LeMoyne-Owen College to present a screening of “With Infinite Hope: MLK and the Civil Rights Movement” April 24, 2019. WKNO partnered with Hattiloo Theatre to present a free screening of “Talking Black in America” on April 30, 2019.
- **Lottery for Education After School Programs: Extended Learning Grant**
From May 28 to June 28, 2019 the WKNO3 PBS Kids 24/7 Kid’s Initiative team held camps for ages 4 – 11, Pre-K to 5th grade and created for each child to receive S.T.E.M. based enrichment for out of school learning. The camps were part of a LEAPs Grant and Tennessee Department of Education Before and After Care and Camps.
- **Sesame Street in Communities**
WKNO’s Education & Outreach Manager Felicia Peat and the WKNO3 PBS Kids 24/7 Kid’s Initiative team held a Sesame Street event at Baptist Woman’s Hospital that served about 300 children and parents.
- **Professional Network on Aging Senior Expo and Senior Safari Events**
The Professional Network on Aging Senior Expo was held May 2, 2019, at The Agricenter International with attendance of about 1,500. Appearances by Cris Hardaway the host of the WKNO produced program, The Best Times and Dr. Chris Cooper, host of the WKNO produced program, Family Plot: Gardening in the MidSouth made personal appearances during the Senior Expo. In October 2019 Professional Network on Aging Senior Safari was held at the Memphis Zoo where we provided programming information pertinent for Seniors in our community.
- **Appraisal Extravaganza**
On Sunday, February 10 we held the WKNO Appraisal Extravaganza at Memphis Botanic Gardens. Sixteen volunteer experts and appraisers from the region evaluated treasures brought in by approximately 140 attendees. One of the most exciting items brought to the event was Elvis Presley’s first rifle.
- **Tennessee Legislative Coverage**
WKNO along with other public broadcasting stations across Tennessee televised daily live coverage of the Tennessee Legislative session while in session and Tennessee Capitol Report, a 30-minute monthly show airing statewide on Tennessee’s Public Television Stations covering the newsmakers and issues facing the State Legislature. The program aired Sunday mornings while the State Legislature was in session.



SPARK Awards

Some comments received about our programming and outreach:

In conjunction with the 30-minute locally produced television program, "The SPARK," we produced the sixth annual awards program to celebrate those

"I enjoyed the show and it also opened my eyes a little more."

— **June T. – Facebook Comment regarding Aging Matters Loneliness & isolation episode Facebook post**

"I keep children; we always watch 10.1 or 10.3 during the day. Thank you for this!"

— **Trina Coffman R. – Facebook post regarding WKNO Childrens Programming**

"My baby is still talking about 'his' Teacher Teacher. I have never seen him so excited to meet someone and it melted my heart. Even Sunday morning when he saw her on TV he ran to get me so I could see her."

— **Ashley H. – Facebook post regarding WKNO's Teacher Teacher appearance at the Bartlett Festival**

Gallery Ten Ninety One

Each month our station partners with local artists or artist groups to showcase their artwork. A reception is held for each art showing. The space is so popular with the local art community that the gallery is booked up months in advance, and receptions attract around a hundred people each month. Exhibits include artwork, sculptures, photographs, and historical pieces. in 2019. Gallery Ten Ninety-One hosted Adany Jackson, K. Gopal Murti, Don Meyers and David Tankersley, Veronica Batterson, Donald Golden, and group shows by the Bartlett Art Association, Four Sights, the Memphis Area Modern Quilt Guild, Artists'





