



2022 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 nationally.



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 over 66 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
- The SPARK Awards
- Memphis Memoirs
- Lemoyne-Owen at 160
- Recorded in Memphis
- Civil Rights cases

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 three video channels, including its main service on WKNO-HD (10.1), WKNO² (10.2) and WKNO³ PBS Kids (10.3). 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 provides value with 24/7 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. The program is also available to on Create-TV and to other PBS Stations across the country via the National Education Telecommunications Association (NETA).
- “Behind the Headlines” Host Eric Barnes talks with guests each week about the top news stories affecting the Mid-South.
- A Conversation With... presented quarterly featuring locals who have exceeded in their field including authors, musicians, entrepreneurs and business leaders.
- WKNO-TV partners with WKNO-FM to share news content from “Behind the Headlines”.

We presented our eleventh 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.
- 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, Twitter and Instagram social media accounts.

PARTNERSHIPS

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. 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**
WKNO-TV continued to provide online engagement. WKNO's Teacher Teacher presented weekday reading, science and math initiatives called *Book Adventures*, *Silly Science* and *Math Minutes* on Facebook. WKNO's Teacher Teacher hosted the book readings and lessons and welcomed special guests from Iowa State University, the Girl Scouts, the Cub Scouts, local authors, and local students to participate.
- **WKNO Grant Funded Outreach** included an engagement supporting the **Ken Burns** four-hour documentary on **Benjamin Franklin** that explores the revolutionary life of the 18th Centuries most consequential figures. And **The Great American Recipe** featuring Home cooks from different regions of the U.S. showcase their signature dishes and compete to win the national search for "The Great American Recipe."
- **WKNO Instructional Learning partnership with public schools**
WKNO's outreach activities expanded online and in conjunction with the At Home Learning initiative between the Tennessee's Public Television Stations and the Tennessee Department of Education (TDOE). A two-hour block of TDOE lessons and interstitials continue to be broadcast every weekday. During the summer, WKNO added Camp TV and Let's Learn programming to the curriculum. Statewide efforts continue to involve to improve children's access to education while learning at home.
- **WKNO-TV Virtual Events**
WKNO-TV partnered with programmers to provide added value for our members and viewers with virtual live events. The Virtual Live Events included series previews, cast interviews, panel discussions and Q&A opportunities. We promoted the Live Virtual Events with e-blasts, in the e-newsletter, in social media, and website mentions. Invitations provided an RSVP link for our members and viewers. The major series included **Benjamin Franklin a film by Ken Burns**, **All Creatures Great & Small on Masterpiece** and **The U.S and the Holocaust: A Film by Ken Burns, Lynn Novick and Sarah Botstein**. Additional virtual live events included **PBS Books Author Talk** and **The Library of Congress National Book Festival**. WKNO TV also created Live Virtual Events with local programs. WKNO TV Channel 10 participated in the Memphis Shelby County Schools (MSCS) **Literacy is Life: 901 Reads** Facebook Live reading of ***What If We Were All the Same*** written by local author, C. M. Harris, a children's book about ethnic diversity and inclusion.

Tennessee Legislative Coverage

WKNO along with other public broadcasting stations across Tennessee televised daily live coverage of the Tennessee Legislative session while in session.



SPARK Awards

In conjunction with the 30-minute locally produced television program, “The SPARK,” WKNO-TV produced and presented the Ninth annual awards program to celebrate those organizations and individuals who are leading by example and “sparking” a change. The SPARK Awards is the Mid-South's annual televised award show focused on honoring individuals and organizations making a difference in our community.

In partnership with cityCurrent and The Rotary Club of Memphis, the SPARK Awards premiered its 9th annual program on WKNO-TV. The televised awards show celebrated 13 organizations and individuals making a difference in the Mid-South.

Gallery Ten Ninety-One

Gallery Ten Ninety-One, the art gallery located in the WKNO lobby has been a popular venue for artist exhibitions, booking up well over a year in advance. During the lockdown we presented Gallery Ten Ninety-One on the wkno.org website. In October 2022 we returned to the art exhibits in the lobby. Some of the artists and Art groups included Becky Ross McRae, Mary “Mayfair” Matthews, Kabe Jones, Artists Link (Phyllis Boger, Martha Cook), Sisters of the Brush (Ann Brown Thomason, Bartie Foster), Memphis/Germantown Art League, Memphis Camera Club, Tennessee Craft Southwest, and Woodturners Guild.

GALLERY

Ten | Ninety | One

WKNO

Works by
The Mid South
Woodturners Guild





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, Twitter and Instagram 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.

Some comments received about our programming and outreach:

“Thank you so much for the Friday films. We really appreciate them!”
— ***Email comment regarding KNO Movie Nite showings***

“I love PBS, and I love WKNO TV! Thanks for providing such outstanding programming for the Mid-South!”
— ***Email Comment regarding Sunday Masterpiece Lineup***
