

WKNO



2018 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 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.



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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 three video channels, including its main service on WKNO-HD, WKNO² and launched WKNO³ PBS Kids 24/7 in 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.
- In addition to a new Newsmakers with Memphis Mayor Jim Strickland, five new “...A Conversation With” episodes were produced in FY18, 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.

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 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 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. A series of seven Teacher, Teacher hosted Safety video vignettes were produced to air on WKNO PBS Kids 24/7 and three special events were funded reaching 2,200 children with the support by the Shelby County Commissioners' Community Enhancement Grant. Five weeks of S.T.E.M. based enrichment for out of school learning Summer Camp was supported by a State of TN Grant.

- **American Creed**

WKNO-TV and WKNO-FM participated in a public engagement campaign in conjunction with the airing of The American Creed, inviting the American public to engage with the idea of a unifying national identity based on shared ideas and ideals lead by Former Secretary of State Condoleezza Rice and Pulitzer Prize-winning historian David M. Kennedy. In addition to premiering the multi part program, WKNO-TV partnered with Facing History and Ourselves to create two special premiere public engagement events at Kingsbury High School and Rhodes College with open discussion. WKNO-FM made a four-minute American Creed special, called: "The American Creed at 100" which aimed at understanding what the "American Creed" meant to people of this day and age. WKNO-TV also produced video vignette of local citizens discussing their diverse backgrounds and Behind the Headlines produced a special edition on American Creed.

- **PBS' Great American Read**

WKNO-TV created a community engagement program in conjunction with PBS' Great American Read. Voting booths were set-up in libraries across the Mid-South and at local events for people to vote on their favorite book and to bring about awareness for the promotion. The project launched at the end of FY2018 and continues in FY 2019.

- **MLK 50th Anniversary in April 2018**
WKNO-TV and WKNO-FM collaborated on a yearlong project, MLK 50 Honoring Dr. King's Legacy to commemorate the 50th anniversary of Dr. King's assassination culminating on the Anniversary of Dr. King's death. WKNO-TV broadcast a different documentary monthly along with other programming features that symbolized Dr. King's legacy. WKNO-FM partnered with Ithaca College Journalism students; producing extensive coverage of the MLK 50 events. NPR broadcast their national feed live out of the WKNO-FM studios and on location at the National Civil Rights Museum in Memphis on the day of the anniversary.
- **American Graduate Day**
WKNO-TV participated in the 6th annual American Graduate Day on October 14, 2017 and focused on the vital role mentorship plays through high school and looked at the diverse pathways to career success and workforce development opportunities – ranging from traditional universities to job training and certification programs, the military and apprenticeship programs.
- **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.



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SPARK Awards

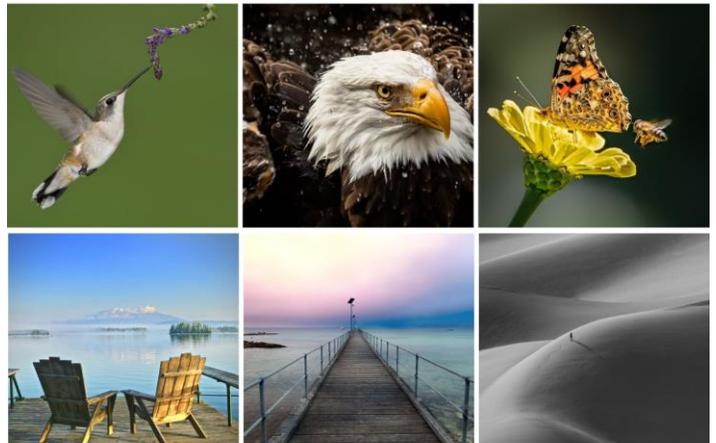
In conjunction with the 30-minute locally produced television program, “The SPARK,” we produced the third annual awards program to celebrate those organizations and individuals who are leading by example and “sparking” a change.

In partnership with CityCurrent and The Rotary Club of Memphis, the SPARK Awards premiered its 4th 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

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.





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Some comments received about our programming.

"Thanks for including the President of CBU in the SPARK awards program. He loved being part of honoring individuals and organizations making a difference in our community."

—Christian Brothers University Facebook post

"My wife and I love this show!"

—Julie B. – Facebook post regarding Miss Fisher's Murder Mysteries

"I really enjoyed this segment. Thank you for this great programming."

—Ange J. – Facebook post regarding WKNO's local show The Best Times

"Dexter Elementary students enjoying Summer Learning Academy"

—Lisa J. – teacher posting on Twitter about the educational program WNKO participates in.

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.
