

WKNO

2011 Annual Report

Public Broadcasting for the Mid-South



MID-SOUTH PUBLIC COMMUNICATIONS FOUNDATION

ANNUAL REPORT July 1, 2010 – June 30, 2011

Mission Statement

In its unique role as the independent, not-for-profit, community-owned broadcasting voice in the Mid-South, WKNO-TV/FM is dedicated to quality radio and 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.

WKNO-TV [WKNO-HD (Channel 10.1) and WKNO2 (Channel 10.2)], WKNO-FM (91.1), and WKNP (90.1) are noncommercial broadcast stations owned and operated by the Mid-South Public Communications Foundation.

Fiscal Year 2011 (FY11) was a significant year for WKNO. Accomplishments continued to prepare the stations for growth and improved services. The list of activities for this fiscal year supported this position. Over the past year WKNO-TV/FM, with the support and involvement of its Board of Trustees and the Mid-South community, accomplished the following:

- Launched a new weekly lineup of local productions, entitled ‘**KNO Tonite** featuring **The Family Plot: Gardening in the Mid-South** (premiered in March, 2011), **Sports Files with Geoff Calkins** (premiered in September, 2010), **A Conversation With . . . , Local Color** (premiered in February, 2011), and **Behind the Headlines** (premiered in September, 2011).
- Presented former board member Jim Springfield with the Julian Bondurant Distinguished Service Award for his role in the Capital Campaign for the digital transition that brought in \$16.9 million and enabled the station to transition to an all-digital format and take advantage of high definition technology, as well as build the Digital Media Center debt-free to accomplish these goals.
- WKNO-FM increased the number of local news features in NPR’s **Morning Edition** and **All Things Considered** with features produced by WKNO-FM News Director Candice Ludlow and Producer Eleanor Boudreaux.
- Celebrated the service of Charles A. “Mr. Chuck” Scruggs, upon his retirement at the age of 78 in September, 2010. Mr. Chuck worked for WKNO for nearly twenty years, hosting the beloved local children’s series **Hello Mr. Chuck!**
- WKNO volunteers presented President & CEO Michael LaBonia a check representing 6827 volunteer hours worked, valued at \$138,246.75.
- Presented State Senator Jamie Woodson and State Representative Harry Tindell with its Legislator of the Year Award for their help in securing state funding for public broadcasting in Tennessee.

- WKNO-FM's **Checking on the Arts** series featured more interviews with artists and performers thanks to improved production facilities in the new Media Center.
- WKNO, along with Tennessee's other five public television stations, began broadcasting coverage of legislative sessions of the 107th Tennessee General Assembly, each day, while the State Legislature was in session. This allows citizens to more fully participate in the political process.
- Partnered with the Tennessee Secondary School Athletic Association (TSSAA) and PlayON! Sports for a three-year contract to air live all the football and basketball championships, as well other state championships on a tape-delayed basis.
- WKNO-FM continued to engage listeners with the "Performance Club" around local theater events and added a "Book Club". In addition, WKNO-FM volunteers launched a "Breakfast Club", while WKNO-TV volunteers followed suit with a "Supper Club".
- Began hosting art exhibits in the lobby under the name Gallery Ten Ninety One. A new art exhibit from local artists and art groups was unveiled each month. The exhibits have attracted many visitors to the station to attend the opening receptions and view the art during the exhibit periods. WKNO also receives a percentage of each piece sold from the exhibit. Local artists have remarked on how much they like the space and the natural lighting. Gallery Ten Ninety One is booked through all of FY12.

WKNO continued to produce significant local programming, highlighting what makes life unique in the Mid-South, bringing it to a higher level with the introduction of the new **'KNO Tonite** strip featuring four weekly productions.

Additionally, WKNO-TV produced nineteen new specials, eleven of which were a part of **A Conversation With . . .** which also airs weekly in the new **'KNO Tonite** strip. **A Conversation With . . .** also branched off into **Newsmakers** editions, which featured interviews with Memphis Mayor A C Wharton, Shelby County Mayor Mark Luttrell and District Attorney Amy Weirich. Four of these nineteen new specials were produced for statewide distribution, including **2011 Tennessee Inaugural: Governor Bill Haslam; Madam Speaker: Beth Harwell Makes History; Memorial Service for Governor Ned Ray McWherter; and Governor's State of the State.**

WKNO-TV engaged the Mid-South with national and regional programming that explores new ideas and worlds – including historical documentaries, news and public affairs programs, performance specials, and children's programming. WKNO-TV also served as the presenting station for programs that aired on public television stations across the country, including two pledge events.

The WKNO-TV mobile unit had an excellent year providing production facilities for 52 television events. Football, basketball, baseball and other "minor" sports comprised the bulk of mobile unit events this past year. These contract productions generated \$477,400 in gross income.

WKNO-FM continued its commitment to the best public affairs, arts and cultural radio programming for the Mid-South with award-winning local news reports, interviews on arts events, broadcasts of local theater and more. WKNO-FM continues to broadcast three distinct formats (news, classical music, and 24-hour BBC news coverage) with HD Radio services.

WKNO-TV/FM History

On May 26, 1953, The Memphis Community Television Foundation was chartered under the laws of the State of Tennessee, as "a nonprofit corporation created for the purpose of enhancing the educational and cultural opportunities of the community through the development, ownership, and operation of a noncommercial, educational television station." As a result of the Foundation's activities, WKNOTV, went on the air on June 25, 1956.

On November 4, 1970, the Foundation charter was amended to permit the Foundation to engage in forms of electronic communication other than noncommercial television.

As a result, WKNO-FM (91.1) went on the air with an abbreviated schedule in March of 1972, and a full schedule on April 1, 1972.

WKNO moved to 900 Getwell Road on The University of Memphis South Campus, in May of 1979. On June 15, 1980, WKNO dedicated the building to its founding chairman, Julian B. Bondurant, in a live televised ceremony. The public was invited to participate in this event entitled **Dedication Day on the Grounds**. The building from then on would be known as the Julian B. Bondurant Building.

With the move to a new building, the Board of Trustees determined that concerted efforts should be undertaken to upgrade the station's broadcast and production facilities. The actual raising of capital funds was envisioned in 1976, and in 1979, a Capital Development Committee was formed to develop a plan to raise the necessary funds. This ambitious effort was accomplished during the years of 1980 through 1983, resulting in a capital fund in excess of \$3 million, which since has been augmented by the successful acquisition of several federal facilities grants.

A change in name from The Memphis Community Television Foundation to The MidSouth Public Communications Foundation was proposed in 1989. This change, suggested for the purpose of reflecting the full scope of the Foundation's activities, became effective on August 1, 1989. The Foundation's charter remained essentially the same: "a nonprofit corporation created for the purpose of enhancing the educational and cultural opportunities of the community through the development, ownership, and operation of a telecommunications system of noncommercial, educational radio and television stations."

August 3, 2004, marked the completion of the first two phases of WKNO-TV's Digital Transition Plan originally adopted by the Board of Trustees in March of 1999. With the sign-on of WKNO-DT, WKNO successfully completed all of the FCC-mandated requirements.

WKNO-TV celebrated 50 years on the air on June 25, 2006, and WKNO-FM celebrated 35 years on April 1, 2007.

In August, 2009, construction on the WKNO Digital Media Center was completed, and the station moved its operations to 7151 Cherry Farms Road in Cordova, TN.

DEPARTMENTAL REPORTS

Financial/Staff Report:

In FY11 WKNO raised \$5.6 million in operating revenue, with the local community continuing to be the largest source of income at 73%. Federal and state grants made up 27% of annual support. Locally-raised funds came from development activities including contributions, auctions, special events, and corporate and foundation underwriting and grants. Other income included entrepreneurial activities such as production grants, contract services, rental income, and other ancillary services.

WKNO received grants from the Corporation for Public Broadcasting (CPB), the Public Telecommunications Facilities Program (PTFP), the State of Tennessee, and several local foundations.



Volunteers continue to help make fundraising goals each year. In FY11 more than 358 volunteers worked with the staff to raise money through auctions, pledge campaigns and special events.

WKNO’s professional and experienced staff in FY11 was made up of 48 full-time and 16 part-time employees. Many employees have worked with WKNO for more than 20 years.

**WKNO-TV/FM Facilities
Technical Report**

WKNOTV/FM operates from the Digital Media Center located at 7151 Cherry Farms Road in Cordova. The transmitters are located at 7192 Raleigh LaGrange Road, a little more than a mile from the studios, and are interconnected by a microwave system. The transmitting tower is 1114 feet tall, making it one of the tallest in the Memphis area. WKNO-TV (WKNO-HD and WKNO2) operates on channels 10.1 and 10.2 at an effective radiated power of 835,000 watts, and also has a 60-mile radius coverage area. Both stations operate 24 hours a day, 365 days a year serving a population in excess of 1.65 million people. WKNO-TV is seen on over 50 cable TV systems as well as both DirecTV and the Dish Network.

WKNO-DT broadcasts two unique program streams. WKNO-HD (10.1) is made up of high definition, wide-screen programs. WKNO2 (10.2) provides a “lifestyle” program service along with repeat telecasts of selected programs initially broadcast on Channel 10.1, as well as the new “Tennessee Channel”. Initial digital broadcasts on WKNO-HD were 18 hours a day, but in preparation for the final transition to “all digital,” on April 1, 2005, the station began to simulcast its analog channel in high definition and operate 24 hours a day.

WKNO-TV ceased analog broadcasting on May 1, 2009, some six weeks prior to the national “end of analog” broadcast June 14, 2009.

WKNO-FM operates on 91.1 with an effective radiated power of 100,000 watts. The WKNO-FM tower is 584 feet tall giving the station a 75-mile radius coverage area. In addition to West Tennessee, the station can be heard in many areas of Arkansas and North Mississippi.

WKNP-FM, located in Jackson, Tennessee – as an affiliate of WKNO-FM – operates on 90.1 with an effective radiated power of 18,000 watts. Tower space is leased from a commercial broadcaster for the WKNP-FM transmitter and antenna.

WKNO-FM and WKNP-FM are on the air 365 days per year. The stations broadcast 24 hours a day providing over 2600 hours of programming, including the new HD services.

WKNO-FM Report

The WKNO-FM stations are affiliated with National Public Radio (NPR), Public Radio International (PRI) and American Public Media (APM) – all suppliers of renowned national programs. Local regularly scheduled series include **Live Lunch from Playhouse on the Square**, **IRIS Chamber Orchestra Friday Pre-**



views, **Memphis Symphony Orchestra Radio Hour**, **Opera Memphis Previews**, **Checking on the Arts**, **John Malmo Business Commentary** and **Memphis Moments with Steve Pike**, Executive Director of the Memphis Museum System. This year, the stations broadcast live and recorded performances by Chatterbox Audio Theatre, an acting troupe devoted to original and adapted plays for radio. In addition, numerous news stories are produced for local and/or national broadcast for NPR, winning awards from the Public Radio News Directors.

The WKNO-FM stations' program schedule is composed of NPR offerings such as **All Things Considered**, **Morning Edition** and **Car Talk**; and selected programs from PRI and APM like **A Prairie Home Companion** and **Splendid Table**. Nearly 2000 hours of the annual schedule is classical music, hosted by local announcers.

WKNO-FM continued to offer additional programming using the technology of HD Radio. The first service, 91.1-1 is similar to WKNO's current schedule; 91.1-2 offers news/talk while 91.1-1 plays classical music and classical music when 91.1-1 airs news. In simple terms, listeners who prefer news/talk have 24/7 service and those who love classical music have the same. In addition WKNO offers a third service, 91.1-3 that is 24/7 world news from the British Broadcasting Corporation (BBC). See schedules at wknofm.org.

WKNO-TV Report

WKNO-TV presented the national program service from the Public Broadcasting Service (PBS) with 9 hours of kids programming Monday – Friday and 3 hours of prime time programming Sunday through Wednesday. Core programming included **Masterpiece**; **Nature**; **Antiques Roadshow**; **American Experience**; **NOVA**; **Frontline**; **Great Performances**; **History Detectives**; **American Masters**; **PBS NewsHour** and other public affairs series. High profile special programming in FY11 included **A Capitol Fourth**; **Ken Burns's Tenth Inning**; **God in America**; **Circus**; **Frontline "The Spill"** and **"Obama's Deal"**; **NOVA "Emergency Mine Rescue"** and **"Japan's Killer Quake"**; **Pioneers of TV II**; **Masterpiece "Sherlock"**, **"Downton Abbey"** and **"Upstairs, Downstairs"**; **Black in Latin America**; **American Experience "Freedom Riders"**; **American Masters "Lennon NYC"**; **Independent Lens "The Calling"**; **Great Performances "Jackie Evancho: Dream With Me"**; and **The National Memorial Day Concert**. In April 2011, PBS marked the 20th anniversary of Ken Burns's groundbreaking documentary series **The Civil War** with a rebroadcast of the entire original series.

Added to the PBS core programming are programs produced or acquired locally, and programs distributed by American Public Television (APT), National Educational Telecommunications Association (NETA), Executive Program Service (EPS) and BBC Worldwide.

WKNO continues a commitment to air programs in honor of Christian, Jewish and Muslim holidays and in recognition of Black History Month, Holocaust Remembrance Month, Hurricane Katrina recovery, and 9/11 Remembrance.



NOVA



On June 25, 2010, WKNO participated in **Rise for Relief**, a regional telethon in support of the victims of the 2010 Mississippi River flood.

Efforts continued this year toward increasing programming for seniors (**The Best Times**; **My Generation**; **Life Part II**; **Easy Yoga for Arthritis**; **Healthy Body Healthy Mind**; **Quick Brown Fox: An Alzheimer's Story**; **Health Secrets**; **Ready to Retire?**; **Journey Home: Stories of Hospice**; **Tackling Diabetes**; **The Conversation: Seniors and Driving**) and continuing emphasis on environmental issues (**Rare Bird**; **Gulf Islands**; **Solar Car**; **Lords of Nature**; **Hungry for Green**; **Fixing the Future NOW**; **Next Frontier: Age of Green**; **Green Builders**; **Greenest Building**; **Journey to Planet Earth**; **Beyond the Light Switch**; **Earth: An Operator's Manual**; **Saving the Bay**).

WKNO2 (10.2) is a combination of an APT how-to/lifestyle programming service called **Create** and a next-night repeat of the WKNO prime time schedule and **Charlie Rose** at 10:00 p.m. each weeknight. WKNO2 also offers a regular home for independent film series like **POV** and **Independent Lens** on Sunday nights.

Local Productions

'KNO Tonite: WKNO began a new local programming stream Monday through Friday at 6:30 pm on WKNO and 11 pm weeknights on WKNO2, beginning September 6, 2010. Four new weekly series premiered – **Sports Files with Geoff Calkins** (Tuesdays beginning 9/6/10) and **Behind the Headlines** (Fridays beginning 9/10/10), **Local Color** (Thursdays beginning 1/27/11) and **The Family Plot: Gardening in the Mid-South** (Mondays beginning 3/28/11). The **Conversations With** series was joined by **Newsmakers**, airing on Wednesdays.

A Conversation With interviews in FY11 included: Gubernatorial candidates Mike McWherter and Bill Haslam, entertainers Jimmy Damon and Clay Aiken, actors Chris Ellis and Chris Parnell, authors Rebecca Skloot and Emily Yellin, musician Breeze Cayolle, health care provider and author Scott Morris and legendary Jack Daniels salesman Angelo Lucchesi. **Newsmakers** interviews in FY11 included: Memphis Mayor A C Wharton, Shelby County Mayor Mark Luttrell, and District Attorney Amy Weirich.

'KNO Tonite also includes 6 to 8 customized Host Spots every weeknight between 4 – 7 pm to invite viewers to join us for 'KNO Tonite programs as well as the prime time lineup and another at 10 p.m. thanking viewers and inviting them to join us again tomorrow. Each one of the 'KNO Tonite programs may also be viewed online at www.wkno.org, by clicking on the 'KNO Tonite banner. Additional stories and support material may also be included on each series' individual web page. Viewers are encouraged to offer comments and suggestions via email.

'KNO Tonite specials included **Behind the Headlines Special Editions** "School Consolidation" and "State of the State follow-up", **Madam Speaker: Beth Harwell Makes History**, and **Newsmakers Special Edition** "Mayor Mark Luttrell."



Other series: Three new episodes of **Southern Routes**, six new episodes of **The Best Times**. **Memphis Memoirs** continued to air in encore presentations.

Other Specials: **From Bourbon to Beale: Breeze Cayolle; Live! Beale Street on New Year's Eve.**

State-wide productions: **A Conversation with Bill Haslam: Election Edition; A Conversation with Mike McWherter: Election Edition; 2011 Tennessee Inaugural: Governor Bill Haslam; Madam Speaker: Beth Harwell Makes History.**

State-wide presentations via the TN Channel: **TN State Legislative coverage** (both State Senate and State House of Representatives sessions from February – May, 2011); **TSSAA Sports Championships** (Football, Basketball, Soccer, Volleyball, Baseball, Track & Field); **Memorial Service for Governor Ned Ray McWherter; Governor's State of the State.**

Local Acquisitions

Memphis Series: **Smart Medicine** (12 eps) and **Memphis Energized** (6 eps).

Memphis Specials: **Blue Ridge Parkway: Long Winding Road; 100 Years of Juvenile Court; 30th Annual Blues Awards; Don't Make Me Start This Car.**

Regional Series and Specials: **Arkansas Outdoors; Tennessee Crossroads; Tennessee Wild Side; Volunteer Gardener; West TN Journal; Southern Haunts; Southern Accents; Children's Health Crisis; One on One with Gov. Phil Bredesen; Secession: TN Civil War 150; The Battle of Johnsonville** and many more via **The Tennessee Channel** (4 hours per week x 2).

Acquisitions: **BBC coverage of the Royal Wedding of Prince William and Catherine Middleton; KNO Movie Nite** (a two-year series of classic movies airing Fridays at 8 pm); **Apollo; MI-5; Waking the Dead; British Comedies; Electric Dreams; D-Day to Berlin; Space Age: The NASA Story.**

WKNO National Presentations

New in FY11: **Live! Beale Street on New Year's Eve; 30th Annual Blues Awards.**

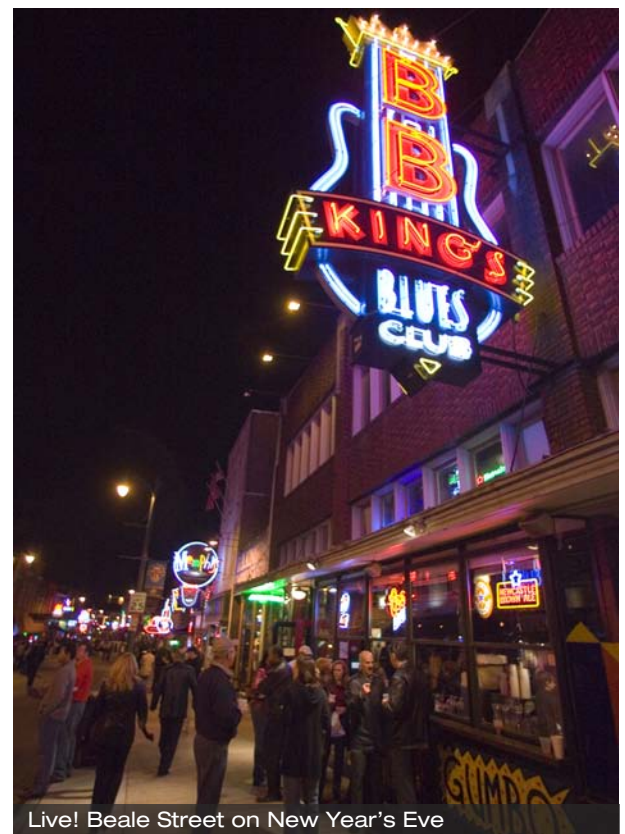
WKNO continues to represent recurring series: **Burt Wolf: Travels & Traditions; Burt Wolf: A Taste of Freedom; Classic Gospel; Sun Studio Sessions** and **Garden Smart**, as well as the pledge event specials **He Touched Me: The Gospel Music of Elvis Presley** and **Love Me Tender – The Love Songs of Elvis.**

Kids Programming

WKNO continues its commitment to airing programs to help prepare children to enter school Ready to Learn. The PBS children's schedule strengthens the educational value of programs in a pre-school block in the mornings and the PBS Kids Go! Block in the afternoon with exciting graphics and interstitials.



From Bourbon to Beale: Breeze Cayolle



Live! Beale Street on New Year's Eve

New children's series introduced this year were **The Cat in the Hat Knows a Lot About That!**, featuring the books of Dr. Seuss and the voice of Martin Short, and **Wild Kratts**, a mostly animated version of the popular Kratt brothers in their adventures with all sorts of living creatures.

In addition to television broadcasts, WKNO provides content for viewers online at wkno.org via "Video On Demand". Viewers also access program information and program schedules at the site.

Community Outreach/Events Report

WKNO-FM Performance Club

Led by Memphis arts journalist and theater critic Christopher Blank, the group (on average of about 20) meets to attend a variety of shows on Memphis stages, from musical theater to contemporary dance. Before each production, Mr. Blank hosts a pre-show conversation with artists, then convenes afterward in a local watering hole for casual banter about what the group saw. Members are encouraged to think critically and develop strong opinions about all aspects of performances. The Performance Club began in Fall, 2009.

WKNO-FM Book Club

WKNO-FM launched a Book Club this year. Each month the Book Club meets to discuss a selected title. Fiction and non-fiction, literary and mass-market, the only criteria is that book has been featured by NPR. Our group, that started in January, 2011 with a small handful of tickets, has grown, and in addition to reading some wonderful (and a few not-so-wonderful) books during the year, it's a real pleasure to spend time with our listeners.

WKNO-FM Breakfast Club

The WKNO-FM breakfast club began during the April, 2011, radio pledge drive. We have a pretty regular group of volunteers who come in early (really early! about 6:30 am) during the weeks of radio pledge to answer the phones, and the group had so much fun that they didn't want to wait until the next pledge drive to get together. Now, on the second Tuesday of each month, eight to ten WKNO-FM volunteers gather in a different restaurant or in someone's home for breakfast and fellowship.

WKNO-TV Supper Club

The WKNO-TV supper club was born when a number of our regular TV pledge volunteers heard about the radio breakfast club and decided to take the idea. Once a month, anywhere from twelve to twenty of our regular TV pledge volunteers get together for dinner and conversation - and even to recruit new volunteers.

WKNO Night at the Redbirds

In celebration of the premiere of **The 10th Inning**, the follow-up to Ken Burns's **Baseball** series, WKNO hosted a Night at the Redbirds, on July 24, 2010. The event featured a special gift, a visit with Mr. Chuck, and a preview of the film.

Best Times Workshop: Knit Wits

This workshop - held on August 24, 2010 - on knitting for beginners was led by Henrietta "Hank" Davis, longtime WKNO volunteer and owner of "Hank of Yarn" in Southaven. It was attended by approximately 50 people.



Festivals/Expos

WKNO had a table with station information at the Cooper Young Festival in September, 2010; City of Germantown Senior Expo at the Germantown Centre in November, 2010; and the Council on Aging Senior Expo at the Agricenter in May, 2011.

God in America screening and panel discussion

On October 7, 2010, WKNO, in partnership with the Rhodes College Religious Studies Department, hosted a one-hour screening and local panel discussion of the six-hour PBS series **God in America**. Ann Langston, Director of the Church Health Center, moderated the discussion. Panelists included Dr. David Dault, Assistant Professor of Religion and Philosophy at Christian Brothers University; Dr. Kirk Kilpatrick, Dean of Masters and Associates Programs at Mid America Baptist Theological Seminary; Dr. Reginald Porter, Senior Pastor with Metropolitan Baptist Church; Yasir Qadhi, Memphis Islamic Center's scholar in residence and Rhodes College professor; Rabbi Aaron Rubinstein of Beth Sholom Synagogue of Memphis; Pastor Steve Stone of Heartsong Church; and Reverend Sonia Walker, Associate Pastor of First Congregational Church.

***“Ask This Old House” shoot in Memphis and workshop at Graceland***

General contractor Tom Silva and host Kevin O'Connor from **Ask This Old House** traveled to Memphis for a house call in Germantown on October 18, 2010. While here, they hosted an **Ask This Old House** workshop on the grounds of Graceland. WKNO invited underwriters, major donors, board members, staff and volunteers to the event. About 35 people were in audience at the workshop.

***Best Times Workshop: Holiday Crafts***

A total of about 20 people attended this workshop on some easy and inexpensive holiday craft ideas and how to make them. It was held on October 19, 2010.

Antiques Appraisal Fair

Hundreds of people brought out their favorite heirlooms for this event held at Hilton Memphis on October 31, 2010. The event featured more than a dozen specialists and appraisers with expertise in sporting goods, Civil War memorabilia, clocks, watches, jewelry, stained glass, decorative iron, and more.

Outdoors Inc. Cyclocross Championship

WKNO-TV was the media sponsor for this annual event from Outdoors, Inc. The race, held on November 14, 2010, celebrates the outdoor community of Memphis and brings the spotlight to Memphis via a national race.

AARP Tax Aide

Between February and April, AARP Tax Aide volunteers offered free tax help at WKNO on for taxpayers with low and moderate income, with special attention to those aged 60 and older.

“Freedom Riders” outreach and screening event

May, 2011 marked the 50th anniversary of the Freedom Rides during the Civil Rights Movement. During those original rides, more than 400 black and white Americans risked their lives—and many endured savage beatings and imprisonment—for simply traveling



together on buses and trains as they journeyed through the Deep South. WKNO partnered with Facing History and Ourselves to engage in a multi-media outreach campaign to honor this historic event. The campaign included helping get the word out about the contemporary national Student Freedom Rides being planned (a native Memphian was chosen as one of the riders). On March 3, 2011, WKNO joined Facing History and Ourselves to help promote a screening of the **American Experience** film featuring a Q&A discussion with Ernest “Rip” Patton, who took part in the May 1961 Greyhound Freedom Ride. In addition, the National Civil Rights Museum hosted a public screening during the broadcast of the film.

Tavis Smiley: Changing the World One Conversation at a Time
National television host and renowned author Tavis Smiley visited Memphis to take part in a community discussion at Christian Brothers University on March 5, 2011. Tavis was interviewed on stage by **Local Color** host Mamie Shannon.



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