

# WKNO

**2014** Annual Report

*Public Broadcasting for the Mid-South*



WKNO



## A LETTER FROM THE PRESIDENT AND CEO AND BOARD CHAIRMAN

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During this past year, WKNO bolstered current partnerships and productions and engaged the community in a variety of educational and cultural projects and events, including honoring significant historical events.

We are in the middle of a decade in which we will recognize the 50th anniversary of several watershed moments in American history. During this past fiscal year, we honored the anniversaries of the 1963 March on Washington and the assassination of President John F. Kennedy with special programming. For the March, we also produced interstitials with two Memphis women who took part in the event in 1963, and participated in a national educational project that included online live interviews and documentary screenings.

Two other important anniversaries were recognized: the 150th anniversary of The Gettysburg Address and the 70th anniversary of D-Day.

These projects and programs are examples of the importance and unique position of WKNO and public broadcasting as educators, cultural beacons, and conveners of public discourse.

And we are poised for an even greater new year with the premiere of a new local television series, **Your Family Pet**, and the debut of a new televised awards ceremony honoring community leaders and organizations who are “sparking” positive change in the Mid-South.

The WKNO-FM Stations will continue to enhance its coverage of the arts and develop information segments on Greater Memphis history, cooking, and more.


We have just touched on some of the events and efforts that make WKNO unique in the Mid-South community and the media landscape. In this report, you will find details for these accomplishments and many more.

We are able to broadcast thought-provoking and informative programs and take broadcasts beyond the airwaves thanks to support from viewers and listeners like you.

Thank you.



Michael J. LaBonia  
WKNO President & CEO



Dr. Craig Esrael  
Chairman, WKNO Board of Trustees

# MID-SOUTH PUBLIC COMMUNICATIONS FOUNDATION

ANNUAL REPORT  
July 1, 2013 – June 30, 2014

## 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 non commercial broadcast stations owned and operated by the Mid South Public Communications Foundation.

During Fiscal Year 2014 (FY14), WKNO continued to build on local productions for television and radio, engaged the community at several events, shared the Memphis story with the country, and bolstered our resources for educators. 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:

- WKNO-FM's News Department won two awards from the Public Radio News Directors Inc. (PRNDI): First Place "Soft Feature" for "Backyard Chickens Take Roost in Mid-South;" Second Place "Commentary" for "Christmas In August, or How I Spent My Summer Vacation Money."

- WKNO joined a national PBS project to present a special week of programs and online events and activities celebrating the 50th anniversary of the historic 1963 March on Washington. Dovetailing with the PBS-led project, WKNO aired national and local programs honoring heroes of the civil rights movement. We produced online segments with two community members who participated in the 1963 march: Johnnie Turner and Joan Nelson.

- Live out-of-studio broadcasts on WKNO-FM offered another season of Opera Memphis previews and continued **Friday Live Lunch from Playhouse on the Square** and Iris Chamber Orchestra previews.

- Gallery Ten Ninety One continued to be a popular exhibit space among local artists with a new showing each month. The space is booked up more than six months in advance, and an average of 100 people visit the gallery each month. In FY14, we hosted several group exhibitions, including Memphis/Germantown Art League National Exhibit, as well as several solo exhibitions. Throughout the course of the year, WKNO saw a variety of styles and mediums, including watercolors, paintings, photographs, sculptures, other 3-D pieces, and more.

- In addition to shooting Season 3 (which debuted on Friday the 13th in June, 2014), **Professor Ghoul's Horror School** presented three new specials to enthusiastic fans. In August, 2013, a new fundraising special premiered featuring the 1961 sci-fi classic "The Phantom Planet." As a special Halloween treat, Professor Ghoul and Shotzi presented the made-in-Memphis film from 1982, "I Was a Zombie for the FBI." And in their first holiday special, the 1964 film "Santa Claus Conquers the Martians."

- With a grant addition, we continued our successful **Shakespeare Uncovered** education and promotion with the broadcast of **The Hollow Crown on Great Performances**. This ambitious four-part miniseries assembles four of Shakespeare’s history plays — **Richard II, Henry IV, Parts I & II, and Henry V** — into a single chronological narrative. We added two new interstitial that explored more of Shakespeare in modern times, and hosted a screening and special group reading of **Richard II**.

- 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. WKNO staff joined Scott at the PBS LearningMedia Digital Innovators Summit held at PBS headquarters in Arlington, VA in June, 2014. Scott has worked closely with WKNO to offer PBS LearningMedia training workshops for educators, which will begin in Fall, 2014.

WKNO-TV continued to produce significant local programming, highlighting what makes life unique in the Mid-South. In addition to our weekly series **The Family Plot: Gardening in the Mid-South, Sports Files with Greg Gaston, and Behind the Headlines**, we co-produce (with Lipscomb Pitts Breakfast Club and Media Source) the monthly series **The SPARK**, and present the monthly series **Smart Medicine** (produced by Running Pony Productions and Baptist Memorial Health Care) and **Memphis Energized** (produced by MLGW).

WKNO-TV engaged the Mid-South with national and regional programming that explores new ideas and worlds – including historical documentaries and performance specials. We once again broadcast live from **Beale Street on New Year’s Eve**, a celebration that aired in many states and crossed three time zones. This year, we enhanced our social media push by featuring a hashtag during the broadcast and encouraging viewers across the country to interact with the broadcast.

In addition, we presented the **2013 Blues Awards** for national broadcast. And we saw a four-year special project come to fruition when we aired a documentary produced by WQED in Pittsburg that we put into motion. In 2010, John Black and his wife Kay of Germantown received an unexpected surprise: a trunk, which had been stored, unexamined, for decades in a family member’s garage in California. Inside they found his mother’s footlocker filled with a 100 images of her sketches, photographs, scrapbooks, news clippings, and other memorabilia, launching John on a journey to meet this remarkable woman who had been his mother. **Portraits for the Homefront: The Story of Elizabeth Black** follows this journey.

Five new **Conversations With** episodes were produced this year, including author and *Memphis Daily News* publisher Eric Barnes, Ambassador James Glassman, marketing strategist Dan Conaway, retired Coast Guard Captain Louis Brudnicki, and historian Vincent Astor.

WKNO-TV also served as the presenting station for programs that aired on public television stations across the country, including Season 5 of **Sun Studio Sessions**, Season 9 of **Classic Gospel, David Phelps Classic, To Catch a Dollar: Muhammad Yunus Banks on America, and Statler Brothers Farewell Concert** (pledge event).

## 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 non profit corporation created for the purpose of enhancing the educational and cultural opportunities of the community through the development, ownership, and operation of a non commercial, educational television station.” As a result of the Foundation’s activities, WKNO TV, 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 non commercial 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 Mid South 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 non profit 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 non commercial, 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 40 years on April 1, 2012.

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 FY14 WKNO raised \$5.8 million in operating revenue, with the local community continuing to be the largest source of income at 72%. Federal and state grants made up 28% of annual support. Locally raised funds came from development activities including contributions, corporate and institutional sponsorships, online auctions, and special events. Other income included entrepreneurial activities such as production grants, contract services, rental income, and program royalties.

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

Volunteers continue to help make fundraising goals each year. In FY14 more than 230 volunteers worked with the staff to raise money through pledge campaigns and special events.

WKNO’s professional and experienced staff in FY14 was made up of 44 full-time and 10 part-time employees. Many employees have worked at WKNO for more than 20 years.



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

WKNO TV/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 1,114 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-TV 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. In 2014, WKNO completed ten years of HD digital broadcasting.

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 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 **Friday Live Lunch from Playhouse on the Square**, **IRIS Chamber Orchestra Friday Previews**, **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 Theater, an acting troupe devoted to original and adapted plays for radio. In addition, numerous news stories were produced for local and/or national broadcast for NPR, winning two awards from the Public Radio News Directors Inc. (PRNDI).

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 2,000 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](http://wknofm.org).

Listen  
LIVE

Memphis Moments

IRIS  
Michael Stern • Music Director

ALL  
THINGS  
CONSIDERED

MORNING  
EDITION<sup>®</sup>  
from NPR<sup>®</sup> NEWS

AMERICAN  
PUBLIC MEDIA<sup>®</sup>

The  
Splendid  
Table<sup>®</sup>



## WKNO-TV Report

WKNO-TV presented the national program service from the Public Broadcasting Service (PBS) with 9.5 hours of kids programming Monday – Friday (and 4 additional hours on weekends), 2 hours of news 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**; **Charlie Rose**; **The Tavis Smiley Show**; and many public affairs series. High profile special programming in FY14 included **Masterpiece** (with new seasons of **Downton Abbey**, **Sherlock**, **Mr. Selfridge**, and **Call the Midwife**); **The March**; **Earthflight**; **Latino-Americans**; **Great Performances “Hollow Crown”** (Shakespeare); **African-Americans: Many Rivers to Cross**, **Hawking**, **Genealogy Roadshow**, **Nature “Honey Badgers”**; **Story of the Jews**; **The Address** (Ken Burns); **Pioneers of Television 4**; **Independent Lens “Muscle Shoals”**; **American Experience “Freedom Summer”**; among others.

In keeping with the mission of public television, several programs were presented in response to current national events, delivering critical information and starting dialogues in many communities affected by the events. Programs that aired this fiscal year included **Frontline** (“**Life and Death in Assisted Living**”, “**League of Denial: NFL’s Concussion Crisis**”, “**Secrets of the Vatican**”, and “**TB: The Silent Killer**”), **NOVA** (“**Killer Typhoon**” and “**Doomsday or Payday**”), **Comet Encounter**, and a full day of programming for **American Graduate Day**.

Major milestones in American history were recognized with special programming during FY14. We celebrated the 50th anniversary of the March on Washington with **The March**. Marking the 50th anniversary of the assassination of President John F. Kennedy, programming included **American Experience: JFK**, **NOVA “Cold Case JFK”**, **Secrets of the Dead “One PM Central”**, **Frontline “Who Was Lee Harvey Oswald?”**, and **Kennedy Half Century**. Filmmaker Ken Burns helped us all remember the 200th anniversary of President Lincoln’s most famous speech with a new documentary



# NOVA



called **The Address**. Another WWII anniversary was also celebrated with **D-Day 360** and **NOVA “D-Day’s Sunken Secrets”**.

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.

At the core of news programming on WKNO is the **PBS NewsHour**. To that daily broadcast, we add **The Nightly Business Report**, **Charlie Rose**, and **Tavis Smiley**. Adding a different perspective to the news is **BBC News America** from BBC in London and **Newsline** from NHK in Japan.

WKNO continues a commitment to air programs in honor of religious holidays and in recognition of Black History Month, Holocaust Remembrance Month, and 9/11 Remembrance.

On WKNO2 the **WORLD** service continues to deliver a 12-hour daily collection of news, documentary, and public affairs programming. Complete coverage of the 2014 session of the **Tennessee State Legislature Coverage** aired from January through May. The rest of the programming on WKNO2 includes a next-night repeat of the WKNO primetime schedule and **Charlie Rose** at 10:00 p.m. each weeknight. WKNO2 also offers a regular home for **Great Performance at the Met** operas and independent film series like **POV** and **Independent Lens** on Sunday nights.

### LOCAL PRODUCTIONS

WKNO continued to produce significant local programming, highlighting what makes life unique in the Mid-South, with timely programs airing in primetime on Thursdays and Fridays, with weekend and WKNO2 repeats for maximum exposure. Regular weekly series continued: **Behind the Headlines**, **Sports Files with Greg Gaston**, **The Family Plot: Gardening in the Mid-South**, **The Best Times**, **A Conversation With**, and **Professor Ghoul’s Horror School** (movies). Regionally-produced series continued: **The SPARK**, **Smart Medicine**, **Memphis Energized**, and **Creative License** air on a monthly basis.



Charlie Rose



Five new **Conversations With** episodes were produced in FY14, including author and journalist Eric Barnes, Ambassador James Glassman, marketing strategist Dan Conaway, retired Coast Guard Captain Louis Brudnicki, and historian Vincent Astor.

Other Specials: **Memories of the March** (interstitials), **Classic Gospel Special: Women of Homecoming**, **Live! Beale Street on New Year's Eve**, and Professor Ghoul specials for Halloween and Christmas.

State-wide presentations via the TN Channel: **TN State Legislative** coverage (State Senate and State House of Representatives sessions from January – May, 2014) and the **Governor's State of the State Address**.



### LOCAL ACQUISITIONS

Memphis Series: **The Spark** (co-production, 12 eps), **Smart Medicine** (12 eps), and **Memphis Energized** (6 eps).

Memphis Specials: cult classic 80's movie "**I Was a Zombie for the F.B.I.**", **FreeWorld: Eventually Everything Will Happen** (music history), **Inside Story** (women's prison), and a WWII special aired on PBS with a Memphis connection **Portraits for the Home Front: The Story of Elizabeth Black**.

Regional Series and Specials: **Creative License**, **Arkansas Outdoors**, **Tennessee Crossroads**, **Tennessee's Wild Side**, **Volunteer Gardener**, **Bluegrass Underground**, **Civil War: The Untold Story** (TN battles), **28th Annual Mid-South Regional Emmy Awards**, **NPT Reports: Children's Health Crisis**, **Troubled Water**, and many more via The Tennessee Channel (4 hours per week x 2).

Acquisitions: **'KNO Movie Nite** (classic movies airing Fridays at 8 pm), **Black & White and Dead All Over**, **The Making of War Horse**, **Father Brown**, **DCI Banks**, **Dalziel & Pascoe**, **Tiger: Spy in the Jungle**, **Born to Royalty**, **Wodehouse in Exile**, **Moone Boy**, and **Van Gogh: Painted with Words**.



## WKNO NATIONAL PRESENTATIONS

New in FY14: **David Phelps Classic, To Catch a Dollar: Muhammad Yunus Banks on America, Live! Beale Street on New Year's Eve 2013, Statler Brothers Farewell Concert** (pledge event), and the **2013 Blues Music 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**.

## 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. One new daily series was added in FY14. **Peg + Cat**, helping pre-school kids solve math problems.

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

## COMMUNITY ENGAGEMENT

### *WKNO-FM Performance Club*

Curated by 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***

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

***WKNO-FM Breakfast Club***

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.

***Gallery Ten Ninety One***

The art gallery, which is located in the WKNO lobby, continues to remain a popular venue for artists. The gallery generally stays booked up 4-6 month in advance. In FY14, Gallery Ten Ninety One hosted well-known area artists Kay Coop, Hillary and David Butler, Lou Hoover, Yancy Villa-Calvo, David Johnson, Agnes Stark, and Denise Rikard. Group exhibitions included the Bartlett Art Association, the Center for Southern Folklore, Artists' Link, Tennessee Craft Southwest, and the Memphis/Germantown Art League's National Exhibit.

***Professor Ghoul at The Orpheum***

Professor Ghoul hosted a double feature "Fright Night" during The Orpheum's Summer Movie Series on Friday, July 26, 2013. The event included an exclusive clip to introduce the 1980s classic films "Ghostbusters" and "Poltergeist". Professor Ghoul himself appeared live to host and sign autographs.

***March on Washington***

WKNO joined a national PBS project to present a special week of programs and online events and activities celebrating the 50th anniversary of the historic 1963 March on Washington during the week of August 23, 2013. Dovetailing with the PBS-led project, WKNO aired national and local programs honoring heroes of the civil rights movement. We produced online segments with two community members who participated in the 1963 march: Johnnie Turner and Joan Nelson. We partnered with the National Civil Rights Museum and the Memphis Public Library to create buzz around the broadcast and engagement activities. The project also included social media



memes, online chats, and online screenings. We aided the community with the online chats and screenings by setting up locations for people to participate at three library branches and the WKNO Digital Media Center.

### *Hollow Crown*

As a continuation of the grant for **Shakespeare Uncovered** that WKNO received in FY13, we worked with Tennessee Shakespeare Company (TSC) to craft engagement around the broadcast of the **Hollow Crown** series. New Shakespearean interstitials were produced, and we presented a screening event and reading of **Richard II** on Sunday, September 15 at the WKNO Digital Media Center. About 100 people joined us as we showed the first two acts of the play and then read the third act out loud together and discussed. We also gave away, via social media, tickets to TSC performances and a special screening of “H4” which was held during the Indie Memphis Film Festival.



### *Appraisal Extravaganza*

Hundreds of people brought out their favorite heirlooms for this event held at Hilton Memphis on October 6, 2013. 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.

### *Festivals/Expos*

City of Germantown Senior Expo at the Germantown Centre in November, 2013, and Council on Aging Senior Expo in May, 2014, at Bellevue Baptist Church.

### *Outdoors Inc. Cyclocross Championship*

WKNO-TV was the media sponsor for this annual event from Outdoors, Inc. The race, held on November 10, 2013, celebrates the outdoor community of Memphis and brings the spotlight to Memphis via a national race.

### *Wait Wait Don't Tell Me*

**Wait Wait Don't Tell Me** brought their popular NPR quiz show to The Orpheum Theater on December 19, 2013, where the show was recorded live in front of a sold-out crowd.



### *Downton Abbey Tea Party*

To celebrate the success of the British drama, and the Season Four premiere, WKNO invited viewers to the **A Tea Party Inspired by Downton Abbey** at the WKNO Digital Media Center on January 4, 2014. The free event filled up fast with a waiting list, and more than 250 excited fans enjoyed tea and pastries, prizes, and a special advanced viewing of the first episode of Season Four. The event was sponsored by St. Mary's Episcopal School, with refreshments donated by Just for Lunch.



### *AARP Tax Aide*

Between February and April, AARP Tax Aide volunteers offered free tax help at WKNO for taxpayers with low and moderate income, with special attention to those aged 60 and older. More than 100 people took advantage of his service.

### *Civil War: The Untold Story*

WKNO partnered with Great Divide Pictures, Rhodes College, West Tennessee Historical Society, and Mississippi River Corridor to present a sneak preview of the documentary series **Civil War: The Untold Story** on March 9, 2014, at Rhodes College. The five-part series is a visually stunning and absorbing documentary that breaks new ground by examining the war through the lens of the Western Theater - battles in the strategic lands between the Appalachians and Mississippi River. It is narrated by Elizabeth McGovern (**Downton Abbey**). The event featured a viewing of one of the episodes of the new series, period music, and General Grant and Mrs. Grant re-enactors.

### *First TN 150 Days of Giving*

WKNO helped bring the spotlight on many nonprofit organizations throughout the state and region while celebrating the 150th anniversary of First Tennessee. The bank encouraged the public for 150 days to vote online for the most deserving nonprofit for a \$5,000 gift. WKNO produced a promo to encourage the community to get involved and promoted via the weekly newsletter, social media, and the web. WKNO was one of the first to receive the gift during the promotion.

### *Outdoors Inc. Canoe and Kayak Race*

WKNO-TV was the media sponsor for this annual event from Outdoors, Inc. The race, held on June 14, 2014, celebrates the outdoor community of Memphis and brings the spotlight to Memphis via a national race. It is the largest canoe and kayak race in the Southeast U.S. and Memphis's largest river event.

**WKNO Board of Trustees**

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**WKNO would like to thank the following program sponsors**

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**WKNO-TV**

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|  |   |
|--|---|
| AEG Live/TMG Nashville                   | Local Gastropub                               |
| Alchemy                                  | Love Worth Finding Ministries                 |
| All American, Inc.                       | Malco Theatres                                |
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| <i>The Best Times</i>                    | Memphis Light, Gas & Water                    |
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| Buckman                                  | Mid-South Transplant Foundation               |
| Campbell Clinic After Hours              | New Olivet Baptist Church                     |
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| Community Foundation of Greater Memphis  | Orpheum Theatre                               |
| Dan West Garden Center                   | Quality Landscape & Garden                    |
| Easy Way Food Stores                     | Saint Francis Medical Partners                |
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| Evangelical Christian School             | Shappley Sew and Vac                          |
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| Infiniti of Memphis                      | Trustmark National Bank                       |
| Irish Orchestra                          | The University of Memphis                     |
| The Langsdon Clinic                      | The University of Memphis MBA Program         |
| Lane College                             | Wine Market                                   |
| Lausanne Collegiate School               | Wunderlich Securities                         |
| Le Bonheur Children's Hospital           | Young for Youth Foundation                    |

## WKNO-FM

AC Entertainment  
 Aeneas Internet and Telephone  
 Allison Stiles, M.D.  
 American Guild of Organists  
 American Red Cross  
 Anxiety Treatment Center  
 Apperson, Crump, PLC  
 Arthur's Wine and Liquor  
 Athena Health  
 Audubon Mississippi/National Audubon Society  
 AutoZone  
 Ballet Memphis  
 Baptist Memorial Health Care  
 Bartlett Performing Arts & Conference Center  
 Bartlett Station Farmers Market  
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 C Spire Wireless  
 Calvary Episcopal Church  
 CB Richard Ellis  
 Center for Gifted Studies, Western Kentucky University  
 Century Wealth Management  
 Church of the River  
 City of Jackson, TN  
 Cole, Simonetti and Terry  
 Colliers International  
 Comfort Keepers  
*The Commercial Appeal*  
 Commercial Bank & Trust  
 Commercial Data Corp  
 Community Foundation of Greater Memphis  
 Cumberland Trust  
 Customs Cleared  
 Delores Kinsolving  
 Delta Dental  
 Dixon Gallery & Gardens  
 Dixon Hughes Goodman  
 Duckworth Pathology  
 Elmwood Cemetery  
 Empire Media  
 Farmington Presbyterian Church  
 FedEx  
 Fertility Associates of Memphis  
 First South Federal Credit Union  
 First Tennessee Bank  
 First Tennessee Foundation  
 Focus Healthcare of Tennessee  
 Ford Center for the Performing Arts,  
 The University of Mississippi  
 FOX Television  
 Germantown Senior Expo  
 GPAC  
 Grace-St. Luke's Episcopal School  
 Great Hall and Conference Center, City of Germantown  
 Green Machine Concerts  
 Hall Law Firm  
 Harrah's Entertainment  
 Hattiloo Theater  
 Hill Services  
 Infiniti of Memphis  
 Iris Orchestra  
 Jocelyn Wurzburg, Attorney  
 Landers Firm  
 Lane College  
 Laurelwood Shopping Center  
 Law Offices of Gary Green  
 L'Ecole Culinaire  
 Lifeblood  
 Lillian Durand  
 Lunaweb  
 Main Street Publishing  
 Marston Group  
 Memphis & Shelby County Health Department  
 Memphis Animal Clinic  
*Memphis Business Journal*  
 Memphis College of Art  
 Memphis Farmers Market  
*Memphis Health & Fitness Magazine*  
 Memphis Jewish Family Services  
 Memphis Public Library  
 Memphis School of Excellence  
 Memphis Scottish Society

Memphis Symphony Orchestra  
 Memphis University School  
 Methodist Le Bonheur Healthcare  
 MidSouth Family Medicine  
 Miles Mason Family Law  
 National Civil Rights Museum  
 National Shows  
 Nautilus Publishing  
 Opera Memphis  
 Orion Federal Credit Union  
 Orpheum Theatre  
 Orthomemphis  
 Outdoors, Inc.  
 Page Robbins Adult Center  
 Playhouse on the Square  
 Primary Care Specialists  
 Prizm Ensemble  
 Professional Network on Aging Senior Expo  
 R J Young  
 Rhodes College  
 Rice, Amundsen and Caperton, PLLC  
 River Arts Fest  
 Riverpac  
 Rudi E. Scheidt School of Music  
 Safari Lawn Care  
 Schadt Foundation  
 Second Presbyterian Church  
 Shelby Farms Park Conservancy  
 Simon & Schuster  
 South Walton Beach  
 St. Andrew's-Sewanee School  
 St. George's Independent School  
 Summit Asset Management  
 Tennessee 811  
 Tennessee Department of Safety and  
     Homeland Security  
 Tennessee Shakespeare Company  
 The Tenors  
 Theatre Memphis  
 TMS Center of Memphis  
 Trezevant Manor  
 Trustmark National Bank  
 Turner Dairies  
 TVA  
 Union University  
 The University of Memphis  
 The University of Memphis Executive MBA Program  
 The University of Memphis Gambling Clinic  
 The University of Memphis Research &  
     Innovation Expo  
 The University of Memphis School of Nursing  
 Urban Child Institute  
 Vanderbilt Executive Programs  
 Vistacare  
 Waddell & Associates  
 Waller Law Firm  
 Watkins Uiberall, PLLC  
 WHMC  
 William Morrow  
 Wolf River Singers  
 YWCA of Greater Memphis