

2013 RADIO LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

WKNO-FM's goal is to continue to be a trusted community source for information and inspiration through local news features, arts coverage, classical music and community engagement utilizing the power of broadcast and digital media.

2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.

Community service and outreach efforts this year included continuing our partnership with the Memphis Museums to present "Memphis Moments" a narrative of "today in the region's history". Live remote musical broadcasts include rehearsals of the IRIS Chamber Orchestra offering a unique opportunity for our audience to experience the inner workings of orchestral performance; Opera Memphis preview broadcasts; and musical previews from the only professional theater in the area - Playhouse on the Square. A preview of the Memphis Symphony's coming performance airs on the Friday before the concerts. Commentary from long-time marketing executive John Malmo concerned with local business issues continues. "Checking on the Arts" airs in the morning and evening each weekday showcasing the arts community and upcoming events.

In association with Rhodes College's Jonathan Judaken, "Counterpoint" is a periodic series of half-hour conversations which feature leading authors and scholars on topics ranging from race, politics, religion, and the environment.

In addition, WKNO now offers listeners Performance Club where listeners attend a local arts performance and then meet to discuss the event and Book Club for listeners to engage in community activities.

3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.

WKNO-FM's various initiatives generate feedback via social media as part of our continuing community conversation whether it be the arts or news features.

Local productions are available as an ongoing community resource at wknofm.org which provides feedback based on the number of views.

One arts leader stated publicly that WKNO-FM provides more support of the arts community than public radio stations in any other community where he has lived.

4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2013, and any plans you have made to meet the needs of these audiences during Fiscal Year 2014. If you regularly broadcast in a language other than English, please note the language broadcast.

WKNO-FM regularly provides a variety of forums for minority voices. The twice daily arts/events interviews ("Checking on the Arts") include representatives from such diverse groups as the National Civil Rights Museum, the Memphis Hispanic Association, the Chinese Society, India Memphis and the Cultural Development Foundation. This year the WKNO news staff covered issues particularly poignant in the minority community including civil rights, local election coverage, and education reform.

5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?

WKNO will continue to present remote broadcasts assisting various community organizations using IP equipment that allows us to broadcast from any site with broadband.

We want to continue to build our newsgathering resources by identifying skilled, experienced journalists to provide depth to our coverage of significant community issues.