

2022 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 of information and inspiration through local newscasts and features, arts coverage, classical music and community engagement utilizing the power of non-commercial, public 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.

Live remote musical broadcasts featuring the IRIS Collective offering a unique opportunity for our listeners to experience the inner workings of orchestral performance, Opera Memphis preview broadcasts with General Director Ned Canty, musical previews

from the only professional theater in the region - Playhouse on the Square, and broadcast Memphis Symphony's performances.

"Checking on the Arts" airs in the morning and afternoon each weekday showcasing the arts community and upcoming events. WKNO's Darel Snodgrass and Kacky Walton produce some 500 interviews each year.

WKNO News continues to increase coverage with newscasts weekdays during NPR's Morning Edition and All Things Considered. In addition, WKNO News produces features on important current events. The Behind the Headlines Radio Roundtable features a weekly topical discussion of community issues with local leaders and is produced in partnership with The Daily Memphian and hosted by Eric Barnes.

Local political analyst Otis Sanford provides weekly commentary on politics in the Mid-South and State of Tennessee.

A partnership with The Institute for Public Service Reporting at the University of Memphis continues to provide in-depth investigative features to the WKNO-FM Stations. A new focus on Civil Rights cold cases in the Mid-South has been launched titled Civil Wrongs with journalist Laura Faith Kebede.

Additional weekly segments include business commentary with John Malmo, The Weekly Dish with Commercial Appeal Food Writer Jennifer Chandler, Life Matters segments produced by Church Health, Protecting Your Money with the Better Business Bureau, and Greater Giving Moment with the Community Foundation of Greater Memphis.

WKNO-FM's website (wknofm.org) has offered coverage for the Mid-South this year including live coverage of press briefings, hearings and presentations from local, state and national sources. The WKNO App has made the content of WKNO and its partners available to a broader audience.

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.

The impact of WKNO-FM's News reporting grew this year with more newscasts and features on important issues ranging from the elections to racial justice issues.

WKNO provided extensive information on the pandemic through local reporting and its national public media partners (NPR, et al). In addition, arts coverage kept listeners informed of closings and new digital offerings of local arts groups.

WKNO-FM's news and arts initiatives generates feedback via surveys and social media postings.

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 2022, and any plans you have made to meet the needs of these audiences during Fiscal Year 2023. If you regularly broadcast in a language other than English, please note the language broadcast.

Interviews on "Checking on the Arts" include diverse groups such as the Hattiloo Theatre, National Civil Rights Museum, Latino Memphis, the Chinese Society, India Memphis and the Cultural Development Foundation.

WKNO News covered issues that impacted people of color in the community, civil rights issues, racial justice, election coverage and education reform.

WKNO News has established a partnership with the Institute for Public Service Reporting at the University of Memphis to provide important investigative features. As a part of this partnership, WKNO News added a journalist. WKNO News continues to work with other local producers, including the Daily Memphian.

Political Analyst Otis Sanford provides weekly commentary on local and state political issues.

Our goal is to continue to increase the amount of news and arts coverage on-air and via digital media.

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?

CPB funding provides the critical foundation of support that allows WKNO and all public media stations to build its public service mission.

The increased news and arts coverage would not be possible without the support of CPB.