



WKNO

Public Media

Annual Report

2022-2023

WORDS FROM WKNO'S PRESIDENT & CEO

What a difference a year makes! Yet, turning back the hands of time is not an option for us. Keeping up with new technology and digital media trends have compelled us to move our station into a new direction at lightning speed. Our WKNO – TV and FM Stations, are changing the way we interact, connect, and share information, ideas, and experiences with our listening and viewing audiences by increasing our digital presence in the changing world of media distribution.

We still believe in the work that we do through traditional television and radio broadcasting while understanding the importance of translating our message through digital platforms like apps, streaming technology, and social media platforms. These entities allow access to our programming faster, more clearly, and more conveniently for our TV and FM audience while expanding reach globally through mobile devices.

We understand that through this digital revolution that we must no longer wait for our audience to come to us, but we must intentionally and strategically prepare to reach our audience in places where they are instead. This deliberate planning has included changes in our funding strategies as well. Through community outreach, engagement and member drives, we are aggressively promoting the PBS Passport service and Apps where our audiences can access their favorite programming on-demand. We also encourage downloading the WKNO Mobile App which allows them to listen and watch WKNO Public Media radio and television on the go.

The challenge of expanding our digital media presence this past year has been a big step in the right direction leading us toward the growth of our WKNO-TV and FM stations. We are grateful that our staff, community, and supporters are embracing and trusting us with the changes as we evolve from relying solely on traditional television and radio to entering a new world of content creation in digital spaces.

Get WKNO anywhere with the



Listen to WKNO-FM, HD-2, and HD-3, as well as, read the latest news from NPR and WKNO.



Charles M. McLarty
WKNO President & CEO



MID-SOUTH PUBLIC COMMUNICATIONS FOUNDATION

Mission Statement:

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.

Vision

- A trusted resource of information and inspiration
- An essential provider of educational and cultural services
- A preeminent public institution in and for the Mid-South
- A leader in public media, both locally and nationally

Values

- Be an exemplary steward of the public trust
- Seek diversity and excellence in people, ideas and services
- Build and nourish relationships in the community
- Hold ourselves accountable for results
- Help each other succeed
- Have a sense of humor

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, 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. 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 Memphis Community Television Foundation to The Mid-South Public Communications Foundation was proposed and 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 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 WKNOTD, WKNO successfully completed all of the FCC-mandated requirements.

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.

On February 16, 2017, WKNO-TV launched its third digital channel, WKNO3 PBS Kids Channel (10.3). The WKNO3 PBS Kids Channel devotes 24 hours per day to curriculum based, award winning children's programming that is the foundation for the continuation of our children's initiative and is available on smart phones, livestreamed on wkno.org, computers and tablets.

WKNO-TV celebrated 67 years on the air on June 25, 2023.

WKNO-FM celebrated 51 years on April 1, 2023.



DEPARTMENTAL REPORTS

Summary of our work with the support of the Board of Trustees, Community Partners, and Mid-South Community:

FINANCIAL/STAFF Report :

In FY2022 WKNO raised \$5.2 million in operating revenue, with the local community continuing to be the largest source of income at 68%. Federal and state grants made up 32% of annual support.

WKNO has been able to increase spending on program content in part due to the 2% increase in individual contributions and 25% increase in corporate support over the prior year.

Locally raised funds came from development activities including contributions, corporate and institutional sponsorships, online auctions, educational programs 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.



WKNO FACILITIES/TECHNICAL

WKNO 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 TV transmitting tower is 1,114 feet tall, making it one of the tallest in the Memphis area. WKNO-TV (WKNO-HD, WKNO2 AND WKNO KIDS) operates on channels 10.1, 10.2, and 10.3 at an effective radiated power of 835,000 watts, providing 60-mile radius coverage area.

All 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 DirecTV and the Dish Network, and YouTube TV.

WKNO-TV broadcasts three unique program streams and a 1Mb/s (Megabit per second) secured datacasting stream.

- WKNO-HD (10.1) is made up of high definition, widescreen programs.



WKNO TV/FM FACILITIES/TECHNICAL Report cont'd :

- WKNO2 (10.2) provides “WORLD SERVICE” programming along with repeat telecasts of selected programs initially broadcast on Channel 10.1, as well as the “Tennessee Channel”. WKNO2 (10.2) is transmitted in wide-screen standard definition format.

- WKNO PBS Kids 24/7 (10.3) provides children’s programming all day every day. WKNO PBS Kids is also available on digital channels on-line. WKNO3 (10.3) is transmitted in wide-screen standard definition format.

- 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. WKNO-FM also operates in the HD radio format. This provides three very high quality digital radio program services.

- HD-1 is a duplicate of the traditional FM signal of WKNO-FM.

- HD-2 offers additional classical music and news programming.

- HD-3 provides listeners 24/7 BBC news coverage.

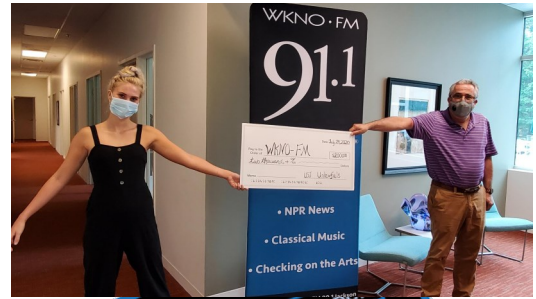
WKNP-FM, located in Jackson, Tennessee broadcasting as a satellite of WKNO-FM – operates on 90.1 with an effective radiated power of 18,000 watts. Tower space is leased from a commercial broadcaster for the WKNP-FM transmitter and antenna.

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 on WKNO-FM in Memphis.



WKNO TV/FM FACILITIES/TECHNICAL Report cont'd:

The WKNO App launched in late November 2019. The WKNO App provides streaming access to listen and watch WKNO Public Media radio and television on the go, pause and rewind live audio, and view the program schedule all at once! The WKNO App provides access to explore On Demand content, search for programs, bookmark a program for later, and wake up to WKNO with the alarm clock. The WKNO App provides access to WKNO Public Media anywhere cell service exists.



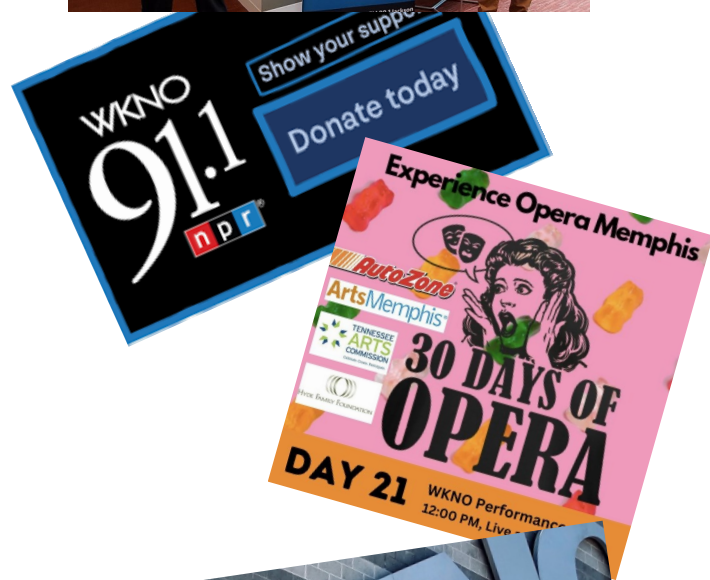
WKNO-FM Report :

The WKNO-FM Stations are members of NPR, and American Public Media (APM) – providers of award-winning national programs. Local regularly scheduled productions include Friday Live Lunch from Playhouse on the Square, IRIS Orchestra Previews, Memphis Symphony Radio Hour, and Opera Memphis Previews. WKNO-FM is pleased to showcase the vibrant Mid-South Arts community with weekday interviews at 9:01 a.m. and 3:50 p.m. on Checking on the Arts with hosts Darel Snodgrass and Kacky Walton. In the course of a year, they will produce some 500 interviews.

Weekly weekday features air during NPR's Morning Edition and All Things Considered newsmagazines. The locally produced segments include John Malmo Business Commentary, The Weekly Dish with renowned chef Jennifer Chandler, Life Matters with Church Health, Greater Giving Moment from the Community Foundation of Greater Memphis, and Protecting Your Money presented by the Better Business Bureau of the Mid-South. WKNO News worked hard to keep up with the many evolving stories in our community including Tennessee Politics from political Analyst, Otis Sanford each Friday, and many more in collaboration with The Daily Memphian.

In January, WKNO News was a major contributor to the national coverage of Tyre Nichols' death and the subsequent impact that it had on the Memphis Police Department and the city. Reporter Katie Riordan attended nearly every press conference and memorial service from January to March. She has also supported other national reporters in the quest for public records. The WKNO-FM News Department also collaborated with the University of Memphis Institute for Public Service Reporting on another "Civil Wrongs" series, a three-part series investigating the historic Memphis Massacre of 1866 and some of the parallels with policing today.

Laura Faith Kebede from the Institute for Public Service Reporting received a national award for Best Audio Reporting from the Report for America Local News Awards for episode 2 of our edition of Civil Wrongs. Both series, in the original short pieces aired in Morning Edition and All Things Considered as well as the expanded half-hour versions are available at wknofm.org.



WKNO-FM Report cont'd:

Through a partnership with the Institute for Public Service Reporting at the University of Memphis we continue to work on investigative pieces on a radio-television series about cold-case civil rights cases.

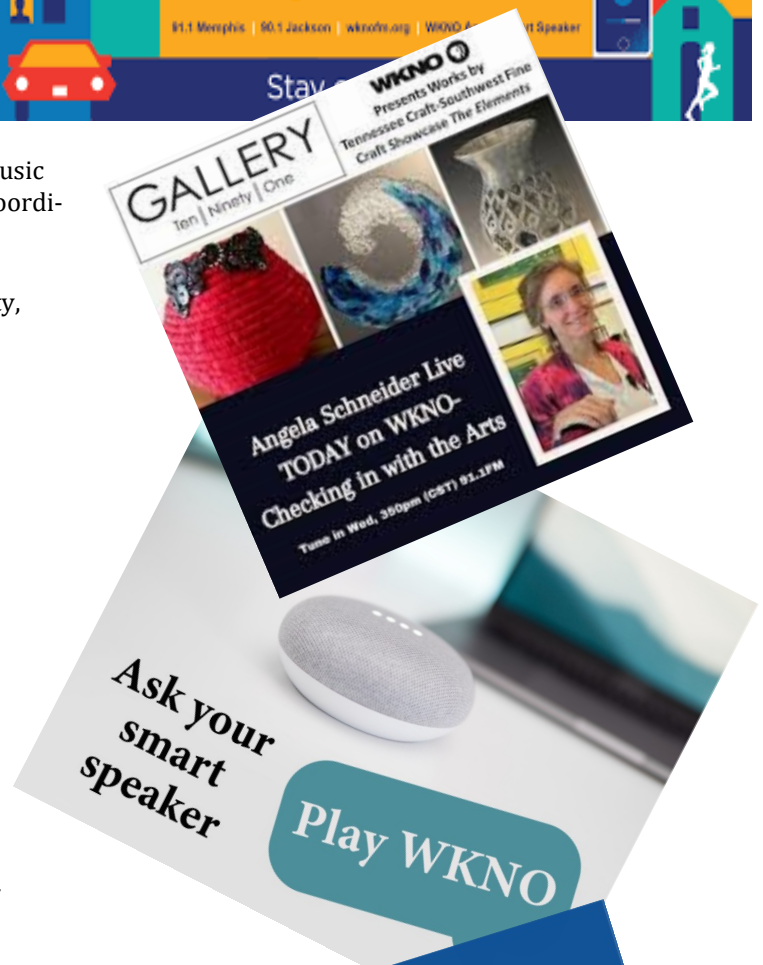
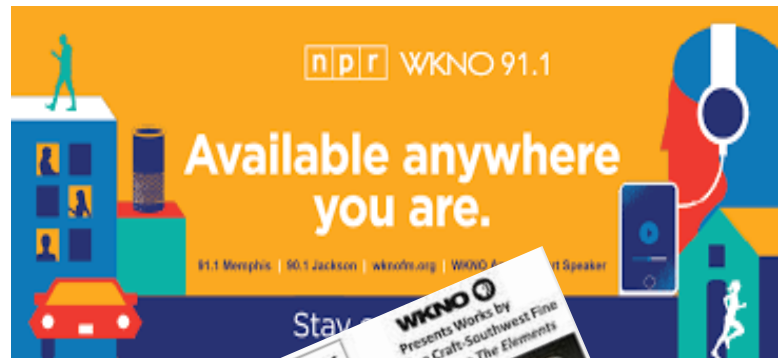
The WKNO-FM Stations' program schedule is composed of NPR offerings such as It's Been a Minute and Wait Wait . . . Don't Tell Me! And selected programs from APM like Marketplace and The Splendid Table. Nearly 2000 hours of the program schedule is Classical Music hosted by Director of Radio Darel Snodgrass and Music Coordinator Kacky Walton.

WKNO has continued remote broadcasts in the community, including our first remote broadcast from the Scheidt Family Performing Arts Center at the University of Memphis in February, Art in the Loop, Memphis Symphony Masterworks broadcasts from the Cannon Center, Opera Memphis preview, Playhouse on the Square, and IRIS Orchestra Live Lunch from GPAC.

These live broadcasts are unique to WKNO-FM, and serve to unite the performing arts community with the larger community served by the radio stations. We anticipate an even busier remote broadcast schedule in the 2023-2024 season, with additional Playhouse and Memphis Symphony broadcasts, plus some possible new partners.

Engineering has installed and connected the new router for the PBS/NPR six interconnection project. This will allow delivery of NPR programming via a dedicated internet line, moving the current satellite delivery system to backup, with the "regular" station internet connection as a 2nd backup. These systems are more reliable and require much less day-to-day input. They can also be accessed remotely, so any problems that arise can be handled from remote locations.

WKNO-FM 91.1/Memphis and WKNP-FM 90.1/Jackson serve the greater Mid-South community. Additional programming is available through the use of technology of HD Radio. The three services feature NPR News/Information programs, Classical Music and the BBC World News 24 hours a day. WKNO-FM's schedule is live streamed at wknofm.org which also features local, national and world news. The WKNO App has made WKNO and NPR streams, podcasts, local news and other services available anywhere cell service exists.



WKNO-TV Report cont'd:

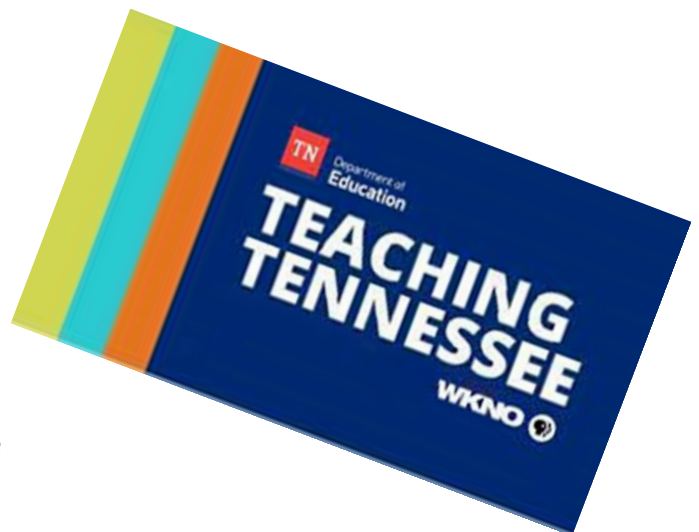
WKNO-TV broadcasts the national program service from the Public Broadcasting Service (PBS) with 39 hours of early education programming each week (including 10 hours of classroom instruction from the TN Dept of Education), 14+ hours of news programming, national prime-time programming from PBS and public television distributors, and additional programming from local resources. Thursday and Saturday evenings contain local/regional programming and acquisitions. **WKNO2** broadcasts 12 hours per day of the **WORLD** service, TN State Legislative coverage from January through April every year, a collection of popular how-to programming from April through December, and the TN Channel on weekends, consisting of shared programming from all six Tennessee Public Television stations. Children's educational programming continues to air 24/7 on **WKNO3 PBS Kids**.

As the success of the PBS Kids Channel continues to grow, and as more children find access in ways other than linear television broadcast, the need for additional PBS Kids hours on the main channel is declining. In the fall of 2021, WKNO began adding General Audience programming to the afternoon from 3 – 5 pm offering our core demographic another option for television viewing. In January 2023, that afternoon block expanded to 1 – 5 pm.

In January 2023, WKNO began working with **The Programming Service**, a national organization that provides support for PBS stations in scheduling, pledge, national distribution, corporate support and acquisitions. The Programming Service works with multiple departments at the station, reporting directly to the WKNO Content Manager and President/CEO.

Core PBS programming included **Masterpiece, Nature, Antiques Roadshow, American Experience, NOVA, Frontline, Great Performances, American Masters, Finding Your Roots, PBS NewsHour**, and many public affairs series. High profile special programming in FY23 included **U.S. and the Holocaust (Ken Burns), Great American Recipe, Making Black America: Through the Grapevine (Henry Louis Gates Jr), Harriet Tubman: Visions of Freedom, Becoming Frederick Douglass, Iconic America: Our Symbols and Stories with David Rubenstein**, as well as new seasons of **All Creatures Great & Small, Call the Midwife, Grantchester, Sanditon**, and **Miss Scarlet & The Duke**.

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.



WKNO-TV Report cont'd:

Programs that aired in FY23 included the **State Funeral of Queen Elizabeth II** in September and the **Coronation of King Charles III** in May, and coverage of the **Mid-Term Elections, Independent Lens "The Picture Taker" (Ernest Withers), Frontline** continued investigative coverage on American politics, gun violence, the war in Ukraine and a 3-pt series on the Taliban. **NOVA** and **Nature** continue to cover current developments in the scientific world and programs related to Climate Change and environmental issues.

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's news lineup includes **The PBS NewsHour, BBC News America, Washington Week, PBS NewsHour Weekend, Firing Line, Amanpour and Company** and a variety of public affairs programs.

In addition to television broadcasts, WKNO provides content for viewers online at www.wkno.org and pbs.org. WKNO Members also have the benefit of thousands of hours of past PBS programming via the **WKNO Passport** portal. Viewers can now livestream WKNO's programming via the wkno.org website, phone app or with a subscription to a variety of streaming services.

LOCAL PRODUCTIONS :

WKNO continues to produce three weekly series **Behind the Headlines, The Family Plot: Gardening in the Mid-South,** and **The Best Times**. Two monthly series **The Spark** and **A Conversation With** also continued in FY23.

Other Specials are produced annually or as topics present themselves, like **The Spark Awards 2022, Indie TV: Local Short Films from Indie Memphis 2022,** and **Where Dreams Take Wing: The Luke Weathers Flight Academy**.

Many local organizations who collaborated with WKNO to present the programming during the pandemic continued to reach out to WKNO to air their productions even though they have returned to in-person events. Programs included **Society of Entrepreneurs 2023, Memphis Soul Prize, Art in the Airport, Nutcracker from the Collierville Ballet, Firebird Rising, Pilot: A Tribute to Malvin Massey,** and **Voices of a Southern LGBTQ+ Community**.



WKNO LOCAL PRODUCTIONS cont'd:

The WKNO Plough Foundation Production Fund was initiated in FY23. The first productions to be funded were **Recorded in Memphis (2 eps)**, **The Magic of LOC: LeMoyn-Owen College at 160** and **Memphis Memoirs: Inside the Pink Palace**.



WKNO NATIONAL PRESENTATIONS :

In FY23, WKNO presented several new specials including **Reba McEntire – My Chains Are Gone** for pledge and **Josh Turner: King Size Manger** for the Holidays. **Family Plot: Gardening in the Mid-South** continues to enjoy national exposure as part of the CREATE schedule, carried by a majority of PBS stations. WKNO continues to represent new seasons of recurring series **Classic Gospel** and **Burt Wolf: Travels & Traditions**. **Burt Wolf: A Taste of Freedom** and the Regional Emmy-nominated **With Infinite Hope: MLK and the Civil Rights Movement** continue in national distribution.



KIDS PROGRAMMING :

WKNO PBS Kids, our 24/7 children's programming service continues to thrive under the leadership of Education Manager Felicia Peat. In addition to the broadcast on 10.3 and Comcast 912, WKNO PBS Kids is also streaming on WKNO's website and Phone App as well as streaming services like YouTube TV. The 24/7 broadcast is strengthened by community engagement activities and collaborations with other Early Childhood Educators. In FY22, many activities pivoted to online engagement, like weekly *Book Adventures*, *Silly Science* and *Math Minutes* on Facebook, hosted by WKNO's Teacher Teacher and special guests.



As schools began to reopen after the COVID protocols, WKNO's outreach activities in conjunction with and the Tennessee Department of Education (TDOE), continued through the school year consisting of a statewide broadcast of a two-hour block of TDOE lessons and interstitials every weekday. During the summer, WKNO added Camp TV and Let's Learn programming to the curriculum. Statewide efforts continue in the development of ways to improve broadband access for students in rural areas.



PBS Kids added three new series in FY23 – **Work it Out Wombats**, **Elinor Wonders Why** and **Rosie's Rules**.

COMMUNITY ENGAGEMENT cont'd:

Gallery Ten Ninety One, the art gallery located in the WKNO lobby has been a popular venue for artist exhibitions, booking up well over a year in advance. Gallery Ten Ninety-One hosted lobby exhibits by Judith Weintraub, Memphis/ Germantown Art League, Rural Route Artists (Agnes Stark, Ellen and Butch Boehm, Deborah Fagan Carpenter), Winter-Arts preview, Carl Scott, Bartlett Art Association, Memphis Camera Club, Memphis Colored Pencil Society, and Bruce McGee. Some of the artists featured include Bartlett Art Association, Tennessee Craft Southwest, Artists' Link, Four-Sights group show, and Mid-South Artists League.

WKNO is inviting local artists, art departments and local historians to document history from the eyes of the artist in this Living History Art Exhibition. The Art opening will begin with the monologues of Douglass and Tubman giving accounts of events that happened during their lives. Then the Ten Ninety-One Art Gallery will open to present photographs, drawings, sketches, sculptures and/or framed poetry that account Memphis stories told through art.

WKNO's Education Department facilitated a mentoring program with Memphis-Shelby County Schools to bring positive impact for children with behavioral issues. The WKNO Education team had Lunch Buddy meetings with students at Sherwood Middle School.

In conjunction with the launch of the PBS series, The Great American Recipe, WKNO produced a grant funded event targeting food departments of cross denomination congregations from the Mid-South. 108 people attended the WKNO Cookout where diversity was highlighted through food & recipes.

The Benjamin Franklin Project in conjunction with the Ken Burns film Benjamin Franklin was a grant funded project that sought out schools and students with no prior production experience or opportunity. The project educated participants as they produced a fun but educational video that would promote Benjamin Franklin and his contribution to American History through a "Hamilton musical" style presentation. The production was created by about 30 students in Title I schools and featured a lyrical rap entitled, "Benjamin Franklin, The Man, The Myth, The Legend."

Thirteen organizations and individuals were honored during **The SPARK Awards** during a special televised broadcast on WKNO/Channel 10. The annual televised awards show celebrated the efforts of individuals, nonprofits, corporations, and schools, in 13 different categories, who ignite changes and make positive impacts in the Greater Memphis community. The show is hosted by Tracy Bethea (of 95.7 Hallelujah FM) and Rob Grayson (of WKNO-FM). The SPARK Awards is produced in partnership by WKNO-TV and cityCURRENT.



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