A LETTER FROM WKNO’S PRESIDENT AND CEO

WKNO’s Mission statement we believe reflects the fast-changing media landscape. It reads “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.”

The Board of Trustees has adopted a Vision statement that further defines our mission.
• 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

In this report you will find the programs and services that WKNO has provided the last fiscal year guided by the Mission and Vision statements.

Through our national program partners, PBS and NPR, WKNO offers viewers and listeners the opportunity to explore new ideas, information and knowledge through radio, television and online content.

We are proud to distribute programs and feature segments to public television and radio stations nationwide. An important part of our mission is to share the material we develop with our public broadcasting partners. In partnership with other PBS stations across Tennessee we continued State-wide presentations of the TN State Legislative coverage (State Senate and State House of Representatives sessions from January – May 2019), the Tennessee Capitol Report, and Governor Lee’s State of the State Address.

The WKNO television On-Demand Streaming Video service for members, called WKNO Passport, remains a successful benefit and has grown to represent 35% of TV members.

A community partnership that we are extremely proud of is our production of The SPARK Awards with cityCURRENT. The SPARK Awards is the Mid-South’s annual televised award show that celebrates and recognizes the efforts of individuals, nonprofits, corporations, and schools, in 13 different categories, who are igniting change and making a positive impact in the Greater Memphis community. Nominations come from the public and judging for the awards is done by The Midtown Memphis Rotary Club.

WKNO-FM continues to showcase the vibrant 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 from July 2018 to June 2019.

FM News Director Christopher Blank produced news features for local and/or national broadcast for NPR. WKNO-FM continued Live preview broadcasts of area performances with approximately 15 during the year. The “Live Lunch” for the past 11 years Friday broadcasts from GPAC cover previews and performances from Opera Memphis, Playhouse on the Square, IRIS Orchestra, Pink Palace Crafts Fair, Prizm Festival, and more. Popular local segments aired during the NPR Newsmagazines Morning Edition and All Things Considered that featured locally produced segments including John Malmo Business Commentary, The Weekly Dish with renowned chef Jennifer Chandler, Life Matters with Church Health, IRIS Music Minute with Conductor Michael Stern and I Love Memphis blog writer Holly Whitfield with fun things to do in Memphis each weekend.

Another cornerstone of public television remains children’s programming. WKNO PBS Kids, our 24/7 children’s programming service continues to thrive under the leadership of Education & Outreach Manager Felicia Peat. In addition to the broadcast on channel 10.3, WKNO PBS Kids is also available as a streaming service online. The WKNO PBS Kids 24/7 broadcast is strengthened by community engagement activities and collaborations with other Early Childhood Educators. Supported in large part by a TN LEAPs grant, the WKNO PBS Kids Initiative oversees an expanded Early Education Program, working with local preschool and elementary teachers to incorporate the resources available through PBS Kids programming and online services. Funded by grants from International Paper Foundation, First Tennessee Foundation, and Alliance to the Memphis Dental Society, eight safety video vignettes were aired across the WKNO-TV platform, a Cookie Monster Cooking Camp, and Financial Literacy and Dental Hygiene field trips were developed.

As an added service, most of the WKNO’s programs and features are now available at wkno.org and wknofm.org.

Michael J. LaBonia
WKNO President & CEO
WKNO-TV [WKNO-HD (Channel 10.1), WKNO2 (Channel 10.2), and WKNO3 (Channel 10.3)], WKNO-FM (91.1), and WKNP-FM (90.1) are non-commercial broadcast stations owned and operated by the Mid-South Public Communications Foundation.

During fiscal year 2019 (FY19), WKNO continued to build on local productions and engage the community at events, shared the Memphis story with the country, and bolstered our resources for educators. Over the past year WKNOTV/FM, with the support and involvement of its Board of Trustees and the Mid-South community accomplished the following:

• Led by the Education & Outreach Manager, Felicia Peat, WKNO PBS Kids 24/7 Channel 10.3 has gained grant funded project support. The goal was to engage and serve children in the communities where they live throughout Shelby County with special emphasis in the 38127, 38126, 38106, 38109 and 38116 zip code areas of underserved communities. Felicia Peat partnered with community organizations, community leaders, public libraries, community centers and schools in these areas throughout the year to develop family and community engagement activities to include crafts, games, music, food and special learning presentations from WKNO’s Teacher, Teacher to provide unique learning opportunities to children and families in a safe, fun environment. A series of eight (8) Teacher, Teacher hosted Safety video vignettes, one (1) financial vignette and one (1) dental hygiene vignette aired on WKNO PBS Kids 24/7 and four (4) special Ready to Learn Family Fun Day events reaching about 2,200 children sponsored by Cash Saver. Five (5) weeks of S.T.E.M. based enrichment for out of school learning Summer Camp was supported by a LEAPS Grant. Thirteen (13) in school field trips and WKNO’s Teacher, Teacher presentations based upon the PBS Kids characters of Cat in the Hat, Nature Cat, Wild Kratts & Sid the Science Kid were presented. Ms. Peat has participated in two (2) conferences with one being as a presenter for the National Association for Multicultural Education.

• WKNO-TV created a community engagement program in conjunction with PBS’ Great American Read. Voting booths were set-up in libraries across the Mid-South and at local events for people to vote on their favorite book and to bring about awareness for the promotion and reading in general. The project launched at the end of FY2018 and culminated in September 2018 in FY 2019 with the announcement of the favorite book, To Kill a Mockingbird.

• WKNO along with other public broadcasting stations across Tennessee televised daily live coverage of the Tennessee Legislative session while in session and Tennessee Capitol Report, a 30-minute monthly show airing statewide on Tennessee’s Public Television Stations covering the newsmakers and issues facing the State Legislature. The program aired Sunday mornings while the State Legislature was in session.

• 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, Art in the Loop and Iris 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 FY19 we hosted several group exhibitions.

• WKNO-FM continued to be a supporter of the Arts community with some 500 interviews on Checking on the Arts with Kacky Walton and Darel Snodgrass.

• In FY2019 WKNO hosted several events providing local viewers the opportunity to be the first to preview the season premiere of Victoria on Masterpiece on January 13, 2019 and providing a professional item appraisal at the WKNO Appraisal Extravaganza on February 10.

• The 5th Annual Spark Awards aired on WKNO Channel 10 in December 2018. The Awards show celebrated the service of individuals, organizations and corporations in the Mid-South in 13 categories.
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 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.

WKNO-TV celebrated 60 years on the air on June 25, 2016 with an open house event at the WKNO Digital Studios.

On February 16, 2017 WKNO-TV launched it’s 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.

WKNO-FM celebrated 45 years on April 1, 2017.

DEPARTMENTAL REPORTS
Financial/Staff Report

In FY2019 WKNO raised $5.4 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. 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 local foundations. Each year our financial statements are audited by a local, independent CPA firm. These audited financial statements can be found on our website at wkno.org. Volunteers continue to be an integral part in helping WKNO reach its financial goals. In FY2019, 316 volunteers donated their time to help staff raise money through pledge campaigns and help with special events. WKNO’s experienced staff is made up of 35 full-time and 18 part-time employees. Of the experienced staff we have, one-third of our staff have been working for 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, 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 both DirecTV and the Dish Network.

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.

• 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-line. WKNO3 (10.3) is transmitted in wide-screen standard definition format.

WKNO is engaged in a Datacasting Pilot Project funded through
a grant from the Tennessee Department of Public Safety and Homeland Security. A 1Mb/s carve-out of our 19.39 Mb/s transport stream has been committed to the project. Transmission of the Datacasting stream commenced in May, 2019 and is continuous.

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-FM Report

The WKNO-FM Stations are members of NPR, Public Radio International (PRI), and American Public Media (APM) – all providers of award-winning national programs. Local regularly scheduled productions include Friday Live Lunch from Playhouse on the Square, IRIS Orchestra Previews, The Memphis Symphony Radio Hour, and Opera Memphis Previews.

WKNO-FM is pleased to showcase the vibrant 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.

In March 2018, PBS aired the program “American Creed.” The show invited the American public to engage with the idea of a unifying national identity based on shared ideas and ideals lead by Former Secretary of State Condoleezza Rice and Pulitzer Prize-winning historian David M. Kennedy. WKNO-FM interviewed local Memphians and created a four minute, American Creed radio speical called: “The American Creed at 100.” The radio segment aimed at understanding what the “American Creed” meant to people of this day and age. “The American Creed at 100” was one of the ways WKNO-FM got radio listeners interested in The American Creed program.

In addition, Willy Bearden hosted the popular Today in Memphis History features weekdays. The segments are based on Wayne Dowdy’s book. Memphis Museums Director Steve Pike produced/hosted additional history segments.

FM News Director Christopher Blank produced a number of news features for local and/or national broadcast for NPR. WKNO-FM partnered with Ithaca College Journalism stories to produce extensive coverage of MLK 50 airing events in April. Local political analyst Otis Sanford has joined the weekly lineup. The WKNO-FM Stations’ program schedule is composed of NPR offerings such as The Best of Car Talk and Wait Wait . . . Don’t Tell Me! And selected programs from PRI and APM like Live From Here with Chris Thile, Marketplace and The Splendid Table. Nearly 2000 hours of the annual schedule is Classical Music hosted by Darel Snodgrass and Music Coordinator Kacky Walton.

WKNO-FM 91.1/Memphis and WKNP-FM 90.1/Jackson serve the greater Mid-South community. Additional programming was 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.

WKNO-TV Report

WKNO-TV presented the national program service from the Public Broadcasting Service (PBS) with 10 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 and Friday. Thursday and Saturday evenings contain local/regional programming and BBC acquisitions. Children’s programming is also presented on WKNO PBS Kids, a 24/7 children’s programming service.

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 FY ’19 included Mayo Clinic, a new special from Ken Burns; The Great American Read, an 8-part series engaging viewers to read and vote all summer long for their favorite novel; the Mr. Rogers documentary Won’t You Be My Neighbor after its successful theatrical release; 3-pt series The Amazing Human Body; and Director’s Playbook. Masterpiece presented new seasons of Victoria, Poldark, Call the Midwife, Grantchester, Durrells in Corfu and Endeavour and new productions of Little Women and Les Misérables. Other highlights include the nine-week PBS Arts Festival, and new seasons of We’ll Meet Again and The Tunnel.

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 the President Trump’s State of the Union Address, PBS NewsHour/Frontline “Mueller Investigation and Mueller Report”, Korea: Never-Ending War, Reconstruction: America After the Civil War, and Talking Black in America. Frontline
continued investigative coverage on tough subjects like Blackout in Puerto Rico, the Immigration crisis, the Facebook Dilemma, Charlottesville and a look at the Supreme Court. NOVA programs investigated the California wildfires, the Thai cave rescue, life-saving organ donations, volcanoes, hurricanes, addiction and the underwater recovery of the last B-24 of World War II.

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 weeknight news lineup continues to be anchored by The PBS NewsHour and joined by The Nightly Business Report and BBC News America from 5 – 7 pm. BBC World News and a repeat of the Nightly Business Report air weekday mornings at 6 and 6:30. Washington Week and PBS NewsHour Weekend continue to air on weekends. A new public affairs series, Amanpour and Company was added weeknights at 10 pm in Sept 2018.

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.

In recognition of the 50th anniversary of the death of Dr. Martin Luther King Jr, WKNO worked with a producer at Ithaca College in New York to produce and distribute a one-hour documentary called With Infinite Hope: MLK and the Civil Rights Movement. WKNO presented this program nationally in January of 2019 where it aired in 65% of the country and recently received a Regional Emmy nomination. High profile new PBS shows included in this special year of programming included Reconstruction: America After the Civil War, Talking Black in America (which featured a segment recorded in Memphis), Frontline “Charlottesville: Documenting Hate”, Finding Your Roots, American Masters “Maya Angelou” and “Sammy Davis Jr”, American Experience “Roads to Memphis”, and Independent Lens “Black Memorabilia.” Locally produced programming added to the national schedule included “Benjamin Hooks: Duty of the Hour,” “A Community Called Orange Mound,” “Hoxie – The First Stand” and Memphis Memoirs “STAX: The Early Years.”

On WKNO2 the WORLD service continues to deliver a 12-hour daily collection of news, documentary, and public affairs programming. Complete coverage of the 2019 session of the Tennessee State Legislature Coverage aired from January through May. In a four-hour block on Saturday and Sunday, WKNO airs The Tennessee Channel, a collection of locally produced programming from around the state. The rest of the programming on WKNO2 includes a next-night repeat of the WKNO primetime schedule and offers a regular home for Great Performance at the Met operas and the independent film series, POV and Independent Lens, on Sunday nights.

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 access program information and program schedules at wkno.org.
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, The Family Plot: Gardening in the Mid-South, and The Best Times. Monthly series The Spark and A Conversation With also continued in FY19.

In addition to a new Newsmakers with Memphis Mayor Jim Strickland, five new A Conversation With episodes were produced in FY19, including tech expert Katie Linendoll, Memphis Aquifer specialist Brian Waldron, the first female NFL coach Jen Welter, British businessmen Nick & Giles English, and ‘Bucket List’ author Ben Nemtin.

Other Specials: The Spark Awards 2018 and Indie TV: Local Short Films from Indie Memphis. In recognition of the 200th anniversary of the founding of Memphis, WKNO produced a 4-pt history series called Memphis 200, with the first two episodes airing in May and June. In addition, a series of monthly spots called Treasures From the Vault were produced in conjunction with the Bicentennial exhibit at the Pink Palace Museum.

In addition to the programs presented as part of the TN Channel block, State-wide presentations included: TN State Legislative coverage (State Senate and State House of Representatives sessions from January – May 2019), two Tennessee Gubernatorial Debates, a Tennessee Senatorial Debate, A Conversation With the Candidates: Bill Lee and Karl Dean, One on One with Bill Lee, the 2019 Tennessee Inaugural: Governor Bill Lee and Governor Lee’s first State of the State Address.

LOCAL ACQUISITIONS


Regional Specials: 2019 Regional Emmy Awards and the Smithville Fiddlers’ Jamboree.


Acquisitions in FY19: Doc Martin, Father Brown, Pride & Prejudice, Animal Babies, Queen Victoria and Her 9 Children, Wonderful World of Puppies & Kittens, Rock & Roll Guns for Hire and Britcoms Still Open All Hours, Are You Being Served, and As Time Goes By.

WKNO NATIONAL PRESENTATIONS

New in FY19: 2018 Blues Music Awards and With Infinite Hope: MLK and the Civil Rights Movement (nominated for a Regional Emmy Award), a program on the legacy of Dr. Martin Luther King, produced by the Journalism Dept of Ithaca College, New York.
WKNO continues to represent new seasons of recurring series: **Sun Studio Sessions, Classic Gospel, Burt Wolf: Travels & Traditions,** and **Burt Wolf: A Taste of Freedom.** Several national specials featuring the music of **Elvis Presley** continue to air successfully during fundraising periods.

**KIDS PROGRAMMING**

**WKNO PBS Kids,** our 24/7 children’s programming service continues to thrive under the leadership of Education & Outreach Manager Felicia Peat. In addition to the broadcast on 10.3 and Comcast 912/1151, WKNO PBS Kids is also available as a streaming service online. Supported in large part by a LEAPs grant, WKNO oversees an expanded Early Education Initiative, working with local preschool and elementary teachers to incorporate the resources available through PBS Kids programming and online services. The 24/7 broadcast is strengthened by community engagement activities and collaborations with other Early Childhood Educators.

WKNO continues its commitment to airing programs on our main channel to help prepare children to enter school Ready to Learn, every weekday from 7a to 5p and 5-7a on weekends. One new daily series was added in FY19: **Let’s Go Luna,** a new animated series exploring cities around the globe and introducing kids to the food, music, art, architecture and other features that make each place distinctive.

**COMMUNITY ENGAGEMENT**

**WKNO-FM Book Club**

Each month the WKNO-FM Book Club meets over a Dutch treat dinner 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. Started in January 2011, the group has grown each year. In addition to reading some wonderful books during the year, it is a real pleasure to spend time with our listeners. In 2018, the Book Club started inviting authors to join our meetings to talk about their book with members. This year the Book Club had a New York Times best-selling author as a guest at one of their meetings. In 2019, the Book Club will, in conjunction with the Germantown Public Library, read a book suggested by the NEA as part of their The Big Read program. This book has been chosen to foster dialogue throughout the community and encourage conversation and discovery. The Book Club is promoted through social media, e-mail, and the WKNO-FM website.

**Gallery Ten Ninety One**

Gallery Ten Ninety-One, the art gallery located in the WKNO lobby, continues to remain a popular venue for artists, booking up well over a year in advance. In FY19, Gallery Ten Ninety-One hosted Adarryl Jackson, K. Gopal Murti, Don Meyers and David Tankersley, Veronica Batterson, Donald Golden, and group shows by the Bartlett Art Association, Four Sights, the Memphis Area Modern Quilt Guild, Artists’ Link, the Memphis/Germantown Art League, and Memphis Camera Club.
**WKNO’s Teacher, Teacher Visits**
WKNO’s Teacher, Teacher visits classrooms or community events by request throughout the year to read a book, tell a story or demonstrate an engaging science experiment. Our WKNO Teacher, Teacher visited nine locations including The Frayser Library, Crenshaw Library, Sharpe Elementary, Arete Christian School, Dexter Elementary, Greater Faith Community Day Care, Leadership Prep Academy, Bartlett Reading Camp, Goddard School. The visits included Career Day, Jump Start to Reading Week, Spelling Bee Judge, and Extended Learning Program. The attendance for all these visits was about 1,800 including educators and families.

**Pink Palace Family Science Night: Earth & Sky**
WKNO-TV participated in the Pink Palace Family Science Night held at the museum on July 13, 2018. To support the event theme WKNO provided the PBS Kids costume character Buddy from Dinosaur Train for an appearance. Teacher, Teacher made an appearance and facilitated a craft table for the children and promoted the channel and programs offered by WKNO. There was an attendance of about 1,150 people.

**Great American Read Trivia Contest**
As part of our Great American Read project WKNO held a Trivia Contest Sunday, October 7, 2018 at the WKNO Media Center. The trivia questions were based on the 100 books from the PBS Great American Read project. The event was hosted by WKNO-FM’s Rob Grayson. There were about 60 people who participated.

**In-School Field Trips**
The WKNO PBS Kids 24/7 Kid’s Initiative team and Teacher, Teacher provided hands-on, interactive inschool field trips based on Seusssical Science, Matter Matters and Team Extreme Olympics S.T.E.M. based programs. School included in July and August 2018 the Goddard School. In October 2018 the schools included Breathe of Life Christian Academy. In December 2018 Community College Day Care Centers. In February through May 2019 and in March 2019 Whitehaven Elementary.

**Station Tours**
The WKNO PBS Kids 24/7 Kid’s Initiative team and Teacher, Teacher provided tours of the station by request. The tour is a fun and informative way to show the behind the scenes workings of a TV and Radio Station culminating with a green screen experience in the TV studio. In July 2018 a group from the Neighborhood Christian Center toured the station, and in October 2018 the tour was provided for a group with the City of Memphis employees.

**Professional Network on Aging Senior Expo**
The Professional Network on Aging Senior Expo was held May 2, 2019, at The Agricenter International with attendance of about 1,500. Appearances by Cris Hardaway the host of the WKNO produced program, The Best Times and Dr. Chris Cooper, host of the WKNO produced program, Family Plot: Gardening in the Mid-South were made possible during the Expo.

**WKNO PBS Kids Ready to Learn Family Days**
In FY19 WKNO and Cash Saver Grocery Stores partnered to hold four events targeting the underserved areas. All events were held in CASH Saver parking lots. Each event had S.T.E.M. based activities, with appearances by Playhouse on the Square’s Peter Pan, book giveaways, Junie B. Jones book readings, free rides, free hotdogs and more. The events were held August 25, 2018 and June 22, 2019 at Cash Saver Southgate parking lot, November 3, 2018
at Cash Saver Whitehaven Plaza parking lot and March 23, 2019 Cash Saver Midtown parking lot. About 1200 were served with these four events.

**30 Days of Opera**
Every September members of Opera Memphis perform in a different location every day for 30 days. Members of the company visited WKNO-FM, and the public was invited to enjoy the performance live on our patio of the WKNO Digital Media Center as it was also being broadcast on our radio stations.

**Victoria Preview Party**
In celebration of and to increase awareness of Masterpiece Theatre’s season three of Victoria, WKNO-TV hosted a preview party free to the public on January 13, where approximately 130 guests were in attendance. They enjoyed refreshments, having souvenir photographs taken, and door prize giveaways before watching a short preview of the season opener.

**Appraisal Extravaganza**
On Sunday, February 10 we held the WKNO Appraisal Extravaganza at Memphis Botanic Gardens. Sixteen volunteer experts and appraisers from the region evaluated treasures brought in by approximately 140 attendees. One of the most exciting items brought to the event was Elvis Presley’s first rifle.

**Girl Scouts of the Mid-South Meeting at Landers Center**
In January 2019 the WKNO3 PBS Kids 24/7 Kid’s Initiative team lead by Education & Outreach Manager, Felicia Peat as Teacher, Teacher created a series of activities for Girl Scout Troops to complete to earn a badge created a series of activities for Girl Scout Troops to complete to earn a WKNO badge. There were over 2000 in attendance (including troops and parents).

**WKNO Program Screenings**
In FY2019 WKNO partnered with local groups to provide free program screenings in the community. WKNO Partnered with Focus Mid-South to present a free screening of “Considering Matthew Sheppard” at Playhouse on the Square on October 17, 2018. WKNO partnered with Juice Orange Mound for a free screening of “A Community Called Orange Mound” at the Orange Mound Community Center on April 12, 2019. WKNO Partnered with Focus Mid-South to present a free screening of “Considering Matthew Sheppard” at Playhouse on the Square on October 17, 2018. WKNO partnered with LeMoyne-Owen College to present a screening of “With Infinite Hope: MLK and the Civil Rights Movement” April 24, 2019. WKNO partnered with Hattiloo Theatre to present a free screening of “Talking Black in America” on April 30, 2019.

**Art in the Loop**
WKNO-TV and FM participated in the Arts Festival held April, 2019. WKNO had a booth and promoted our programming, special events while supporting the local artists at the event. The PBS Kids characters Peg + Cat made an appearance on April 2nd.

**Lottery for Education After School Programs: Extended Learning Grant**
From May 28 to June 28, 2019 the WKNO3 PBS Kids 24/7 Kid’s Initiative team held camps for ages 4 – 11, Pre-K to 5th grade and created for each child to receive S.T.E.M. based enrichment for out of school learning. The camps were part of a LEAPs Grant and Tennessee Department of Education Before and After Care and Camps.
You for Youth Training
In May 2019 our WKNO3 PBS Kids 24/7 Kid’s Initiative Education & Outreach Manager Felicia Peat and the education team attended the You 4 Youth training as part of the training for the LEAPs Grant.

Crenshaw Library Back to School Music Fest
WKNO’s Education & Outreach Manager Felicia Peat led a free event for children where Teacher, Teacher presented music programs and activities. Attendance for the event was about 100 children and parents.

Sesame Street in Communities
WKNO’s Education & Outreach Manager Felicia Peat and the WKNO3 PBS Kids 24/7 Kid’s Initiative team held a Sesame Street event at Baptist Woman’s Hospital that served about 300 children and parents.

Teacher, Teacher Holiday Party with Daniel Tiger
On December 15, 2018 WKNO’s Education & Outreach Manager Felicia Peat and the WKNO3 PBS Kids 24/7 Kid’s Initiative team held the inaugural Holiday party at the WKNO Digital Media Center. There were S.T.E.M. based activities, a train ride and more. Costume character Daniel Tiger visited the event and had milk and cookies with the attendees. About 150 children with parents attending.

Exposure - 901 Day Celebration
WKNO-TV and WKNO-FM participated in the 901 Day Celebration on September 1, 2018 at AutoZone Park. This event was sponsored by Exposure an organization that shines a light on our city’s biggest assets. Local organizations representing our city’s robust landscape of social, civic, recreational and entertainment offerings set up booths at AutoZone Park to share information, get attendees excited and involved in Memphis. Over 100 local organizations and businesses participated.

Country Music Special Evening and Preview
WKNO hosted a special evening and preview of Country Music a film by Ken Burns on March 26, 2019 at GPAC. The event was attended by the producers of the film, Ken Burns, Dayton Duncan and Julie Dunfey. Special excerpts from the film that were Memphis oriented were previewed and afterward the producers discussed the making of the film and answered audience questions. There were over 500 in attendance.
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