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 2018), the Tennessee Capitol Report, and Governor Haslam’s State of the State Address.

The WKNO television On-Demand Streaming Video service for members, called WKNO Passport, has been a successful benefit and has grown to represent 32% 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 2017 to June 2018.

FM News Director Christopher Blank produced 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, and we added to the weekly line-up Local political analyst Otis Sanford.

In addition, WKNO-FM continued Live preview broadcasts of area performances with approximately 15 during the year. The “Live Lunch” for the past 10 years the weekly Friday broadcasts from GPAC cover previews and performances from Opera Memphis, Playhouse on the Square, IRIS Orchestra, Belvedere Chamber Music Festival, 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 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 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 the Shelby County Commissioners’ Community Enhancement grant, six safety video vignettes were produced and air across the WKNO-TV platform.

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 2018 (FY18), 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 WKNO-TV/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, and 38109 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 seven (7) Teacher, Teacher hosted Safety video vignettes were produced to air on WKNO PBS Kids 24/7 and three (3) special events were funded reaching 2,200 children with the support by the Shelby County Commissioners’ Community Enhancement Grant. Five (5) weeks of S.T.E.M. based enrichment for out of school learning Summer Camp was supported by a LEAPS Grant. Eleven (11) 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 along. Mrs. Peat has participated in six (6) conferences with one being a presenter at the Jean Piaget Society Conference held in Amsterdam in the Netherlands.

• WKNO-TV and WKNO-FM participated in a public engagement campaign in conjunction with the airing of The American Creed, inviting 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. In addition to premiering the multi part program, WKNO-TV partnered with Facing History and Ourselves to create two special premiere public engagement events at Kingsbury High School and Rhodes College with open discussion. WKNO-FM made a four minute American Creed special, called: “The American Creed at 100” which aimed at understanding what the “American Creed” meant to people of this day and age. WKNO-TV also produced video vignette of local citizens discussing their diverse backgrounds and Behind the Headlines produced a special edition on American Creed.

• WKNO-TV and WKNO-FM collaborated on a yearlong project, MLK 50 Honoring Dr. King’s Legacy to commemorate the 50th anniversary of Dr. King’s assassination culminating on the Anniversary of Dr. King’s death. WKNO-TV broadcast a different documentary monthly along with other programming features that symbolized Dr. King’s legacy. WKNO-FM partnered with Ithaca College Journalism students; producing extensive coverage of the MLK 50 events in April 2018.

• WKNO-TV participated in the 6th annual American Graduate Day on October 14, 2017 and focused on the vital role mentorship plays through high school and looked at the diverse pathways to career success and workforce development opportunities — ranging from traditional universities to job training and certification programs, the military and apprenticeship programs.

• 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 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 FY18 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.

• The 4th Annual Spark Awards aired on WKNO Channel 10 in December 18, 2017. Hosted by Rob Grayson and Tracy Bethea the Awards show celebrated the service of individuals, organizations and corporations in the Mid-South.

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.

**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 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.

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

DEPARTMENTAL REPORTS

Financial/Staff Report

In FY2018 WKNO raised $5.1 million in operating revenue, with the local community continuing to be the largest source of income at 62%. Federal and state grants made up 38% 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 several 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 FY2018, 306 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 34 full-time and 15 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.

• WKNO-HD (10.1) is made up of high definition, wide-screen programs.

• WKNO2 (10.2) provides “WORLD SERVICE” programming along with repeat televcasts 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-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 special, 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/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 was expanded on January 16, 2017 when WKNO launched 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 ’18 included The Vietnam War, a new 10-pt series from Ken Burns, a live NOVA special on the Solar Eclipse of August 2017, community outreach program American Creed, and a multi-series programming stunt called the PBS Summer of Adventure which culminated in a 3-pt live broadcast called Wild Alaska. Masterpiece presented new seasons of Victoria,
Poldark, Call the Midwife, Grantchester and Endeavour. Other highlights include the nine-week PBS Arts Festival, the final season of the Great British Baking Show, and a new season of The Tunnel. A new series was added to the PBS core programming in Jan 2018. New to PBS, Ann Curry hosts We'll Meet Again. In May, PBS launched The Great American Read, engaging viewers to read and vote all summer long for their favorite novel. The series continues in the fall of 2018.

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, Understanding the Opioid Epidemic, Second Opinion Special “Overdoes: Inside the Epidemic”, NOVA “Killer Hurricanes”, and The VA: Human Cost of War. Astronaut Scott Kelly and his twin brother Mark on Earth were studied for the effects of space travel in Beyond a year in Space. Frontline continued investigative coverage on tough subjects like Vladimir Putin, gang warfare, the McJoo movement, human trafficking in America, and Puerto Rico after Hurricane Maria. Frontline also presented a profile of Senator John McCain in April 2018. It was revised following his death in August of 2018.

PBS also broadcast the ceremony live after a week of specials leading up to the Royal Wedding of Prince Harry and Megan Markle in May.

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.

The weekday News Blocks were revised after the departure of Charlie Rose and Tavis Smiley from the PBS lineup earlier this year. The PBS NewsHour at 6p is joined once more by The Nightly Business Report at 5:30 and BBC News America at 5p. 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.

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. Leading up to the 50th anniversary of the death of Dr. Martin Luther King Jr, WKNO launched a year-long programming strand called MLK50. A special program representative of Dr. King’s work in the Civil Rights Movement was highlighted each month from May 2017 through April 2018 and a series of Fight for Civil Rights :60 spots, originally produced in 1991, were revised and featured each month of the MLK50 commemoration. High profile new PBS shows included in this special year of programming included Independent Lens “I Am Not Your Negro” and “Tell Them We Are Rising: The Story of Black Colleges and Universities.”

On WKNO2 the WORLD service continues to deliver a 12-hour daily collection of news, documentary, and public affairs programming. Complete coverage of the 2018 session of the Tennessee State Legislature Coverage aired from January through May. The monthly series Tennessee Capitol Report aired on WKNO during that same time period. 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 FY18.

In addition to a new Newsmakers with Memphis Mayor Jim Strickland, five new Conversation With episodes were produced in FY18, 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 2017, Indie TV: Local Short Films from Indie Memphis.

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 2018), the Tennessee Capitol Report, and Governor Haslam’s State of the State Address.

LOCAL ACQUISITIONS


Regional Specials: ACE’s (Adverse Childhood Experiences) 6-pt series, 2018 Regional Emmy Awards.

Regional Series: Tennessee Crossroads, Tennessee’s Wild Side, Volunteer Gardener, Bluegrass Underground, TN Uncharted, and Music City Roots, among others.

Acquisitions in FY18: Miss Fisher Mysteries, Doc Martin, Father Brown, Doctor Blake Mysteries, Dunkirk, Tutumahun, Burton & Taylor, Maigret and Britcoms Still Open All Hours, the Wrong Mans, Keeping Up Appearances, and Waiting for God.
WKNO NATIONAL PRESENTATIONS

New in FY18: 2017 Blues Music Awards, Billy Graham: God’s Ambassador (with memoriam following his passing in Feb 2018), Alan Jackson Precious Memories pledge event.

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 Manager Felicia Peat. In addition to the broadcast on 10.3 and Comcast 912, 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 FY18: Pinkalicious & Peterrific, a new animated series encouraging kids to connect with the creative arts and self-expression.

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. 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 encourage conversation and discovery. The Book Club is promoted through social media, e-mail, and the WKNO-FM website.

Gallery Ten Ninety One
The art gallery located in the WKNO lobby, continues to remain a popular venue for artists. The gallery generally stays booked up several months in advance. In FY17, Gallery Ten Ninety One hosted Rebecca Ziemer’s 365 Critters in 365 Days, well-known area artists photographer Karen Focht, Garen Shrader, Bill Carrier, and Kristi Duckworth, as well as group shows by Bartlett Art Association, WinterArts, the Memphis/Germantown Art League National Exhibition, Memphis Camera Club, and Tennessee Craft Southwest.

WKNO’s Teacher, Teacher Visits
WKNO’s Teacher, Teacher visits class rooms or community
events by request throughout the year to read a book, tell a story or demonstrate an engaging science experiment. Our WKNO3 PBS Kids 24/7 Teacher, Teacher visited nine locations including The Frayser Library in January, Sharpe Elementary in February, Arete Christian School in March, Jack & Jill Science Day in April, Dexter Elementary in April, Greater Faith Community Day Care in May, Leadership Prep Academy, Bartlett Reading Camp in May and Goddard School in June. The attendance for all these visits was about 1,000 including educators and families.

**Shelby County Schools – Summer Learning Academy – In-School Field Trips**
The WKNO PBS Kids 24/7 Kid’s Initiative team and Teacher, Teacher visited nine locations including The Frayser Library in January, Sharpe Elementary in February, Arete Christian School in March, Jack & Jill Science Day in April, Greater Faith Community Day Care in May, Leadership Prep Academy, Bartlett Reading Camp in May and Goddard School in June. The attendance for all these visits was about 1,000 including educators and families.

**Pink Palace Family Science Night: Astronomy**
WKNO-TV participated in the Pink Palace Family Science Night held at the museum on July 28, 2017. To support the event theme WKNO provided the PBS Kids costume character Jet Propulsion 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 1,000 people.

**In-School Field Trips**
The WKNO PBS Kids 24/7 Kid’s Initiative team and Teacher, Teacher provided 60, 45-minute hands-on, interactive in-school field trips based on science, math or literacy related programs. In July 2017 the schools included Dunbar Elementary, John P. Freeman, Hamilton Elementary and Scenic Hills.

**Memphis Catholic High School Holiest Hot Wings Event**
On September 9, 2017 the WKNO PBS Kids 24/7 Kid’s Initiative team and Teacher, Teacher were invited to attend the Memphis Catholic High School Holiest Hot Wings Event. The WKNO team manned a booth, did crafts and promoted the channel and programs offered by WKNO, and Education Manager Felicia Peat led a workshop.

**Conditions for Learning Conference**
The WKNO3 PBS Kids 24/7 Kid’s Initiative team and WKNO’s Education Manager Felicia Peat attended the Conditions for Learning Conference held in September 2017. This conference attendance was for the 21st Century and LEAPs grants.

**The National Association for the Education of Young Children (NAEYC) Literacy Summit**
The NAEYC Literacy Summit was held November 14 – 17. WKNO’s Education Manager Felicia Peat led a workshop presented with The University of Memphis, Southwest Tennessee and The Memphis Public Library. WKNO’s Teacher, Teacher made a promotional appearance & participated in a Panel Discussion.

**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 2017 Aspire – Coleman & Hanley attended, In
October 2017 the University of Memphis Childhood Education Class attended and in December DeBois Elementary School attended.

**Oak Court Mall Veterans Event**
The WKNO PBS Kids 24/7 Kid’s Initiative team and Teacher, Teacher worked with 10 students at Dexter Elementary read letters to veterans on Veterans Day at a ceremony held at Oak Court Mall on Veterans Day, November 11, 2017.

**Bartlett Elementary Career Day**
Education Manager Felicia Peat attended the Bartlett Career Day in November 2017 and made a presentation at the event.

**American Creed**
WKNO-TV and WKNO-FM participated in community engagement projects in conjunction with the series, American Creed that aired on WKNO-TV/PBS in February 2018. The program included former Secretary of State Condoleezza Rice, and historian David Kennedy exploring the question “In Turbulent times what ideals do we all share?” WKNO-TV held 2 preview screenings with discussion partnered with Facing History and Ourselves Memphis. A High School Screening was held at Kingsbury High School on February 20, 2018. Students were invited to participate in the national Facing History Essay Contest. The College Screening & Discussion was held at Rhodes College on February 26, 2018. In addition, WKNO-TV produced a series of Digital Shorts featuring local examples of people expressing their ideas about The American Creed, and two special episodes of *Behind the Headlines*, WKNO’s weekly public affairs series were produced in partnership with The Daily News and were posted online. WKNO-FM produced a radio story on The American Creed at 100 and posted the story online as well.

**NETA Conference**
In January 2018 our Education Manager Felicia Peat attended the National Educational Association (NETA) conference as part of the training, and was funded in conjunction with the LEAPs Grant.

**MLK 50: Honoring Dr. King’s Legacy**
WKNO-TV presented year-long programming under the banner of MLK 50: Honoring Dr. King’s Legacy to commemorate the 50th anniversary of Dr. King’s assassination. Every month from May 2017 to April 2018 WKNO-TV broadcast a different documentary that symbolized Dr. King’s message. In addition, we also featured Civil Rights Moments, 60-second spots that were created in 1993 to celebrate the opening of the National Civil Rights Museum in Memphis. Narrated by Morgan Freeman, each segment spotlights a key issue in the battle for civil rights. WKNO-FM partnered with Ithaca College Journalism students to produce extensive coverage of the MLK 50 events in April 2018.

**Professional Network on Aging Senior Expo**
The Professional Network on Aging Senior Expo was held May 1, 2018, 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.

**30 Days of Opera**
Every September members of Memphis Opera 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 two of Victoria, WKNO-TV hosted a preview party free to the public on February 14, 2018. Approximately 50 guests were in attendance, and they enjoyed light tea fare and door prize giveaways before watching a short preview of the season opener.

**MLK Day – Kids Talk Television PSA Spot Campaign**

In partnership with The Hutchison School Education Manager Felicia Peat worked with the broadcasting students to create special PSA spots to air on the WKNO3 PBS Kids Channel in January in honor of MLK Day in January 2018.

**Girl Scouts Animation Day at WKNO**

In March 2018 the WKNO3 PBS Kids 24/7 Kid’s Initiative team lead by Education Manager, Felicia Peat created a series of activities and green screen activities for Girl Scout Troops to complete to earn a WKNO badge. The PBS Kids character Super Why had an appearance at the event. There were 75 in attendance (including troops and parents).

**Read to be Ready Conference**

In March 2018 Education Manager Felicia Peat attended the National Educational Association (NETA) training as part of the 21st Century grant training.

**Frayser Family Fun Event**

In partnership with the Frayser Parent, Teacher, Student Association (PTSA) the WKNO3 PBS Kids 24/7 Kid’s Initiative team lead by Education Manager Felicia Peat held a Family Fun Day on April 1, 2018 at the Ed Rice Community Center. The event was free to the public and was in honor of the 50th Anniversary of Dr. Martin Luther King, Jr. Legacy. Community Exhibitors & Vendors, Arts & Crafts, Music & Entertainment, Face Painting, Petting Zoo, and a PBS Kids characters Peg + Cat appearance. The attendance was 1,200 (parents with children).

**Art in the Loop**

WKNO-TV participated in the Arts Festival held April 1 & 2, 2018. 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.

**Shelby County Commissioners’ Community Enhancement Grant**

A grant from the Shelby County Commission funded the production of Safety spots to air beginning April 2018 across the WKNO-TV stations, post online and in Teacher, Teacher programs. The Safety spots were produced with the topics for Fire Safety, How to Use 911, Stranger Danger, Missing Children, Firearm Safety, Playground Safety, Seatbelt Safety and Infant Hot Car Safety.

**Jean Piaget Society Conference**

WKNO’s Education Manager Felicia Peat was invited to the Jean Piaget Society Conference in Amsterdam, The Netherlands. The Jean Piaget Society explores the nature of the developmental construction of human knowledge. At the conference in May 2018 Felicia Peat represented WKNO as a presenter with Dr. Mary Palmer, University of Memphis, Assistant Professor Dr. Shelly Counsell, highlighted the importance of bonding, nurturing and
teacher dispositions by tracking the lives of 200 former preschool children and the impact on their life outcomes over the past 30 years.

**Lottery for Education After School Programs: Extended Learning Grant**
For five weeks from May 29 to July 27, 2018 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 2018 our WKNO3 PBS Kids 24/7 Kid’s Initiative Education Manager Felicia Peat and the education team attended the You 4 Youth training as part of the training for the LEAPs Grant.

**Riverview Family Literacy Day**
In partnership with the Shady Grove Missionary Baptist Church and Riverview Community Center the WKNO3 PBS Kids 24/7 Kid’s Initiative team held a Family Literacy Day in May 2018. The event was free to the public. WKNO participated with Teacher, Teacher presenting programs, a booth with activities, and a PBS Kids character appearance by Buddy from PBS Kids Dinosaur Train. The attendance for the was 800 parents with children.

**Gaston Library Family Fun Day**
WKNO’s Education Manager Felicia Peat led a Family Fun Day in June 2018 at the Gaston Library. The event was free for children. WKNO participated with Teacher, Teacher presenting programs, activities, and a PBS Kids character appearance by Super Why from the PBS Kids program Super Why. The attendance for the 200 children.

**Memphis Literary Arts Festival**
WKNO-TV participated in the Inaugural Memphis Literary Arts Festival held Saturday, June 16, 2018 in the Edge District. The Literary Arts Festival replaced the Mid-South Book Festival held by Literacy Mid-South. WKNO participated with a voting booth and special promotions for the PBS community engagement event, The Great American Read. At the event WKNO gave away children’s books and provided appearances of the PBS Kids characters Super Why and Princess Presto. At the workshop the team promoted the channel and programs offered by WKNO.

**Private Screening Princeton James Short Film “Junior”**
On June 23, 2018 local producer Princeton James held a private screening in the WKNO-TV Studio A of the short film “Junior.” The film was produced in collaboration with Collegiate Life Investment Foundation, a nonprofit foundation, founded on behalf of Clifton B. Gibbs and the thousands of motorists killed by distracted drivers.
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