NPT’s commitment to serving the Middle Tennessee community with the very best that television has to offer is stronger than ever. During Fiscal Year 2021, NPT and the entire Nashville community continued to deal with the unique challenges presented by the COVID-19 pandemic, and I’m pleased to say that NPT’s dedicated staff hasn’t missed a beat in adapting to “the new norm.” The team continued to develop ways of creating local productions that mean so much to viewers.

I’m amazed by the commitment of NPT’s staff and the quality of signature productions such as *Tennessee Crossroads*, *Aging Matters*, *Next Door Neighbors*, and *Volunteer Gardener*, to name a few. These locally focused projects represent what public television is all about — highlighting the unique aspects of the community and covering important issues in a way that no other television station can or will.

In September, NPT welcomed Becky Magura as President & CEO. Becky comes to us from WCTE in Cookeville and brings a wealth of experience and ideas. NPT’s Board of Directors and staff are energized and excited about what the future holds for NPT.

Thank you for your support of NPT and for watching,

Jeff W. Gregg  
Chairman  
NPT, Board of Directors
I believe and have found it to be true that people will always remember how you make them feel. That is what I believe NPT brings to our community: A spirit of care and compassion that is reflected in the amazing local stories told by a talented and dedicated team.

As a native Tennessean, it is an honor and privilege to serve as NPT’s President & CEO. While my tenure here has just begun, it hasn’t taken me long to recognize the treasure that is Nashville Public Television.

I’m new to NPT, but I am not new to Nashville. Through public media, I’ve made it my mission to work with others in bringing the stories and music of our people to homes all across the nation. I am excited to imagine all that is possible for our vibrant station and city in the days and months to come.

But this Report to the Community is about what has been accomplished over this past year and I’m happy to say that even in a time of great trial for our state and nation, NPT continued to deliver.

NPT engaged, entertained, enlightened and inspired people of all ages. Most importantly, NPT cared. That’s what people remember. That’s what I’m hearing as I meet people around Nashville and Middle Tennessee. NPT is dearly and genuinely loved by our viewers because we are making a difference in the lives of others.

What a joy it is to work at Nashville Public Television! As you read this report, please think about our team. They care. They are here. They are Nashville Public Television. For that and for your continued support, I am so very grateful.

Thank you,

Becky Magura
President & CEO
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Kathy McElroy, Senior Vice President & CFO
Daniel Tidwell, Station Manager/Senior Vice President of Development & Marketing

ON THE COVER
Title art for NPT’s Facing North: Jefferson Street, Nashville

“All Creatures Great and Small” on Masterpiece
On July 3, NPT moved to a new frequency per FCC requirements. This necessitated the installation of a new broadcast antenna, which meant temporarily sending our signal out at lower power. Throughout the weeks’ long process, our over-the-air viewers relied on streaming and online options to watch their favorite programs. Cable and satellite services were not affected. With the new antenna completed, NPT returned to full power in August and over-the-air viewers regained our signal after rescanning their antennas.
FACING NORTH: JEFFERSON STREET, NASHVILLE

Nashville's Jefferson Street corridor, known as the cultural center of the city's African American community, was the subject of an NPT documentary that premiered in September. In Facing North: Jefferson Street, Nashville the story of the North Nashville community is told by longtime residents and historians, as well as through archival and family photographs and film clips. Struggles to balance rejuvenation with gentrification amid new economic pressures are also part of the documentary.

The hour-long Facing North: Jefferson Street, Nashville conveys what Jefferson Street life was like over the decades, including during segregation, highlighting the importance of home and business ownership, spiritual life as the site of some of Nashville’s oldest Black churches and education as the setting for three HBCUs. Jefferson Street’s thriving music scene of the 1940s through 1960s is also covered.

video.wnpt.org

Facing North: Jefferson Street, Nashville was made possible by:

NPT ORIGINAL PRODUCTIONS

NPT REPORTS

The popular documentary about the Jefferson Street corridor was followed in April by NPT Reports – Jefferson Street, Nashville: Curve Ahead. In this half-hour update, residents and business owners discuss how events of the past year affected ongoing efforts to preserve the neighborhood’s legacy.

video.wnpt.org
NEXT DOOR NEIGHBORS

A Time to Heal, the 14th documentary in NPT’s award-winning Next Door Neighbors series, premiered in May. The thirty-minute program was narrated by WPLN’s Nina Cardona and explores some of the challenges of 2020 through the lens of Nashville’s immigrant and refugee communities. Among the issues addressed in the film are health disparities exposed by the COVID-19 pandemic, the realities of systemic racial inequality and questions about participating in American democracy. Seven short Next Door Neighbors videos were also produced this fiscal year.

Next Door Neighbors is made possible by the support of the Nissan Foundation.

THE CITIZENSHIP PROJECT

NPT’s The Fight to Vote: Black Voter Suppression in Tennessee premiered in February and focused on the obstacles poor and Black people have faced getting access to the ballot box. The half-hour documentary chronicles policies and practices from the decades immediately after the Civil War through to the 1940s and 1960s, along with modern-day concerns about voting rights.

The Citizenship Project is made possible by the support of the Tennessee Civil War National Heritage Area and Dell Technologies.

NPT REPORTS

In November, NPT Reports: COVID-19, Beyond Numbers examined the human health toll of the coronavirus in Middle Tennessee. The thirty-minute program includes medical experts and front-line health professionals sharing their perspectives, along with people’s personal stories of dealing with the illness.
AGING MATTERS

Aging Matters received two major awards in Fiscal Year 2021. Aging Matters: Companionship & Intimacy, which premiered in December 2019, won the Documentary/Topical category in both the Midsouth Regional Emmy Awards and the Public Media Awards.

Drone footage in the opening scenes of Aging Matters: In Rural Communities imparts a sense of place and underscores why people are so committed to living in rural areas. The half-hour documentary premiered in July and shows how residents in Haywood, Hickman and Morgan counties rely on intergenerational bonds and community connections to replace or supplement services lost to policy changes or economic downturn.

NPT hosted a virtual premiere with FiftyForward on Facebook Live during which viewers were able to ask questions of experts and people featured in the documentary.

In September, NPT produced Aging Matters: Policy & the Vote, a special in advance of the presidential debate held at Belmont University. The half-hour discussion was recorded with an NPT producer/moderator in the studio and panelists participating via Zoom.

Videoconferencing was also used to film Aging Matters: Safer at Home?, a panel discussion about how older adults could balance pandemic lockdown protocols with access to health care and maintaining social connections. The thirty-minute program premiered in December.
Aging Matters: Fall Prevention also debuted in December. As the half-hour documentary explains, though falls are the most common cause of fatal and nonfatal injuries among older Americans, falling is not inevitable. In the program, experts and ordinary people share tips for keeping bodies in better condition to avoid falls and rebound from accidents. They also discuss how to make home environments safer. An Aging Matters: Fall Prevention premiere event co-hosted by FiftyForward was held via Facebook Live.

At the end of January, NPT premiered Aging Matters: COVID-19 Vaccine in Tennessee, a discussion of rollout protocols featuring representatives from the Tennessee Department of Health, Meharry Medical Group and AARP Tennessee. Aging Matters: Disparities and Health Equity, another half-hour program, premiered in June and explores long-standing inequities among BIPOC Americans that were exacerbated and exposed by the pandemic.

In addition, 12 Aging Matters updates were produced in Fiscal Year 2021. Grammy-winning singer-songwriter Kathy Mattea continues to host the series. video.wnpt.org

Aging Matters is made possible by the generous support of the West End Home Foundation, the Jeanette Travis Foundation, HCA Healthcare Foundation and Cigna. Additional support provided by The Community Foundation of Middle Tennessee and Jackson National Life Insurance Company.
A WORD ON WORDS

In its sixth season, NPT’s Emmy Award-winning A Word on Words produced 15 new interstitials — all recorded virtually from the homes of the authors and the hosts, bestselling authors J.T. Ellison and Mary Laura Philpott. Writers interviewed in Fiscal Year 2021 include Zakiya Dalila Harris, Nick Hornby, Robert Kolker and Maggie O’Farrell.

Two special A Word on Words tributes were created to honor Rep. John Lewis upon his death in July. First, a two-part interview between Rep. Lewis and legendary journalist John Seigenthaler was combined into a one-hour special for broadcast and online. Second, an unreleased 2016 interview conducted by producer LaTonya Turner in Nashville Public Library’s Civil Rights Room was formatted as a special edition of the current A Word on Words interstitial series. In the short form piece, the civil rights icon spoke about his best-selling graphic novel trilogy. A special webpage was created where viewers may watch the specials and read a full transcript of the 2016 interview.

A Word on Words is made possible through the generous support of Judy and Steve Turner.

ARTS BREAK

NPT’s arts interstitial series produced 15 new segments this year. Among the stories highlighted were works in Nashville’s Public Art Collection, the only U.S. stop for a major Picasso exhibition, a community portrait project and a virtual production from Nashville Opera. Some of NPT’s arts stories were picked up and shared by PBS Arts.

Major funding for Arts Break is provided by the Martha Rivers Ingram Advised Fund of The Community Foundation of Middle Tennessee. Additional funding is provided by the Tennessee Arts Commission.
The beloved magazine show kept travelin’ with 40 Tennessee Crossroads episodes including 58 new stories produced this year. Once again the Thanksgiving Marathon on NPT and NPT2 was a popular part of fans’ holiday traditions.

In February, Brews & Bites, a virtual event hosted by Joe Elmore, was a successful fundraiser for the show. A new Tennessee Crossroads website was launched this spring to better connect the show’s viewers with stories and places to explore.

Also in the spring, NPT created new graphics and a social campaign tying the show’s long tradition of covering Tennessee’s people and places with the yearlong Tennessee 225 celebration of the state’s founding.

Major support for Tennessee Crossroads is provided by Bridgestone Americas Trust Fund and the Virginia, James and Jason Feltner Family Foundation.

With the interest in gardening continuing to blossom as the pandemic endures, Volunteer Gardener produced 20 new episodes with an emphasis on ideas for people to use in their own outdoor spaces. The new stories featured home gardeners as well as experts sharing recommendations on plants, design principles and other tips.

October’s Volunteer Gardener Homegrown Dinner To Go was a sold-out virtual event. A new Volunteer Gardener website was developed in the spring to help viewers connect with segments and reap gardening information.

Volunteer Gardener is made possible by the Virginia, James and Jason Feltner Family Foundation.
NPT produced 30 short Learning to Read videos for on-air and social media this year. The spots feature diverse families and demonstrate how parents can help their children build literacy skills. Suggested activities include writing lyrics, reading magazines and telling stories in nature.

video.wnpt.org

Funding for Learning to Read is provided by the Dollar General Literacy Foundation and The Marlene and Spencer Hays Foundation.

ONLINE EXPERIENCES

NPT created a digital tour through the layers of the Facing North: Jefferson Street, Nashville title collage. A series of slides allows people to immerse themselves into the images, learning more about the area’s HBCUs, businesses and residents. The resulting experience provides context to the documentary by adding historical details about the Jefferson Street corridor.

wnpt.org/jefferson-street/artwork

The Black Church Mapping Project was launched to coincide with the broadcast and virtual event for Henry Louis Gates Jr.’s The Black Church: This Is Our Story, This Is Our Song. NPT’s interactive website uses images, videos and text to tell the history of Black churches in Nashville that were established between 1800 and the 1960s and that are still in existence today. This ongoing project was incorporated into a website that includes a recording of February’s virtual event.

wnpt.org/the-black-church-map
VOLUNTEER GARDENER
HOMEGROWN DINNER
In October, NPT hosted a successful virtual version of the popular Homegrown Dinner. Like its in-person predecessor, the sold-out event featured a Bacon & Caviar menu built around a fall staple. Volunteer Gardener presenters Tammy Algood and Troy Marden greeted NPT supporters as they arrived at the station to pick up their meals, which also included a small vegetable bundle from The Green Dour Gourmet.

BREWS & BITES WITH FRIENDS
In February, NPT hosted a virtual dinner and beer tasting event with a three-course meal from Butchertown Hall. Tennessee Crossroads’ Joe Elmore hosted the evening which featured author/beer historian Scott Mertie of Nashville Brewing Company discussing the history of Nashville’s brewing industry along with information about the beers paired with each course. Butchertown Hall’s Dan King provided insights about the menu.
COMMUNITY ENGAGEMENT

PROGRAMMING TIE-IN EVENTS

NPT hosted virtual premiere events for new Aging Matters documentaries via Facebook Live throughout the year. These free screenings included experts and others appearing in the documentaries. Participants were able to ask questions just as they would at in-person events traditionally held at FiftyForward.

NPT’s original production By One Vote: Woman Suffrage in the South was featured in two free virtual screenings marking the August 2020 centennial of the passage of the 19th Amendment. The first was held on ITVS’ OVEE platform in partnership with Nashville Public Library and the Tennessee State Museum. The second virtual event was presented via Facebook Live.

CHILDREN AND FAMILIES

NPT’s literacy workshops remained virtual with pandemic lockdown protocols in place. These Learning to Read: At Home family literacy videos were created for children up to 10 years old along with their guardians and premiered on Facebook in August and September. Four of the video workshops were bilingual story times in English and Spanish; three included STEM-based activities. A final set of Learning to Read: At Home videos featured crafts and creative literacy games for the entire family. Most of the workshops included a downloadable activity sheet.

Another set of the Learning to Read: At Home workshops were offered in June and featured presenters from Cumberland River Compact, Discovery Center at Murfree Spring and the Lane Motor Museum. These workshops also included downloadable STEM-based activity sheets.

In April, NPT hosted a free virtual preview screening of new PBS Kids show Donkey Hodie that included an educational activity. Also in April, NPT distributed Elinor Wonders Why activity packs and led virtual “Appy Hours” that continued into May. One of our partners for this was The Adventure Science Center’s Spring Break Weather Watchers camp.
NPT hosted three free virtual screenings and community conversations highlighting *The Age of Nature*, a PBS series about nature and ecology, in October and November. Each event included clips from the series along with discussions with Cumberland River Compact, The Nature Conservancy, the Tennessee Wildlife Resources Agency and Urban Green Lab. The final event featured aspiring scientists from the Earth Horizons Program, a joint venture between Tennessee State University and Vanderbilt University.

Henry Louis Gates Jr.’s *The Black Church* premiered in February. NPT hosted a virtual event that included a screening of clips from the four-hour series and a discussion centered around Nashville’s Black faith communities. NPT’s LaTonya Turner moderated the panel of representatives from the National Museum of African American Music, MTSU’s Center for Historic Preservation and Vanderbilt University. NPT created *The Black Church Mapping Project* in conjunction with this special event.

To celebrate the seventh season of popular PBS show *Finding Your Roots*, NPT hosted two free virtual genealogy workshops in April. The events included a screening of clips from the Henry Louis Gates Jr. series and a discussion featuring panelists from the Nashville chapter of the Afro-American Historical and Genealogical Society, the Tennessee State Museum and Vanderbilt School of Law. A *Finding Your Roots* producer also took part.

NPT’s *American Portrait* Educator Series was developed to help people working with students 13 and older create storytelling curricula. The two February workshops included an overview of PBS LearningMedia materials and a panel featuring speakers from Chalkbeat, The Education Trust of Tennessee, Lipscomb University, Southern Word, WPLN and NPT. Participants learned about virtual storytelling and the responsibilities inherent with sharing personal stories in public. Educators were able to earn professional development credits for the workshop.
PUBLIC MEDIA AWARDS

In January, NPT received an “Overall Excellence in Marketing and Communications” Award during the virtual 2020 Public Media Awards celebration hosted by the National Educational Telecommunications Association (NETA). NPT’s Digital+ team — Shane Burkeen, Joe DelMerico, MiChelle Jones and Kyle Sweet — was recognized for its work on social media, publicity, communications, digital projects, visual design and websites. Projects included Country Music: A Nashville Story, Christmas at Belmont and By One Vote: Woman Suffrage in the South.

NPT’s Aging Matters: Companionship & Intimacy, which premiered in December 2019, won in the Documentary Topical category. NPT’s Country Music: A Nashville Story digital archive and Country Music Premiere Party were also nominated for Public Media Awards.

MIDSOUTH REGIONAL EMMY AWARDS

In February, NPT’s Aging Matters: Companionship & Intimacy documentary received a Midsouth Regional Emmy award in the Documentary Topical category. Producer Will Pedigo and editor Jason Code received statuettes. NPT also received nominations for NPT Reports: Whose Music? and By One Vote: Woman Suffrage in the South.
NPT’s largest source of revenue for programming in Fiscal Year 2021 was community funding from individuals, accounting for 43% ($3,215,373) of revenue. Other sources of community funding included restricted corporate and foundation grants at 14% ($1,007,547) which made possible NPT original productions such as Aging Matters, Next Door Neighbors and Facing North: Jefferson Street, Nashville. Corporate underwriting accounted for 4% ($259,609) of revenue, while unrestricted foundation grants made up 1% ($105,300) of total revenue. Funding from the Corporation for Public Broadcasting (CPB) amounted to 22% ($1,656,089) of NPT’s revenue, and funding from the State of Tennessee accounted for 6% ($430,793). The remaining 10% ($744,079) of NPT’s revenue came from a variety of earned revenue sources.

**FY 21 REVENUE**

- State of Tennessee: 6% ($430,793)
- CPB: 22% ($1,656,089)
- Individual: 43% ($3,215,373)
- Corporate: 4% ($259,609)
- Foundations: 1% ($105,300)
- Restricted Corporate & Foundation: 14% ($1,007,547)
- Earned Revenue: 10% ($744,079)

**Total Operating Revenue**: 100% $7,418,790

**FY 21 EXPENSES**

- Programming & Outreach: 55% $2,997,077
- Administration: 16% $865,213
- Fundraising: 21% $1,139,104
- Technology: 8% $452,164

**Total Operating Expense**: 100% $5,453,558
NPT thanks

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NPT Reports: Aging Matters
was made possible by the following funders in FY21:
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