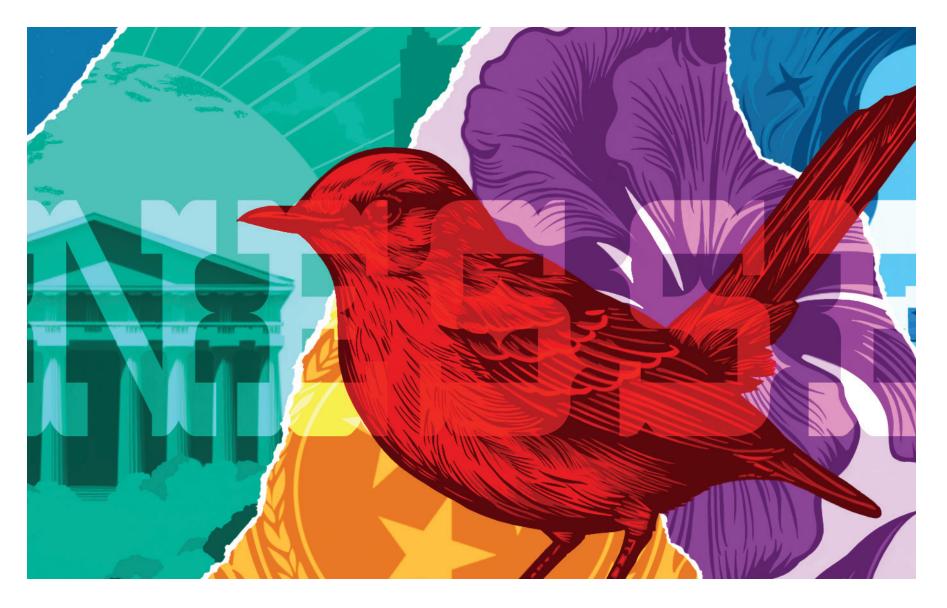
# Nashville OPBS REPORT TO THE COMMUNITY



# A Strategic Direction for a New Era of Service

As we embrace a new year and a new name, **Nashville PBS**, I'm grateful to continue working in partnership with our amazing team and our dedicated community.

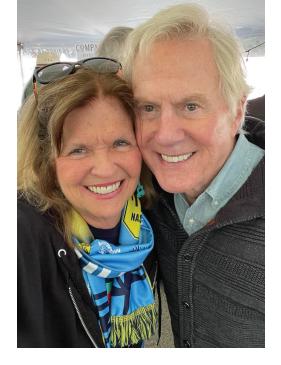
Fiscal Year 2024 marked the initial implementation of our three-year Strategic Plan (available at wnpt.org/strategicplan). Each pillar of the plan was built to serve our region and realize our mission of providing Nashville and our viewing area with trusted content that reflects, strengthens, and celebrates our community. We are also committed to cultivating meaningful connections through experiential engagement and programming that inspires and nurtures a vibrant, inclusive community.

Our Board of Directors and the entire Nashville PBS team strive to honor our past while staying fully focused on the future. As Nashville and Middle Tennessee grow daily, we strive to help the community bridge "old and new Nashville" by addressing lifelong Nashvillians, new residents, and visitors through relevant content across multiple media platforms. We also aim to bring our broadcast offerings to life through interactive public screenings and live studio audience productions. I would especially like to reflect on the important role our beloved signature series, **Tennessee Crossroads**, continues to play as it serves our state and the many independent businesses it features.

As many of you know, last summer we lost our dear friend and colleague Joe Elmore, who hosted **Tennessee Crossroads** for all 37 seasons. We repeatedly heard what a treasure Joe was and how our viewers hoped the series would continue.

No one will ever be able to replace Joe, but we were grateful when hosts Miranda Cohen, Laura Faber and Vicki Yates stepped in to continue Joe's legacy. They now help us explore what makes Tennessee a wonderful place to live, work, and play.

Another important focus in Fiscal Year 2024 was our investment in growing our engagement and educational partnerships to better serve children and families throughout Middle Tennessee. We look forward to sharing more information about our new initiatives with you in the coming year.



As you read about your contribution's impact and our team's accomplishments in Fiscal Year 2024, please know that we are deeply grateful! Your continued support and engagement with Nashville PBS makes everything we do possible.

Geeley Magura

Becky Magura Nashville PBS President & CEO



Nashville Public Television became Nashville PBS in late September 2024. For the purposes of this report, the station will be referred to as Nashville PBS, or by our call letters, which remain WNPT. The previous NPT logo will appear in some Fiscal Year 2024 photographs and graphics.

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Cover: Tennessee Crossroads mural (detail) by Stephen Sloan/Never Xtinct Murals



# **Tennessee Crossroads**

Joe Elmore, founding host of **Tennessee Crossroads**, died in June 2024 after a long illness. A private memorial for his family, friends and colleagues was held in Nashville PBS' Studio A in June; a public Celebration of Life was held there in July. A tribute episode of the show aired in July.

Joe served as **Tennessee Crossroads'** host since its inception in 1987. This Nashville PBS series continues to rank among the highest in the PBS system. In 2022, Joe began sharing some his favorite segments from the 1980s and '90s in Nashville PBS' **Retro Tennessee Crossroads** series.

Joe was inducted into The National Academy of Television Arts & Sciences Nashville/Midsouth Chapter's Silver Circle in 2014. The designation honors those with at least 25 years of service to the television industry and who have made a significant contribution to the community.

Though his long career in television included hosting automotive shows on NBC and Spike TV, he was perhaps best known for **Tennessee Crossroads**.

In February 2024, **Tennessee Crossroads** teamed up with Never Xtinct Murals to create limited edition hoodies and T-shirts featuring original artwork for the annual Keep Crossroads Travelin' campaign.

Forty episodes of the show were produced in Fiscal Year 2024 and retired NewsChannel 5 anchor Vicki Yates joined the team. **Retro Tennessee Crossroads** continued with six "new" episodes highlighting vintage stories.



Major support for **Tennessee Crossroads** is provided by the **Tennessee Department of Tourist Development, Tennessee Tech, Averitt Express,** and **GasLamp Antiques & GasLamp Too**.

Funding for Retro Tennessee Crossroads is provided by Jewell Mechanical and TPAC.

### 🛜 VIDEO.WNPT.ORG

# Conversations

**Clean Slate With Becky Magura** returned for a second season with six new episodes in Fiscal Year 2024. Guests included Patricia Harrison, president & CEO of the Corporation for Public Broadcasting; frequent Ken Burns collaborator Dayton Duncan; and former Nashville mayor John Cooper.

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Eight new episodes of **A Slice of the Community** were produced in Fiscal Year 2024, including a February live taping and broadcast event featuring a discussion between host and producer Jerome Moore and anti-racism author Tim Wise. The show's second season addressed restorative justice, Black education in the state, and other social issues. More than 30 digital shorts were also produced.

Slim & Husky's is the official pizza sponsor for A Slice of the Community.

### VIDEO.WNPT.ORG



# **Volunteer Gardener**

In Fiscal Year 2024, 22 new episodes of **Volunteer Gardener** were produced with visits to a variety of spaces. Sustainable gardening topics ranging from locations designed to attract pollinators and other wildlife, to plant showcases were part of this season's shows. The Volunteer Gardener Homegrown Luncheon was held at the Southall Farm & Inn in Franklin for a second time in November 2023.

Volunteer Gardener is made possible by EarthMix Garden Products.

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# **Civic Discourse**

Nashville PBS partnered with Opportunity Nashville to host **The Nashville Mayoral Debate on Public Education** between runoff candidates Freddie O'Connell and Alice Rolli in August 2023. The event was broadcast live and via YouTube from WNPT's Studio A. NewsChannel 5 political analyst Pat Nolan and journalist Vicki Yates served as moderators posing questions submitted by viewers.

**Welcome TDOE Commissioner Lizzette Reynolds**, an interview between Nashville PBS' Becky Magura and the education commissioner, premiered at the start of Reynolds' tenure in September 2023.





# **Learning to Read**

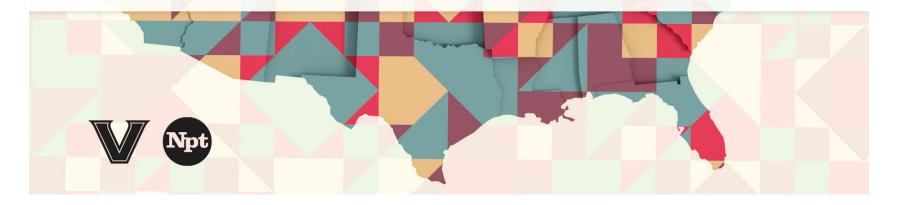
NPT produced 15 short **Learning to Read** videos for on-air and social media this year; and an additional 15 short videos about media literacy.

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

#### **VIDEO.WNPT.ORG**



# The Vanderbilt Project on Unity & American Democracy



# **Civic Engagement**

**The Vanderbilt Project on Unity & American Democracy**, an hour-long special, premiered in November 2023, followed by a 30-minute panel discussion with Unity Project co-chairs Gov. Bill Haslam and Samar Ali. These programs were part of a collaboration to adapt the project for media consumption. In addition, WNPT created six digital episodes for various platforms and developed related materials for PBS LearningMedia, a resource of free, curriculum-aligned videos, interactive resources and lesson plans for teachers.

# **For Your Good Health**

In Fiscal Year 2024, Nashville PBS produced 15 **For Your Good Health** short videos about oncology topics ranging from nutrition to managing health care appointments.

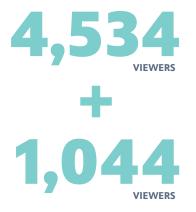
For Your Good Health is made possible by the Nashville General Hospital Foundation and Amerigroup.

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### **VIDEO.WNPT.ORG**









## **Aging Matters**

**Unhoused**, a 30-minute documentary about the perils and cumulative effects of aging while homeless, premiered in January 2024. **Affordable Housing in Nashville**, a panel discussion, aired after the film. Six short videos on related topics were created for digital and broadcast. A free preview screening of **Unhoused** was held at FiftyForward in January. Another free screening event co-hosted by The Contributor newspaper, one of the organizations featured in the documentary, was held in WNPT's Studio A in February.





Termessee Cares Comerence

When the Gig Is Up premiered in May. This half-hour documentary incorporates musicians' stories into a program about the kinds of financial concerns faced by people whose nontraditional careers do not include retirement plans or other benefits. A panel discussion with musicians featured in the documentary aired after the premiere. Six short videos chronicling aspects of musicians' lives were also produced.

A free screening of **When the Gig Is Up** was held with Music for Seniors, an organization mentioned in the film, at The McKendree.

💎 VIDEO.WNPT.ORG

In May 2024, Nashville PBS screened **Aging Matters: Disparities in Health Equity** at Tennessee State University's Tennessee Cares Conference.

Major funding for **Aging Matters** is provided by the **West End Home Foundation, The Jeanette Travis Foundation**, and **The HCA Healthcare Foundation on behalf of Tristar Health**. Additional funding provided by **Jackson National Life Insurance Company** and the **Community Foundation of Middle Tennessee**.

# The Citizenship Project

Last Rites: Saving Tennessee's Black Cemeteries premiered in April. The 30-minute Citizenship Project documentary highlights efforts to preserve and protect historic graveyards, many of which were created by freed Black people soon after the Civil War. Last Rites features several sites in Middle Tennessee, as well as in Memphis and Chattanooga.

Last Rites: Saving Tennessee's Black Cemeteries was made possible by the financial support of the Tennessee Civil War National Heritage Area, Tennessee Education Lottery, Dell Technologies, Delta Dental of Tennessee, and Ryman Hospitality Properties Foundation.

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# **Next Door Neighbors**

**The Little Things Special** brought WNPT's quirky YouTube series hosted by Megan Grisolano to broadcast in June 2024. The half-hour **Next Door Neighbors** program was an engaging look at what three transplants to the U.S. find interesting and different about life in Middle Tennessee. **The Little Things** digital series continued with seven shorts produced in Fiscal Year 2024.

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

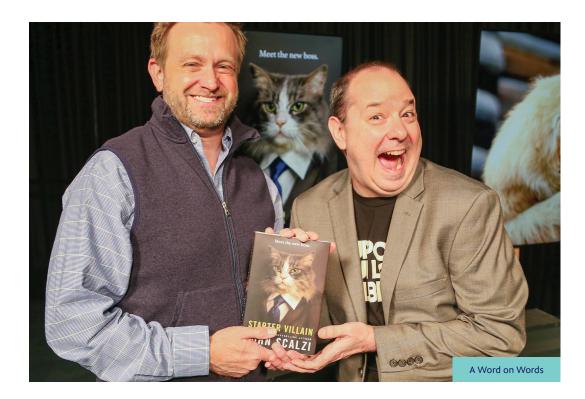
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# A Word on Words

In the ninth season of the series, hosts J.T. Ellison and Jeremy Finley interviewed V.E. Schwab, Brad Thor, Lidia Bastianich and other writers for 15 segments produced for broadcast and digital. Longform versions of the interviews were available via the **A Word on Words** podcast. A summer giveaway of books featured on the series was a popular engagement opportunity to help fans keep reading.

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

### VIDEO.WNPT.ORG



# **Arts Break**

Portraitist Elisheba Mrozik and Tammy Gentuso's Nashville Clayscape mural were among the subjects of 15 new **Arts Break** videos produced in Fiscal Year 2024.

Major funding for Arts Break is provided by the Martha Rivers Ingram Advised Fund of The Community Foundation of Middle Tennessee.

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# **Awards**

Nashville PBS received three nominations for the 38th Midsouth Regional Emmy Awards for **Aging Matters: Exposing Cyber Threats, Uprooted** from the Citizenship Project, and **A Word on Words**.

The station received four Public Media Award nominations in Fiscal Year 2024 for **Next Door Neighbors: The Little Things** (Digital Media); **Facing the Laughter: Minnie Pearl** (Historical Feature); **Aging Matters: How Singer-Songwriter Kathy Mattea Copes with an Aging Voice** (Performing Arts); and **Arts Break: Jose Vera – Day of the Dead Artist** (Visual Arts).

# **Programming Tie-In Events**

Nashville PBS hosted a capacity crowd to celebrate the premiere of the **Southern Storytellers** series in July 2023. Held at the Tennessee State Museum, the free event included a series preview and a soul food buffet from Swett's Barbecue. **A Word on Words** co-host Jeremy Finley led a panel discussion featuring New York Times bestselling author and Kentucky Poet Laureate Silas House; singer-songwriter and author/poet Valerie June; the Belcourt Theatre's Allison Inman; author/poet Rashad Rayford; and Grammy-nominated singersongwriter and author Mary Gauthier. In August, Nashville PBS presented **Unsung American Cowboy**, an exploration of the diverse origins of cowboy culture. A capacity crowd in Nashville PBS' Studio A saw clips from PBS' **Iconic America**, heard a performance by Don Flemons — founding member of the Carolina Chocolate Drops — and enjoyed a discussion with Western wear couturier Manuel Cuevas; Riders in the Sky co-founder Ranger Doug Green; UT Knoxville history professor emerita Dr. Cynthia Griggs Fleming; Texas cowboy songster Andy Hedges; and Flemons. This event was filmed and premiered on-air and on YouTube in October.









EARLY & MEDIA LITERACY WORKSHOPS

**Children and Families** 

WNPT celebrated Be My Neighbor Day in October 2023 during the Celebrate Nashville festival in Centennial Park. More than 500 children stopped by the station's area to meet and pose for photographs with Daniel Tiger, participate in a craft activity and choose a book to take home.

Throughout Fiscal Year 2024, Nashville PBS hosted media literacy workshops and bilingual early literacy story times with Señora Rachel. These were held at Casa Azafrán, MNPS' Fall Hamilton and Whisett elementary schools, and other locations around Nashville.

In March 2024, Nashville PBS held a premiere party for PBS Kids show **Lyla in the Loop** at Monroe Carrell Jr. Children's Hospital at Vanderbilt. More than 350 children took part in the free event.

At the end of Fiscal Year 2024, WNPT hosted members of the 100 Kings youth leadership program of the 100 Black Men of Middle Tennessee. These young men received an in-depth tour of the station and took part in a mock taping of **A Slice of the Community** with host Jerome Moore.

**1,310 7** LOCATIONS

### SPECIAL EVENTS >

Floral expert J. Schwanke returned to Nashville PBS in September 2023 for a flower workshop based on his popular **Life in Bloom** TV show. The event was held in Studio A and included a brunch catered by Bacon & Caviar. Nashville PBS also hosted the Nashville Black Market in September 2023, an event with Black-owned businesses, food trucks, Vanderbilt University Press, Fisk University, and a screening of Belmont University's **Exit 207** documentary. Park & Party, a sold-out tailgating event at Nashville PBS, took place in October 2023. Guests enjoyed live entertainment and food trucks before heading to the Nashville SC game at nearby GEODIS Park.







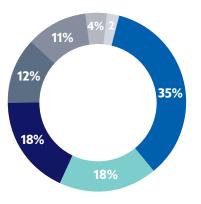
In November 2023, Volunteer Gardener's Homegrown Luncheon returned to Southall Farm & Inn in Franklin. The event included a seasonally inspired meal, mingling with the show hosts and a choice of tours and activities around the property. The second annual **Tennessee Crossroads** Whiskey Tasting co-produced by Rhizome Productions was held in late February 2024 at the station and included samples from 16 distilleries across the state. Appraisal Day, WNPT's most popular fundraising event, returned in June after a multiyear absence. The event was held at the Nashville Fairgrounds in the station's Wedgewood-Houston neighborhood and featured a mix of local and regional experts.





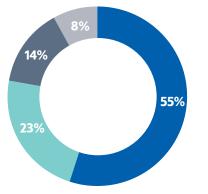


### WNPT FINANCIALS: FISCAL YEAR 2024 >



### **FY 24 REVENUE**

Total Operating Revenue	100%	\$ 7,474,059
Foundations	2%	\$ 112,330
Corporate	4%	\$ 290,776
Earned Revenue	11%	\$ 799,724
Restricted Corporate & Foundation	12%	\$ 916,896
State of Tennessee	18%	\$ 1,349,354
СРВ	18%	\$ 1,332,805
Individual	35%	\$ 2,672,174



### **FY 24 EXPENSES**

 Total Operating Expense	100%	\$ 7,541,381
Technology	8%	\$ 623,029
Administration	14%	\$ 1,072,920
Fundraising	23%	\$ 1,727,345
Programming & Outreach	55%	\$ 4,118,087

# WNPT thanks these supporters for their generosity during fiscal year 2023–2024

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