



Nashville Public Television

REPORT *to the* **COMMUNITY**





Nashville Public Television is Your PBS Station!

There's much to celebrate as we reflect on our year of service to Nashville and Middle Tennessee. NPT brings the very best of PBS into your home on broadcast and streaming platforms and into your community through events. Our dedicated team of professionals created content and engagement opportunities that reached citizens throughout our city, state, and nation.

We're also proud that **Tennessee Crossroads** consistently ranks among the best performing locally produced public television series in the nation and the number of **Volunteer Gardener** fans continues to grow as the series introduces new hosts and topics.

In addition to these weekly favorites, you might notice many other locally produced series and specials in this report, including **Facing the Laughter: Minnie Pearl**, an NPT production on its way to a national and international release! We've also added two new series, **A Slice of the Community** and **Clean Slate with Becky Magura**. These new public affairs programs allow us to hear from local leaders and influencers across a variety of genres.

NPT has also helped numerous local independent producers find homes for their creative content. We will continue to partner with Nashville's creative community and offer welcoming and supportive access to local, regional, and national public media distribution.

We are focused on growth through service and creating a culture of curiosity. Just like our city is growing, NPT – your PBS station – will continue to grow. We will grow strategically by following the direction set forth in our 2023-2026 Strategic Plan, developed by our committed Board of Directors, Community Advisory Board, staff, and key stakeholders.

As you read about your contribution's impact and our team's accomplishments in Fiscal Year 2023, please know that we are deeply grateful! Your continued support and financial investment in Nashville Public Television makes all things possible, and for that we thank you!

A handwritten signature in black ink that reads "Becky Magura". The signature is fluid and cursive, with the first letters of each name being capitalized and prominent.

Becky Magura
NPT President & CEO



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Left: WCDN-TV went on the air on Sept. 10, 1962, as part of the Metropolitan Board of Education. NPT observed its 60th anniversary with NPT Giving Day in September 2022, a day of live pledge breaks underscoring the station's 60 years of service to the community.

Cover: NPT's Facing the Laughter: Minnie Pearl

Facing the Laughter: Minnie Pearl

NPT worked with independent producer Barb Hall on a profile of Sarah Cannon and her famous alter ego, the iconic Grand Ole Opry character with the “How-dee” greeting and price tag hanging from her straw hat. The 90-minute documentary features a number of celebrities, among them Amy Grant, Cannon’s friend and protégé; Brenda Lee; Garth Brooks; Pam Tillis; Dwight Yoakam; and Henry Cho.

A January 2023 preview event for the film was held at Belmont University’s Fisher Center for the Performing Arts and included a screening and a panel discussion with Grant, Lee, Deputy Mayor Brenda Haywood and Belmont President Dr. Greg Jones. The evening also included performances by Tillis; Rodney Crowell, Kathy Mattea and John Jorgenson; and Belmont’s Bluegrass Ensemble.

Facing the Laughter had a special one-day national theatrical release on Feb. 6, 2023, through a partnership with Fathom Events. Additional screenings have been held throughout Middle Tennessee, including a March 2023 event at the Franklin Theatre.

The local broadcast premiere was in March 2023 for Women’s History Month. **Facing the Laughter** is being distributed by American Public Television and will air nationally in March 2024. PBS International will distribute the film around the world.

 [VIDEO.WNPT.ORG](https://video.wnpt.org)

4,088

TICKETS SOLD FOR
THE ONE-DAY
THEATRICAL RELEASE

702

THEATERS
NATIONWIDE



NPT ORIGINAL PRODUCTIONS ▶

In July 2022, NPT produced a video short about Black Opry as part of the ongoing Country Music: A Nashville Story. NPT producer Jerome Moore spoke to Holly G., the founder of Black Opry, along with Cowboy Calvin, and The Kentucky Gentlemen for a piece funded by PBS for the Arts. Performances featured in the short were recorded in NPT's studios.

 [VIDEO.WNPT.ORG](https://video.wnpt.org)

In August, NPT premiered **Confronting Anti-Blackness**, a discussion about identifying and rectifying racism and prejudice. Moore moderated the panel with representatives from Walk Bike Nashville, Tennessee Immigrant & Refugee Rights Coalition and the Black Nashville Assembly.

 [VIDEO.WNPT.ORG](https://video.wnpt.org)



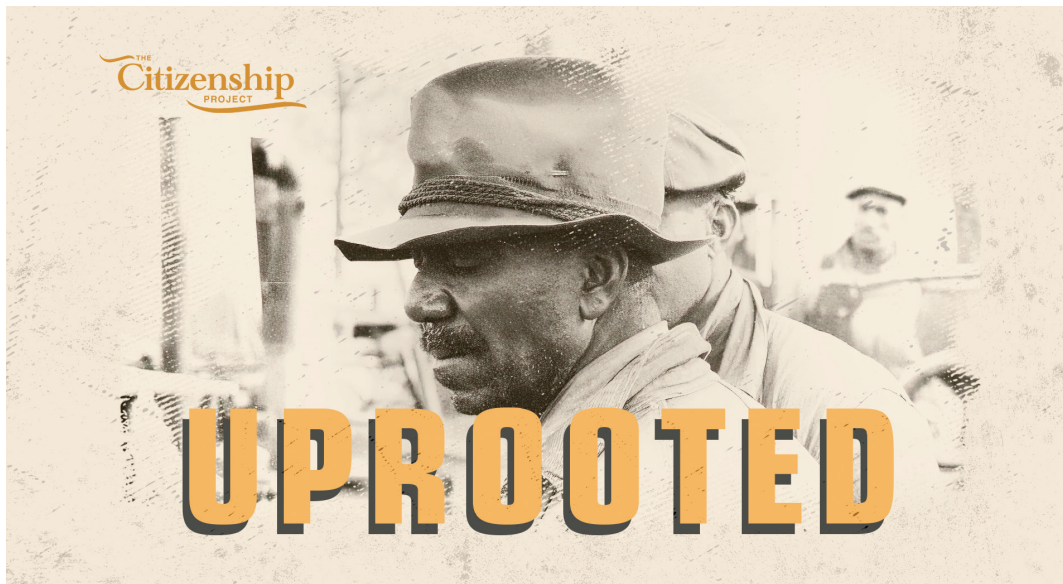
Becky Magura and Lisset Diaz

NPT launched two new talk shows in Fiscal Year 2023. **Clean Slate with Becky Magura** premiered in February. The show asks guests how they would use a do-over. Six episodes were produced in the first season with Ketch Secor of Old Crow Medicine Show and outgoing Nashville Mayor John Cooper among the guests.

 [VIDEO.WNPT.ORG](https://video.wnpt.org)

A Slice of the Community premiered on NPT in September 2022. Hosted by NPT producer Jerome Moore, the show builds on his Instagram series of conversations with community leaders and members. Moore's guests in the initial season of eight episodes included Tennessee Titans President and CEO Burke Nihill and Metropolitan Nashville Schools Director Dr. Adrienne Battle. Topics ranged from Nashville's public transportation needs to Black-Jewish relations. More than 30 digital shorts were produced from the show.

 [VIDEO.WNPT.ORG](https://video.wnpt.org)



Learning to Read

NPT produced 30 short **Learning to Read** videos for on-air and social media this year, 15 of which had a STEM focus.

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

 [VIDEO.WNPT.ORG](https://video.wnpt.org)

NPT ORIGINAL PRODUCTIONS ▶

The Citizenship Project

Uprooted, NPT's most recent Citizenship Project documentary, premiered in April 2023. The 30-minute program is a survey of Black land ownership in Tennessee from Emancipation to the present day and also spotlights the continued struggle of Black farmers.

Working with historians and teachers, NPT developed seven new lessons based on **Education: The Key to Freedom**, the previous Citizenship Project film, for PBS LearningMedia. The lessons are designed for sixth- to twelfth-graders.

 [VIDEO.WNPT.ORG](https://video.wnpt.org)

The Citizenship Project is made possible by the support of the **Tennessee Civil War National Heritage Area** and **First Tennessee Foundation**.

4,700+

YOUTUBE IMPRESSIONS

41k+

VIEWS OF
WINTER DAMAGE
VIDEO

Volunteer Gardener

There were 21 new episodes of **Volunteer Gardener** produced in Fiscal Year 2023. In October 2022, the **Volunteer Gardener** Homegrown Luncheon was held at the new Southall Farm & Inn in Franklin. The venerable show's social media presence experienced a growth spurt after the November 2022 launch of Instagram reels shot on location during production trips.

In January 2023, host Troy Marden filmed a segment about winter storm damage and shared realistic expectations about the viability of plants. This became an extremely popular video on the show's YouTube channel.

Volunteer Gardener gained two new hosts in Fiscal Year 2023: April Moore, an organizer with the Middle Tennessee Plant Group; and Rita Venable, author of *Butterflies of Tennessee*.

[VIDEO.WNPT.ORG](https://www.wnpt.org)

Volunteer Gardener is made possible by **Taylor Farms** and the **Tennessee Environmental Council**.

Tennessee Crossroads

In Fiscal Year 2023, viewers enjoyed 40 new episodes of **Tennessee Crossroads**. Visits to Chattanooga's Lookout Mountain Incline Railway and the Edge Motor Museum in Memphis were standout segments.

[VIDEO.WNPT.ORG](https://www.wnpt.org)

Major support for **Tennessee Crossroads** is provided by **Averitt Express**, the **Tennessee Department of Health**, **Tennessee Department of Tourist Development**, **Tennessee Tech University**, and **Truist**.



Volunteer Gardener hosts and producer



Aging Matters: Women Unseen



Aging Matters: Second Acts

NPT ORIGINAL PRODUCTIONS ▸

Aging Matters

The 30-minute documentary **Aging Matters: Women Unseen** premiered in February 2023 and focuses on the challenges women face as they age, including economic insecurity and the responsibilities of caregiving. A 30-minute panel discussion about resources available in Middle Tennessee also premiered in February. In addition, six short videos were created on topics related to the documentary.

In June, **Aging Matters: Second Acts** premiered and was followed by **Aging Matters: Positive Aging**, a panel discussion about retirement issues. **Second Acts** tells how four Middle Tennesseans found solutions to challenges of retired life by establishing new creative outlets or sources of community. Six short videos were also created to showcase approaches to retirement.

 [VIDEO.WNPT.ORG](https://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 on behalf of Tri-Star Health** and **Cigna**. Additional support provided by **The Community Foundation of Middle Tennessee** and **Jackson National Life Insurance Company**.



Aging Matters: Exposing Cyber Threats

NPT's **Aging Matters: Exposing Cyber Threats** premiered in December 2022. The 30-minute documentary discusses various types of internet and financial fraud, and provides tips on staying safe online. NPT also hosted in-person screenings of the documentary. A series of 15 short videos provided additional tips and resources.

 [VIDEO.WNPT.ORG](https://video.wnpt.org)

NPT partnered with AgeWell Middle Tennessee to host a series of internet safety workshops throughout the spring and summer in several counties as a part of the project.

The digital literacy initiative, administered by the West End Home Foundation, is the last phase of the \$40 million settlement handed down from Davidson County Chancery Court, Division III, Case No. 11-1548-III. Funds from this case were designated by the Court to be used to sustain and improve the quality of life for elderly Tennesseans.

10 DIGITAL LITERACY
WORKSHOPS
HOSTED BY NPT IN

8 COUNTIES

A Word on Words

In August 2022, NPT's author interview series turned another page when author Jeremy Finley – also the chief investigative reporter at WSMV-TV – joined New York Times bestselling author J.T. Ellison as co-host. With pandemic restrictions lifted, Ellison and Finley resumed in-person interviews with authors, which this season included Tara M. Stringfellow, Silas House and Ruth Ware. The 15 guests were featured in short broadcast segments.

This season also saw the launch of the **A Word on Words** podcast, available via numerous podcast sources, and longer form videos published on YouTube and PBS' media portal.

 [VIDEO.WNPT.ORG](https://video.wnpt.org)

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



Arts Break

Muralist ArJae Thompson, painter Jose Vera, and the Nashville School for the Aerial Arts were among the subjects of the 15 new Arts Break videos produced in Fiscal Year 2023. The piece on Vera received a Public Media Award in September 2023.

 [VIDEO.WNPT.ORG](https://video.wnpt.org)

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



Next Door Neighbors: The Little Things

Next Door Neighbors

Culture Shocks, a new documentary in the Next Door Neighbors series, premiered in May. The 30-minute film is an entertaining look at aspects of U.S. life that seemed surprising or curious to people who now call Middle Tennessee home. WPLN's Nina Cardona narrated the program. **The Little Things**, a digital-first companion series hosted by NPT executive producer Megan Grisolano, was rolled out on NPT's YouTube channel. These short videos explore cultural differences and similarities as seen through the eyes of international transplants to the area.

[VIDEO.WNPT.ORG](https://www.wnpt.org)

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

AWARDS ▶

Midsouth Regional Emmy Awards

NPT received five nominations for the 37th Midsouth Regional Emmy Awards for **Next Door Neighbors: Peace of Mind**, Citizenship Project documentary **Education: The Key to Freedom**, **Tennessee Crossroads**, **A Word on Words**, and **Arts Break**.

For Your Good Health

In Fiscal Year 2023, NPT produced six short videos promoting health literacy and healthy habits covering topics such as diabetes prevention and reducing salt intake.

[VIDEO.WNPT.ORG](https://www.wnpt.org)

For Your Good Health is produced in partnership with **Nashville General Hospital Foundation** with funding provided by **Amerigroup**.



Volunteer Gardener Homegrown Luncheon



SPECIAL EVENTS ▶

After two years, the **Volunteer Gardener** Homegrown Luncheon returned to an in-person event in October 2022. Guests toured the new Southall Farm & Inn in Franklin, taking in the orchard, apiary and parts of the farm. Afterward, the sell-out crowd enjoyed a seasonal meal prepared by chef Andrew Klamar, an address by Tyler Brown and introductions of **Volunteer Gardener** hosts Tammy Algood, Julie Berbiglia, Jeff Poppin and Annette Shrader.

In February 2023, NPT hosted an event for special guests to preview the **Antiques Roadshow** episodes filmed at Cheekwood Estate and Gardens the previous May. Members of the production team and people whose items appeared on the show were among the attendees. The three episodes produced from the event premiered in February and March 2023.

The inaugural **Tennessee Crossroads** Whiskey Tasting was held in February with Rhizome Productions. The event included 13 distilleries along with food trucks. **Tennessee Crossroads** host Joe Elmore and other personalities from the series mingled with attendees.

In June 2023, NPT welcomed chef and restaurateur Lidia Bastianich back to Nashville. The station presented Bastianich with an award in recognition of her 25 years in public television and hosted Breakfast with Lidia, a fundraising event for NPT in Studio A.



Hiding in Plain Sight event



60th Anniversary reception



Lidia Bastianich reception

Programming Tie-In Events

NPT hosted three screenings with the Gordon Jewish Community Center inspired by **The U.S. and the Holocaust**, a film by Ken Burns, Lynn Bostick and Sarah Botstein. The first event was held in September 2022.

A November screening included **Next Door Neighbors** clips and stories. NPT's Jerome Moore moderated the discussion featuring panelists from Vanderbilt University and Nashville Public Library.

In February 2023, the last event in the series included Frances Cutler Hahn, a Nashville resident and child Holocaust survivor.

NPT partnered with the Tennessee Immigrant & Refugee Rights Coalition to host a screening of **Día de los Muertos**, a film by Todd Jarrell, during the annual October event at Cheekwood.

In early March 2023, NPT hosted a free screening of **American Masters In the Making – Rissi Palmer: Still Here** in Studio A. This preview event included a Q&A with the musician and the film's director moderated by NPT's President and CEO, Becky Magura.

NPT continued its blogging partnership with the Vanderbilt School of Nursing in Fiscal Year 2023 with two midwives writing weekly blog posts inspired by **Call the Midwife**.

In November 2022, NPT hosted the final of three events connected to **Hiding in Plain Sight: Youth Mental Illness**, a series executive produced by Ken Burns. The event took place at Hillsboro High School and included a screening of the film and a panel discussion led by Khalil Ekulona, host of WPLN's "This Is Nashville," with representatives from Metro Nashville Public Schools and MNPS parents and students. NAMI Davidson County, Oasis Center, TN Suicide Prevention, Nashville Public Library's Studio NPL, and several local organizations were present to offer mental health resources. Food was provided by Shake Shack.



Children and Families

NPT's Ready to Learn family literacy workshops returned to in-person events at schools and day care centers across Middle Tennessee in Fiscal Year 2023.

In October 2022, NPT hosted Be My Neighbor Day in the Kidsville section of the Celebrate Nashville Cultural Festival. NPT distributed free books, led children's craft activities, and hosted performances by Señora Rachel Rodriguez, poet Cameron Mitchell, and Janet Ivey (from "Janet's Planet").



Be My Neighbor Day/Celebrate Nashville Festival

20

LITERACY WORKSHOPS SERVING

691

CHILDREN AND

688

ADULTS

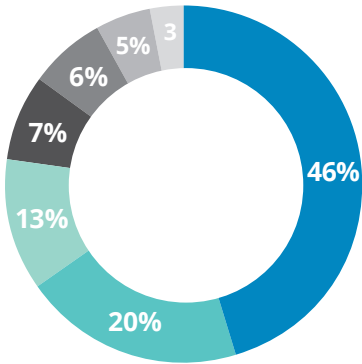
WITH

2k+

BOOKS, OF WHICH

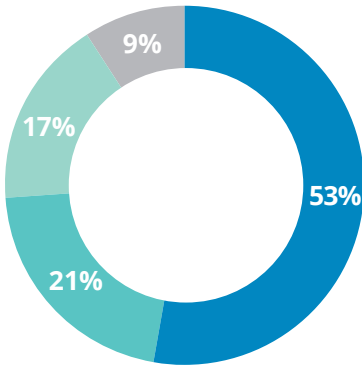
1k+

WERE BILINGUAL



FY 23 REVENUE

Individual	46%	\$ 2,967,126
CPB	20%	\$ 1,303,051
Restricted Corporate & Foundation	13%	\$ 887,759
Earned Revenue	7%	\$ 459,043
State of Tennessee	6%	\$ 430,793
Corporate	5%	\$ 356,830
Foundations	3%	\$ 195,588
Total Operating Revenue		100% \$ 6,636,190



FY 23 EXPENSES

Programming & Outreach	53%	\$ 3,463,951
Fundraising	21%	\$ 1,376,229
Administration	17%	\$ 1,111,366
Technology	9%	\$ 566,521
Total Operating Expense		100% \$ 6,518,067

NPT thanks these supporters for their generosity during fiscal year 2022–2023

\$100,000+

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Jason Feltner Family
Foundation
The Estate of Dorothy S. Ruth
Jeanette Travis Foundation
West End Home Foundation

\$50,000 – \$99,999

Amerigroup
Dollar General Literacy
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The Lester G. “Ruff” Fant Fund
The Marlene and Spencer
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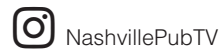
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