



NASHVILLE PUBLIC TELEVISION  
REPORT TO THE COMMUNITY 2019



## LETTER FROM THE PRESIDENT

NPT's greatest asset has always been our dedicated staff, a group of people who work tirelessly throughout the year to make possible all of the inspiring and dynamic programming we provide to the Middle Tennessee community. In Fiscal Year 2019, NPT staff truly went above and beyond, producing four new **Aging Matters** documentaries; **Soldier and Citizen**, a new **Citizenship Project** documentary; **Next Door Neighbors: Taste of Home**; and two town hall discussions. In addition, we continued to bring the community new episodes of favorites **Tennessee Crossroads**, **Volunteer Gardener**, **Arts Break** and **A Word on Words**. When I reflect on this tremendous body of work, I'm amazed at the talent, dedication and collaborative work that makes it all possible.

In May of 2019, we had the opportunity to highlight our work on the national stage as NPT hosted the PBS Annual Meeting. More than 1,400 public media professionals gathered at the Omni Nashville Hotel and NPT was front and center. In the opening session, PBS President & CEO Paula Kerger acknowledged the impressive work that NPT has done through our **Aging Matters** series, highlighting the project's impact through the personal story of Veranda Ministries' Mary Anne Oglesby-Sutherly, who appeared in the **Living with Alzheimer's and Dementia** documentary.



Kevin Crane with Mary Anne Oglesby-Sutherly and PBS President & CEO Paula Kerger.

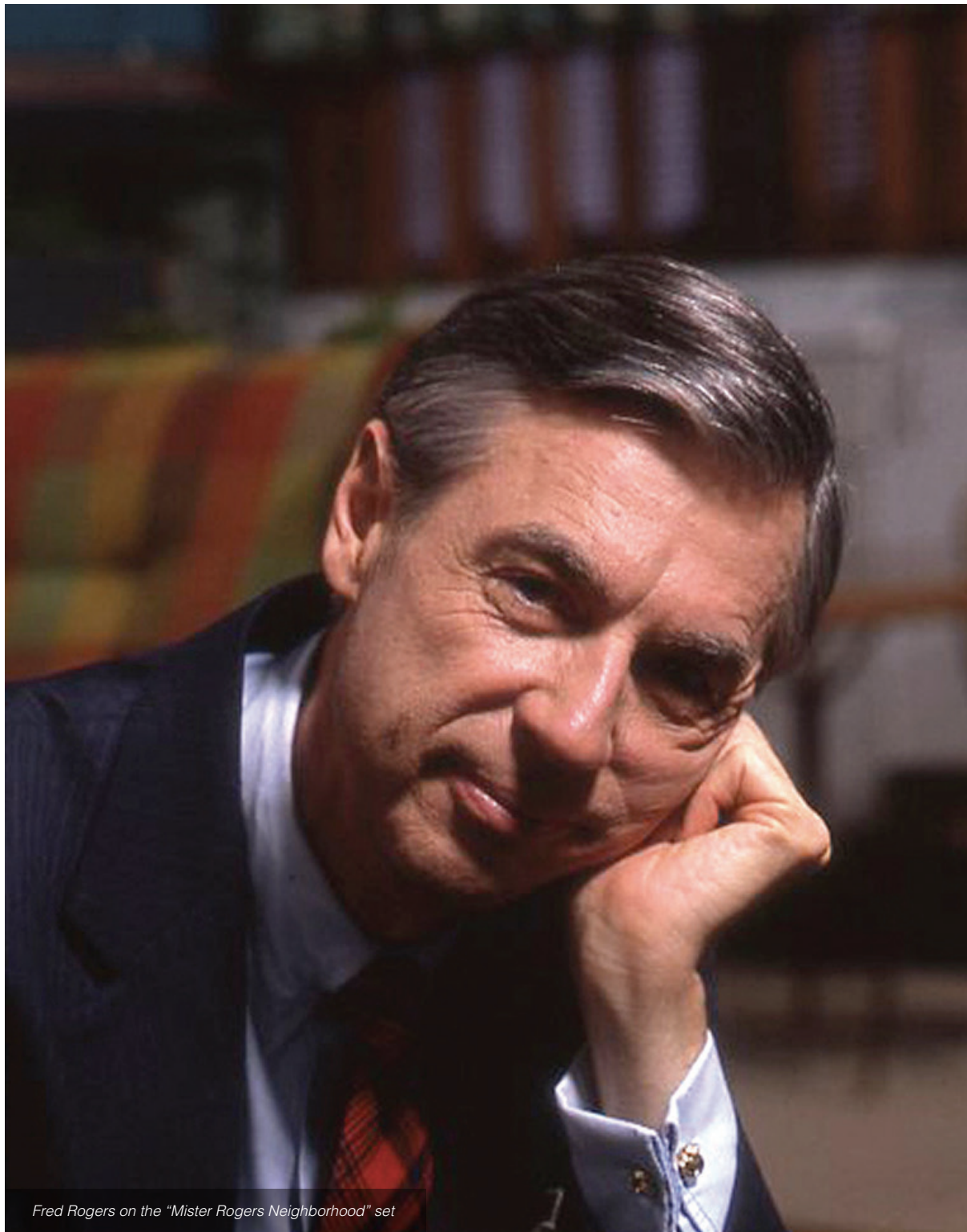
NPT staff organized a conference session with **PBS NewsHour** about our town hall meetings and the role of community engagement. Our staff also presented in sessions about funding for community-based projects; our contributions to the American Archive of Public Broadcasting; and INPUT, an international public media conference.

I'm so proud of this work and the dedication of our staff. NPT exists to serve the Middle Tennessee community, and our programs and

services rely on the professional expertise and mission-driven work of our team. None of this is possible without the generous support of the Middle Tennessee community and we are incredibly grateful for the continued partnership of the region that we serve.

Sincerely,

Kevin Crane  
President & CEO



Fred Rogers on the "Mister Rogers Neighborhood" set

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### ON THE COVER

*NPT's Next Door Neighbors: Taste of Home*



# NPT ORIGINAL PRODUCTIONS

## AGING MATTERS

The **NPT Reports: Aging Matters** series generated four new documentaries and 24 short videos in Fiscal Year 2019. Grammy-winning singer-songwriter Kathy Mattea continued as host of this exploration of issues affecting older adults in Middle Tennessee. All **Aging Matters** documentaries are available online at [wnpt.org/agingmatters](http://wnpt.org/agingmatters).

**NPT Reports: Aging Matters: Hospitals and Health Risks** premiered in November with a look at pitfalls of hospital stays for older patients, as well as how facilities are adapting to provide better care for that population.

The series tackled a topical issue in June with **NPT Reports: Aging Matters: Opioids and Addiction**. In the documentary, health care providers, people in recovery and their families discussed factors contributing to and/or complicating substance abuse by older adults.

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



Aging Matters: Legal Help

**NPT Reports: Aging Matters: Dental Health** premiered in September and explored seniors' access to dental care, as well as how oral health affects overall health. **NPT Reports: Aging Matters: Legal Help** presented resources for older adults who find themselves in need of legal assistance. The documentary debuted in March.

The **Dental Health** and **Legal Help** documentaries were produced with funding provided through a grant awarded by the Davidson County Chancery Court, Part III from the **SeniorTrust/ElderTrust settlement (Case No. 11-1548-III)** and through a contract administered by the **Tennessee Commission on Aging and Disability**.

# NPT ORIGINAL PRODUCTIONS

## VOYAGE OF ADVENTURE

In September 2016, Nashville photographer John Guider set off on what would become a two-month, 1,000-mile journey along Tennessee's waterways. Guider's goal was to follow, as closely as possible, Col. John Donelson's 1779 journey from Virginia to what would become Nashville.

**Voyage of Adventure** uses stunning river footage, excerpts from Donelson's journal and images shot by Guider to tell both stories. Grammy-winning singer-songwriter Kathy Mattea narrates the hour-long documentary which was produced in partnership with *The Tennessean*.

**Voyage of Adventure** was launched in July with a premiere event in our Studio A that included a catered reception and a panel discussion with Guider, Jessica Bliss and George Walker IV, the *Tennessean* staffers who had chronicled parts of his journey. A series of Guider's photographs were projected onto the sail of his boat, which was on display in the studio.

Subsequent **Voyage of Adventure** screenings were hosted by the Cumberland River Compact and the Tennessee State Museum.

Major funding for **Voyage of Adventure** was provided by The Anne Potter Wilson Foundation, Bank of America, N.A. Trustee; Cathy and Martin Brown and the MSB Cockayne Fund; Gilbert S. Merritt; and Dell. Additional support was provided by Eileen Beehan; Sally Pack Farms; Karen Dunn Cochran; Julie Davis; Rachel Stockley Donelson Chapter, DAR; Sally L. Dunn; Andrew Donelson Dunn; Calvin and Marilyn Lehw; and Ophelia Paine.



Voyage of Adventure premiere in Studio A



# NPT ORIGINAL PRODUCTIONS



*Tennessee Crossroads' Joe Elmore*

## TENNESSEE CROSSROADS

NPT's magazine show kept traveling in Fiscal Year 2019 with the production of 42 new **Tennessee Crossroads** programs containing 67 new stories. The popular **Crossroads** Thanksgiving Marathon aired on NPT2 during the day and on the main channel during primetime for a total of 15 hours. An hour-long Christmas special premiered in December



*Volunteer Gardener's Annette Shrader*

## VOLUNTEER GARDENER

2018 and included nine holiday-themed stories. The special also featured two vintage story segments and a look at Nashville's Cheekwood Estate and Gardens in all of its holiday splendor.

**Tennessee Crossroads** received the 2019 Commissioners' Award during the Nashville's Metropolitan Historical Commission's annual Preservation Awards in May. This award recognizes a group, program or project that enhances Nashville's history and historic resources.

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

Fiscal Year 2019 saw a bountiful harvest of 21 **Volunteer Gardener** episodes with 44 new stories. The year included visits to an industrial hemp farm, an indigo farm and a man who had turned his front lawn into an area supporting hummingbirds. A 60-minute **Volunteer Gardener** pledge special aired during NPT's June Membership Campaign.

**Volunteer Gardener** has a strong online presence, with more than 300 videos on its YouTube channel and it is the top-streamed program on the NPT video portal. A monthly **Volunteer Gardener** blog written by Laura Bigbee-Fott, a Davidson County master gardener, launched in January.

**Volunteer Gardener** is made possible by the **Virginia, James and Jason Feltner Family Foundation**.



# NPT ORIGINAL PRODUCTIONS



## NEXT DOOR NEIGHBORS

The 12th documentary in this series, **Next Door Neighbors: Taste of Home**, premiered in April. Taking a slightly different approach, this film uses food as an entrée into Middle Tennessee's Ethiopian, Palestinian and Venezuelan communities. **Taste of Home** shows how culinary traditions keep people connected to their home countries, and helps them form bonds in their new locations. NPT also produced seven short **Next Door Neighbors** videos. All of the documentaries and short-form videos are available for online viewing at [ndn.wnpt.org](http://ndn.wnpt.org).

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



## THE CITIZENSHIP PROJECT

**Soldier & Citizen**, the fourth documentary in NPT's **Citizenship Project** series, examines how minority groups — African-Americans, immigrants and women — leveraged their “blood debt” of military service to further their cause for full citizenship. The documentary's broadcast premiere was in February, just a few days after a free preview event held at the Tennessee State Museum that included a panel discussion with experts who appeared in the film. **Citizenship Project** documentaries are online at [wnpt.org/citizenship-project](http://wnpt.org/citizenship-project).



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

## NPT ORIGINAL PRODUCTIONS



#KeepReading

*A Word on Words hosts Mary Laura Philpott and J.T. Ellison*

### A WORD ON WORDS

In its fourth season, NPT's Emmy Award-winning **A Word on Words** series produced 15 new episodes. The series was broadcast on-air and continued to be popular online and via social media, shared widely by the authors and their fans, as well as publishing houses and bookstores. Excerpts from NPT's **A Word on Words** episodes were used in two companion documentaries to PBS' **The Great American Read** that aired in September. Our interviews

with authors John Boyne, Elizabeth Gilbert and Mohsin Hamid, and poet Billy Collins were used in **What Makes a Good Book**; while **Authors and Their Hometowns** featured our interview with John Boyne.

NPT's **A Word on Words** interviews are online at [awordonwords.org](http://awordonwords.org) and shared nationwide via PBS NewsHour's **CANVAS** arts initiative.

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

### AMERICAN ARCHIVE

NPT digitized 901 vintage episodes of **A Word on Words** hosted by John Seigenthaler and made them available online through the American Archive of Public Broadcasting, a collaboration between the Library of Congress and WGBH. This collection is searchable by title and guest; the transcripts are also searchable for words and topics. NPT shared the John Seigenthaler **A Word on Words** episodes with the First Amendment Center at Vanderbilt University, which Seigenthaler founded in 1991.



# NPT ORIGINAL PRODUCTIONS



## ARTS BREAK

The 15 **Arts Break** segments created in Fiscal Year 2019 included a tour of Nashville's murals; a Nashville Children's Theatre production; and exhibits at Belmont, MTSU and Vanderbilt universities. Suzy Hence became the show's host as well as its producer and **PBS NewsHour's CANVAS** program began sharing our **Arts Break** segments nationwide in Fiscal Year 2019.

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 **Metro Nashville Arts Commission** and the **Tennessee Arts Commission**.

## AMERICAN SPRING LIVE

NPT created three short videos that premiered around the three-night April broadcast of **Nature's American Spring Live**. The spots highlight citizen science programs: The Southeastern Grasslands Initiative, an annual bird count at a local state park, and students from MLK Academic Magnet at Edwin Warner Park. Our **American Spring Live spots** were also shared via social media and are available at [video.wnpt.org](https://video.wnpt.org) and our YouTube channel.





## NPT AWARDS



NETA Awards Gala, 2019

### NPT AWARDS

NPT was named a finalist in five categories in the 2018 National Educational Telecommunications Association Award competition, tying with two other public stations for most nominations. At the NETA gala in Salt Lake City, we received awards for **A Word on Words** (short form) and **NPT Reports: Aging Matters: Aging & the Workplace** (news & public affairs).

The **NPT Reports: Aging Matters** series was also recognized by Mental Health America of the MidSouth with its 2019 Media Award.

During Fiscal Year 2019, the following NPT productions received nominations in the 33rd MidSouth Regional Emmy Award competition: **NPT Reports Aging Matters: Loneliness & Isolation** (public affairs); **Music Row: Nashville's Most Famous Neighborhood** (documentary/cultural); **A Word on Words** (interstitial); **Tennessee Crossroads' Remembering World War II** (historical/cultural feature/segment); and **Reporting the Vietnam War** (promo spot/program).



NETA Awards Gala, 2019



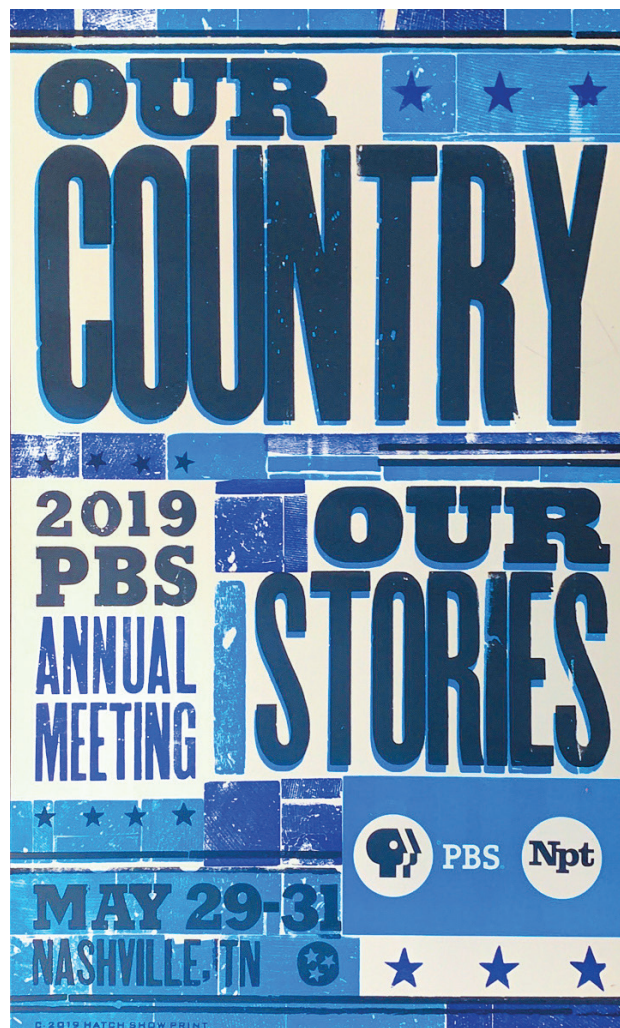


Kathy Mattea



Keb' Mo'

## PBS ANNUAL MEETING



### PBS ANNUAL MEETING

In May, NPT co-hosted the PBS Annual Meeting, a gathering of more than 1,400 public television staffers, documentarians and other content providers, along with special guests. The convention was held at Omni Nashville Hotel and got underway with a reception at the Country Music Hall of Fame that included a performance by Chuck Mead and The Grassy Knoll Boys and singer-songwriter Carlene Carter.

Prior to the official conference kickoff, NPT hosted a BBQ & Hot Chicken dinner for general managers and other VIPs in our Studio A. Board members and donors from NPT and other PBS stations participated in the PBS Insider Experience, a conference track featuring sessions with PBS personalities and producers. The Insider Experience culminated in a special dinner with Ken Burns and a performance by Kathy Mattea and her band.

Over the course of PBS Annual Meeting, NPT staffers and others were treated to previews and planning sessions of upcoming programming such as **Chasing the Moon** and **Country Music**. The latter featured a discussion with Ken Burns, Dayton Duncan and Julie Dunfey from Florentine Films, as well as bluegrass musician Ricky Skaggs and singer-songwriter (and NPT board member) Kathy Mattea. Another conference session featured PBS Arts Adviser Jane Chu interviewing National Museum of African American Music President & CEO Henry Hicks and Grammy-winning blues musician Keb' Mo'. Each conference attendee received a double-CD of Keb' Mo's greatest hits.



# COMMUNITY ENGAGEMENT

## NPT REPORTS: TOWN HALLS

We hosted, recorded and aired two public forums on topical issues in Fiscal Year 2019. In September, our **Youth and Violence: NPT Reports Town Hall** addressed the impact of violence on Middle Tennessee youth. The public health crisis surrounding opioid addiction was the focus of our April discussion, **Opioids: NPT Reports Town Hall**, which included concerned citizens, health care and treatment experts, and people affected by opioid misuse and addiction. These and our other town halls are available for online viewing at [wnpt.org/town-hall](http://wnpt.org/town-hall).

In September, NPT hosted a **U.S. Senate debate** in partnership with Cumberland University, *The Tennessean*, the League of Women Voters, and NewsChannel 5. The event was broadcast live on NPT2 and shown on NPT later that evening.



Town hall taping in Studio A

## NPT REPORTS: AGING MATTERS

In addition to hosting luncheon premiere events at FiftyForward for the four **Aging Matters** documentaries we produced in Fiscal Year 2019, NPT partnered with numerous other community organizations — Interfaith Dental Clinic and Belmont School of Law, among them — to host 22 screenings and discussions with nearly 1,200 attendees. NPT once again participated in and distributed **Aging Matters** DVDs at the Wellness 66 Summit and events hosted by the Intentional Older Adult Ministries Network.

NPT gave presentations about the **Aging Matters** project at the Grantmakers in Aging and the National Council on Aging + Action conferences.



Aging Matters screening at Nashville Public Library

## INDIE LENS POP-UP

NPT offered free **Indie Lens Pop-Up** screenings again this year with Thursday night events at Watkins College of Art. The series kicked off in January with **Rumble: The Indians Who Rocked the World** and featured a performance by Gareth Laffely, an award-winning Native American musician. In March, we held a special **Indie Lens Pop-Up** at The Frist Art Museum to present **Won't You Be My Neighbor?**, the critically acclaimed documentary about beloved public television personality, Fred Rogers.



## PROGRAMMING TIE-IN EVENTS

In September, NPT co-hosted a screening of **Dark Money**, a **POV** documentary about political donations, with the Nashville Film Festival. The event at the First Amendment Center included a discussion with filmmaker Kimberly Reed that was recorded and released as **Another Perspective**, a podcast launched to promote the broadcast of the documentary.

Later in September, we hosted our popular **Poldark on Masterpiece** preview screening, teaming up with the Frist Art Museum again this year.

NPT had a booth at the Southern Festival of Books in mid-October in conjunction with **The Great American Read** series. Festival attendees stopped by War Memorial Plaza for giveaways and photo opportunities. On the last day of the festival, **A Word on Words** co-host Mary Laura Philpott moderated a panel discussion that included a screening from **The Great American Read**.



## COMMUNITY ENGAGEMENT



At the end of October, we hosted a packed screening of **Considering Matthew Shepard**, a television adaptation of a three-part oratorio about the hate-crime murder of the college student. Our event included a moving performance by Nashville in Harmony, with whom we partnered for the occasion.

We partnered with Metro Nashville Parks, Friends of Warner Parks and Conexión Americas for our **American Spring Live** day marking the culmination of the PBS' series by the same name. The April event took place at the Warner Park Nature Center and included hikes, citizen science workshops, crafts and more. Veronica Salcedo, a Mexican-born Nashville journalist, did live Spanish-language broadcasts on Facebook throughout the day.

In June, NPT partnered with the Tennessee State Museum to host a screening of Henry Louis Gates Jr.'s **Reconstruction: America**

**After the Civil War**. The event included a reception and a panel discussion with Dr. Lea Williams of Tennessee State University, and Miranda Fraley-Rhodes of the museum.

Ken Burns' **Country Music** is officially part of our Fiscal Year 2020 story, but we took part in a few related events in Fiscal Year 2019. We had a presence at the **Country Music** tie-in concert recorded at the Ryman Auditorium in March and took part in a free preview event at Belmont University in May. In late June, we partnered with Nashville Public Radio and the Tennessee State Museum for a screening at the museum hosted by WPLN's Jason Moon Wilkins moderated the discussion featuring Grammy-winning singer-songwriter Kathy Mattea and NPR music critic Ann Powers. Explore **Country Music: A Nashville Story**, NPT's extensive archive of interviews, images and more at [wnpt.org/countrymusic](http://wnpt.org/countrymusic).



## COMMUNITY ENGAGEMENT



*Be My Neighbor Day, Centennial Park*

### CHILDREN AND FAMILIES

In September, NPT greeted droves of Daniel Tiger fans and their families at the annual Kidsville Family Festival in Nashville's Centennial Park. Around 1,500 of the 4,000 festivalgoers stopped by NPT's **Daniel Tiger: Be My Neighbor Day** booth for activities such as making goody bags and face masks.

NPT conducted 29 **Family Literacy workshops** in Fiscal Year 2019, through which we reached 1,401 children and 1,583 adults. We distributed 1,658 books over the course of the workshops, which also featured instruction and activities using our Mobile Learning Lab with its iPad minis loaded with PBS apps.





Jackalope | The Ranch

## NPT DAY AT JACKELOPE BREWING COMPANY

In February, NPT supporters enjoyed brews, Thai tacos, and games at Jackalope | The Ranch in Wedgewood Houston. **Tennessee Crossroads** host Joe Elmore and **Volunteer Gardener's** Annette Shrader and Matt Kerske were on hand to mingle with guests.



Brisket, Beer & Bourbon with Steven Raichlen

## BRISKET, BEER & BOURBON WITH STEVEN RAICHLEN

In May, barbecue fans gathered in our Studio A to sample street tacos, craft beers and more. After dinner, Steven Raichlen, host of public television's **Project Smoke** and **Project Fire**, signed copies of his latest cookbook and shared tips on trimming, seasoning and cooking brisket.

# SPECIAL EVENTS



Judy Woodruff breakfast at Pinnacle Financial Partners

## BIG YELLOW BIRD BASH

It was a new year, new nest for our annual yellow-hued fundraiser when we moved the party to The Bedford. Though the location changed, the festivities didn't — there was dancing, a signature cocktail and a silent auction.

## NPT'S ANTIQUES & FINE ARTS APPRAISAL DAY

Art Deco prints valued at \$10,000 and a 100-year old porcelain toiletry set appraised at more than \$7,000 were among the items brought to NPT's 2019 **Antiques & Fine Arts Appraisal Day**. Held at the Factory at Franklin in June, the event featured 16 appraisers from around the region.

## BREAKFAST WITH JUDY WOODRUFF

On the final day of the PBS Annual Meeting at the end of May, NPT hosted an early-morning **Breakfast & Conversation with Judy Woodruff**. Guests enjoyed breakfast and listened as the **PBS NewsHour** anchor/managing editor discussed her career and the media landscape with NPT's LaTonya Turner at the Pinnacle Financial Partners' Learning Center.

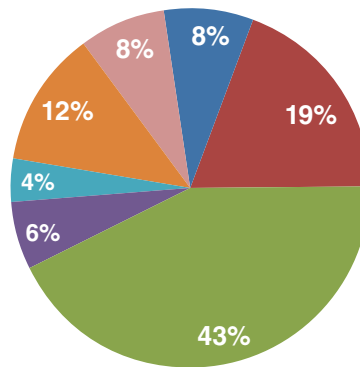


# NPT FINANCIALS

In Fiscal Year 2019, NPT's largest source of revenue for programming was community funding from individuals, corporations and foundations making up 65% (\$3,598,019) of NPT's \$5,591,819 budget. The largest single source of revenue was from individuals, comprising 43% (\$2,395,500) of the budget. Funding for restricted production projects including **Aging Matters**, **Next Door Neighbors** and **The Citizenship Project** totaled 12% (\$662,739). In the area of government funding, the Corporation for Public Broadcasting provided NPT with 19% (\$1,091,088) of total revenue, while funding from the State of Tennessee totaled 8% (\$430,793) of NPT's budget. The remaining 8% (\$471,919) of total revenue came from a variety of earned revenue sources.



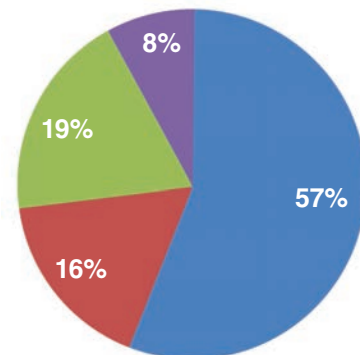
## FY 19 REVENUE



|                                   |     |              |
|-----------------------------------|-----|--------------|
| State of Tennessee                | 8%  | \$ 430,793   |
| CPB                               | 19% | \$ 1,091,088 |
| Individual                        | 43% | \$ 2,395,500 |
| Corporate                         | 6%  | \$ 330,380   |
| Foundations                       | 4%  | \$ 209,400   |
| Restricted Corporate & Foundation | 12% | \$ 662,739   |
| Earned Revenue                    | 8%  | \$ 471,919   |

**Total Operating Revenue** 100% **\$ 5,591,819**

## FY 19 EXPENSES



|                        |     |              |
|------------------------|-----|--------------|
| Programming & Outreach | 57% | \$ 3,006,750 |
| Administration         | 16% | \$ 858,561   |
| Fundraising            | 19% | \$ 1,036,579 |
| Technology             | 8%  | \$ 402,499   |

**Total Operating Expense** 100% **\$ 5,304,389**

# NPT thanks these supporters for their generosity during fiscal year 2018-2019.

## **NPT Reports: Aging Matters - Hospitals and Health Risks and Opioids and Addictions was made possible by the following funders in FY19:**

Jeanette Travis Foundation  
West End Home Foundation  
The HCA Foundation  
Cigna-HealthSpring  
Jackson National Life Insurance Company  
The Community Foundation of Middle Tennessee

## **Aging Matters: Dental Health and Legal**

**Help** were made possible by a grant awarded by the Davidson County Chancery Court, Part III from the SeniorTrust/ElderTrust settlement (Case No. 11-1548-III) and through a contract administered by the Tennessee Commission on Aging and Disability.

## **Chairman's Circle**

**\$50,000+**

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Virginia, James and Jason Feltner Family Foundation  
Martha Rivers Ingram Advised Fund of The Community Foundation of Middle Tennessee  
The Memorial Foundation  
Nissan Foundation  
Mr. and Mrs. Ben R. Rechter, Rechter Family Fund of The Community Foundation of Middle Tennessee  
Judy and Steve Turner

## **President's Circle**

**\$25,000 – \$49,999**

Janet Ayers  
Bridgestone Americas Trust Fund

## **Masterpiece Guild**

**\$10,000 – \$24,999**

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Tennessee Arts Commission  
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## **Producer's Society**

**\$1,000 – \$2,499**

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Jen and Charlie McCarter  
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*NPT contingent at the PBS Insider Experience*



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 Leatrice McKissack  
 Sara L. Rosson and Nancy Menke  
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 Joy Miller  
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 Kerry O'Neil  
 Mary Beth and Philip Pacsi  
 Joanne Pembleton  
 Charlene L. Pershke and Glenn D. Allen  
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