### **OPRY ENTERTAINMENT** & BELMONT UNIVERSITY CELEBRATE

# 



BENEFITING NASHVILLE PUBLIC TELEVISION

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**REPORT** to the **COMMUNITY 2020** 

### **OVERVIEW**



For everyone at NPT and in our community, Fiscal Year 2020 was like no other. When the COVID-19 pandemic changed all of our worlds in early 2020, NPT moved quickly to keep our staff safe. We found new ways of working to continue serving the Middle Tennessee community at a time when more people than ever were turning to NPT for trusted, educational and inspiring programming.

By the end of March 2020, the majority of NPT staff had transitioned to working remotely, with the exception of a few essential technology staff who continued working on site to keep NPT's broadcast capabilities top-notch for our viewers. Working remotely posed new challenges, especially for our production staff. After an initial hiatus, our dedicated staff developed new protocols – wearing masks and using long microphone arms, for example – and were soon safely and effectively out in the community working on new NPT documentaries and series.

In response to the need for at-home learning because of statewide school closings, NPT partnered with the Tennessee Department of Education to provide enhanced educational programming on weekdays. NPT distributed this programming statewide to public television stations in Memphis, Martin, Chattanooga, Cookeville and Knoxville.

To serve older adults, NPT produced a new series of **Aging Matters** short features on COVID-19 topics. These included scams targeting seniors, care for seniors through conversation, and community resources available through FiftyForward for COVID-19. These spots are rotating throughout the broadcast schedule and are also posted on NPT's homepage, wnpt.org.

In addition to these resources, NPT launched a new webpage with links to reliable information about COVID-19, tips on talking to children about the virus, links to health and wellness programming and links to other learning resources including PBS Learning Media, an online library offering free lesson plans and educational videos.

2020 has been a year of uncertainly, but you can always rely on NPT to be here for the Middle Tennessee community – working tirelessly to provide critical educational resources, reliable public affairs programming and also a welcome respite from the news of the day through the very best local and national programming available anywhere.

The support of the Middle Tennessee community makes all of this possible, and we are grateful for the financial partnership of all our supporters.

Sincerely,

Jeff W. Gregg Chairman NPT, Board of Directors



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### ON THE COVER

Old Crow Medicine show performing at the 'Country Music' premiere event at the Grand Ole Opry

### **AGING MATTERS**

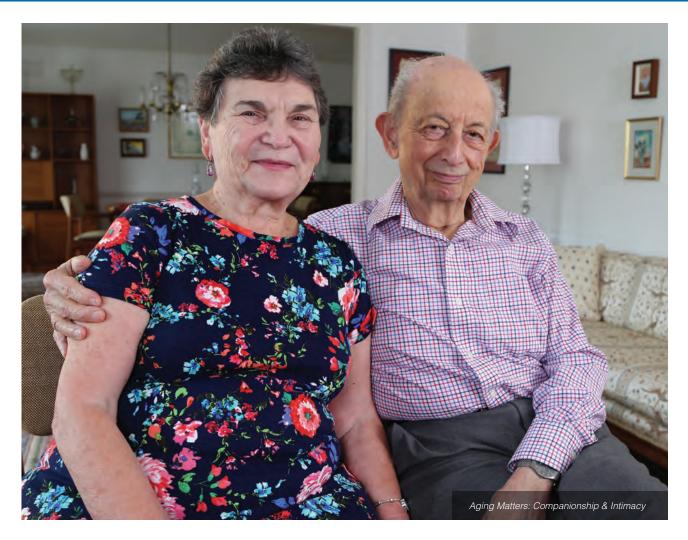
In Fiscal Year 2020, NPT's Emmy Award-winning **NPT Reports: Aging Matters** series continued with a new documentary and 12 short **Aging Matters** updates.

Hosted by Grammy-winning singer-songwriter Kathy Mattea, the series explores issues affecting older adults in Middle Tennessee and how the region's aging population is influencing the community.

**NPT Reports: Aging Matters: Companionship & Intimacy** premiered in December. The 16th documentary in the series, the half-hour program considers various kinds of relationships and intimacy issues and discusses sexuality and sexual activity as we age. A panel discussion on related topics aired following the documentary's initial broadcast.

### 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.



### **AMERICAN GRADUATE**

In October, NPT was among 15 public media stations whose work was included in **Journey to Jobs**, a one-hour television special presented as part of the **American Graduate: Getting to Work initiative**. NPT's segment highlights Earth Horizons, a National Science Foundation project launched by professors from Tennessee State University, a historically black university, and Vanderbilt University to expand opportunities and awareness about geosciences for minority students.

### **VOLUNTEER GARDENER**

This year's crop of **Volunteer Gardener** stories included a tour of the Music City Center's green roof – the largest in the southeastern U.S. – as well as a residential yard without a single blade of grass, and a horticultural program that gives offenders a chance to learn job skills and healthful eating habits. There were 21 new **Volunteer Gardener** episodes produced this year.

Volunteer Gardener's popularity saw an uptick once pandemic lockdowns began, especially on its YouTube channel. Davidson Country master gardener Laura Bigbee-Fott's Volunteer Gardener blog continued in Fiscal Year 2020. video.wnpt.org

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





### **TENNESSEE CROSSROADS**

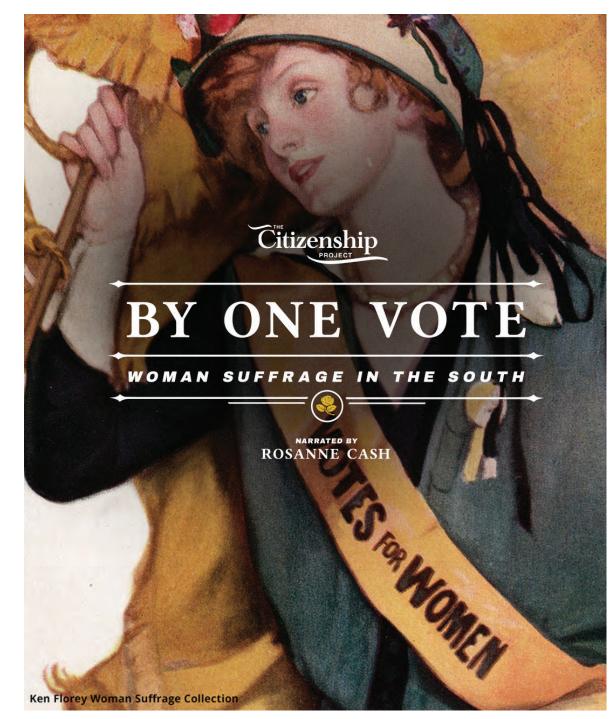
This venerable magazine show took on even greater significance once the COVID-19 lockdown started and people turned to virtual travel. There were 40 new **Tennessee Crossroads** episodes produced in Fiscal Year 2020 and production continued with safety protocols in place after March 2020.

Segments included stories on the Nashville Civil Rights Museum and the Lookout Mountain Flight Park. In addition to the return of Linn Sitler, an original **Tennessee Crossroads** segment producer, the team welcomed Miranda Cohen and Laura Faber in Fiscal Year 2020.

Fans gorged themselves on the traditional Thanksgiving Marathon, which started on NPT2 early Thanksgiving morning, then moved to the main channel during primetime for 15 hours of shows.

### video.wnpt.org

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



### **THE CITIZENSHIP PROJECT**

NPT's **By One Vote: Woman Suffrage in the South** tells the lesser-known history of the efforts by Southern women to gain the vote in the years following the Civil War through 1920. Grammywinning singer-songwriter Rosanne Cash narrates the one-hour film. **By One Vote: Woman Suffrage in the South** premiered on NPT in November following a special event at the Tennessee State Museum. The documentary was also promoted on the Nashville Sign digital billboard.

Three short videos were produced for broadcast; four additional shorts were created for PBS Learning Media.

### By One Vote: Woman Suffrage in the South

was distributed nationally in conjunction with the centennial of the passage of 19th Amendment and was broadcast in over 90% of PBS markets.

By One Vote: Woman Suffrage in the South was made possible by:

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### **NPT REPORTS**

Inspired by contemporary crossover phenomena, NPT Reports | Whose Music? discusses genre, race and gender in today's music industry. In the half-hour program, NPT's LaTonya Turner is joined by MTSU's Dr. Kristine McCusker, an ethnomusicologist and co-director of the Oral History Association; NPR music critic Ann Powers; arts and cultural educator Cecilia Olusola Tribble, a racial equity coach; and country music singer-songwriter Tiera, a member of the Song Suffragettes writers collective. NPT Reports | Whose Music? also included segments with Henry Hicks, president and CEO of the National Museum of African American Music. The program premiered in September as a lead-in to Ken Burns' Country Music. video.wnpt.org

### **NEXT DOOR NEIGHBORS**

Music City, USA, the 13th documentary in NPT's award-winning Next Door Neighbors series, premiered in April. This program traces the musical voyages of four people, each a firstor second-generation immigrant, who came to Nashville from Brazil and Ivory Coast, Michigan and Alabama, to pursue careers in music. Seven new Next Door Neighbors short videos were produced in Fiscal Year 2020.

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





### **CHRISTMAS AT BELMONT**

Grammy-winning musician Michael W. Smith and celebrated gospel artist CeCe Winans hosted Christmas at Belmont 2019 at the Schermerhorn Symphony Center. The performance also included the University Symphony Orchestra, Belmont Chorale, Percussion Ensemble, Musical Theatre, Jazz Ensemble, Bluegrass Ensemble and the mass choir. NPT used 115 microphones, nine cameras and 50 production crew members to record the concert in late November for its Dec. 23 premiere on NPT and PBS stations around the country.

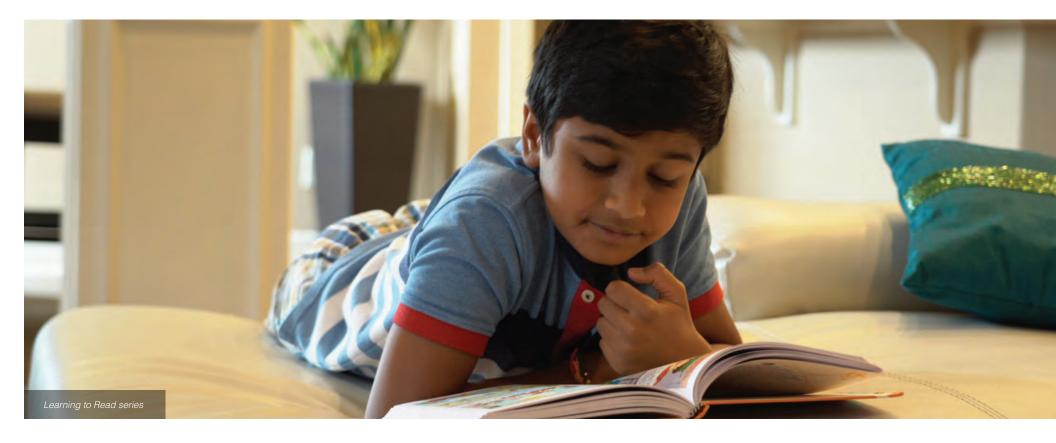
### **A WORD ON WORDS**

NPT's Emmy Award-winning **A Word on Words** produced 15 new episodes in its fifth season. Bestselling authors J.T. Ellison and Mary Laura Philpott continue to host the interstitial series, which featured well-known local authors such as novelist/book store owner Ann Patchett and New York Times contributing opinion writer Margaret Renkl, as well as R. Eric Thomas and Richard Russo in Fiscal Year 2020. NPTvideos

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



video.wnpt.org



### **ARTS BREAK**

NPT's arts interstitial series produced 15 new segments this year, including stories on the refurbished sculpture trail at Cheekwood Estate and Gardens, the Arts in the Airport program, and the Parthenon.

### NPTvideos

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



### **LEARNING TO READ**

NPT produced 22 short **Learning to Read** videos for on-air and social media during Fiscal Year 2020. The spots feature diverse families and demonstrate how to build literacy through everyday activities (baking cookies, looking through family photo albums, etc.) and community resources.

### video.wnpt.org

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

### **COUNTRY MUSIC: A NASHVILLE STORY**



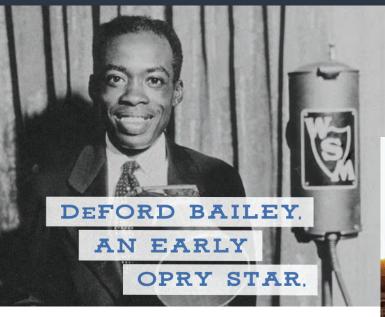
### **'COUNTRY MUSIC' PREMIERE PARTY**

NPT partnered with Opry Entertainment to host a viewing party at the Grand Ole Opry to coincide with the September broadcast premiere of Ken Burns' **Country Music**. The evening, a benefit for NPT, included a 20-minute set by Old Crow Medicine show, giveaways and an opportunity to explore the Opry's Circle Room theater experience.

### **PLEDGE EVENT**

NPT promoted the premiere event through a live pledge broadcast in August featuring Ketch Secor and Joe Andrews of Old Crow Medicine Show. Earlier that night, during a pledge broadcast of **Loretta Lynn: Still a Mountain Girl**, Loretta's granddaughter Tayla Lynn, and Loretta's gown designer, Tim Cobb, were in the studio.

### **COUNTRY MUSIC: A NASHVILLE STORY**



### ORIGINAL PRODUCTION: DEFORD BAILEY

NPT rereleased and rebroadcast **DeFord Bailey: A Legend Lost**, an NPT original documentary about the Opry harmonica virtuoso. A digital-only short video was created to promote the documentary and **Country Music: A Nashville Story** project.



### **DIGITAL ARCHIVE**

In Fiscal Year 2020, NPT created **Country Music: A Nashville Story**, a digital archive chronicling the people, places and sound of country music. NPT delved into 50+ years of original programs for gems such as vintage pledge breaks with Roy Acuff and other legendary performers, as well as newly produced work. The project's 52 webpages feature videos, an interactive map, deep cuts and more.

**Country Music: A Nashville Story** was a unique way to connect NPT to the excitement surrounding Ken Burns' **Country Music**. Infographics and other elements were shared on social media and digitalfirst videos from the project were incorporated into NPT's broadcast schedule.

wnpt.org/country-music

### **CMA FEST**

Early on in **Country Music: A Nashville Story**, NPT interviewed a number of performers at CMA Fest. These videos became source material for several projects, including **Who's Your Favorite Character?**, a digital-first compilation video of performers talking about **Sesame Street**.

### **SPECIAL EVENTS**



### VOLUNTEER GARDENER HOMEGROWN DINNER

In August, NPT tapped into Nashville's tomato fever for the Homegrown Dinner, a three-course meal at The Old School Farm to Table. The soldout evening included appetizers, drinks and a tour of the venue's farm. **Volunteer Gardener's** Tammy Algood, Julie Berbiglia, Sheri Gramer, Matt Kerske, Troy Marden and Annette Shrader were on hand to mingle with guests.





The second NPT Day at Jackalope | The Ranch took place in February. Talent from **Tennessee Crossroads** and **Volunteer Gardener** met with NPT supporters for an afternoon of brews and games.

### 'LIFE IN BLOOM' FLORAL WORKSHOP

Also in February, NPT hosted a sold-out flower workshop in Studio A with TV host J. Schwanke. Participants enjoyed refreshments, then learned how to create stunning arrangements, wreaths and crowns using prepackaged bouquets before donning their floral headwear for a photo with Schwanke.



### AWARDS



### **NPT AWARDS**

The **NPT Reports: Aging Matters** series received a 2019 Council on Aging of Middle Tennessee Sage Award in recognition of its significant impact on the lives of older adults in Middle Tennessee. The award was presented during an October luncheon held in Cool Springs.

In January, NPT received the inaugural "Overall Excellence in Content" Award at the 2019 National Educational Telecommunications Association (NETA) Public Media Awards gala.

### NPT's Rooted in the Community entry

highlights how NPT requests and incorporates community input when producing documentaries in the Aging Matters and Next Door Neighbors series; when organizing town halls on current affairs; and in developing other content.

NPT original productions received two awards at the 33rd Annual Midsouth Regional Emmy Awards in February. NPT's **Soldier & Citizen**, a Citizenship Project documentary produced by Ed Jones, won in the documentary/historical category. **Voyage of Adventure: Retracing Donelson's Journey** won in the documentary/ topical category, with statuettes going to NPT's Will Pedigo, Jason Code, Shawn Anfinson, Suzy Hence and Shane Burkeen, as well as Nashville-based photographer John Guider. NPT also received a nomination for **Next Door Neighbors: Taste of Home**.

### **COMMUNITY ENGAGEMENT**



### PROGRAMMING TIE-IN EVENTS

In July, NPT and the Tennessee State Museum hosted Space Day at the museum to mark the 50th anniversary of the Apollo 11 landing on the moon. In addition to a screening from the **American Experience** series **Chasing the Moon**, the day included giveaways and spacethemed craft activities for kids.

Fall brought two screening events from Latino Public Broadcasting's **VOCES** series. An October event at Oasis Center included **The Pushouts**, a film about educational challenges faced by youth of color, and a panel discussion. In November, our screening of **Adios Amor: The Search for Maria Moreno**, was part of Casa Azafrán's Harvest of Joy event highlighting migrant labor in the agriculture industry.

NPT partnered with the Tennessee State Museum in January for a **No Passport Required** event. The evening included clips from chef Marcus Samuelsson's series and NPT's **Next Door Neighbors: A Taste of Home**, as well as a



panel discussion and tour of the museum's Let's Eat! Origins and Evolution of Tennessee Food exhibition. Attendees were also treated to samples of culinary traditions of Nashville's immigrants as highlighted in NPT's documentary.

NPT continued its partnership with the Vanderbilt School of Nursing for a weekly **Call the Midwife** recap blog written by midwives Hannah Diaz and Kate Virostko.

In March, NPT co-hosted a screening of **Bedlam**, an **Independent Lens** film about the mental health crisis in the U.S., as part of Lipscomb University's HumanDocs film series. Events had gone virtual by mid-April, when NPT hosted an online screening and discussion of **Bedlam**. Participants were able to share their opinions about the film using DocSCALE, a phone-based feedback survey tool.

Later in the spring, NPT hosted two virtual screenings and discussions about **East Lake Meadows: A Public Housing Story**, an **Independent Lens** documentary executiveproduced by Ken Burns. Both events placed the film in the context of Nashville and included filmmakers Sarah Burns and David McMahon among the panelists. An April screening organized with the Tennessee State Museum was a discussion of the history of public housing, while May's event focused on the importance of art and activism in the African American community.

### **COMMUNITY ENGAGEMENT**

### **NPT REPORTS: TOWN HALL**

In mid-February, NPT recorded Why Don't We Vote? | NPT Reports Town Hall, a public forum about voter engagement, in Studio A. Moderator LaTonya Turner led audience members in a discussion about Tennessee's historically low voter turnout and efforts to improve access and awareness in order to change that. The broadcast premiere was later in the month. video.wnpt.org





Aging Matters luncheon at FiftyForward

### **NPT REPORTS: AGING** MATTERS

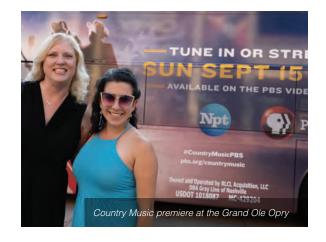
NPT hosted a luncheon premiere event for Aging Matters: Companionship & Intimacy at FiftyForward in December. NPT also continued offering free screenings of Senior Trust /Elder Trust documentaries Aging Matters: Legal Help - including a July luncheon event with the Office of Conservatorship Management and Lee Chapel AME Church – and Aging Matters: Dental Health. All screenings moved online in March: the combined in-person and online events have now reached more than 4,200 people.

### **CHILDREN AND FAMILIES**

NPT brought along beloved PBS Kids character Daniel Tiger for Be My Neighbor Day in September as part of the Good Neighbor Day festival held at the Southeast Community Center. NPT distributed 1,500 books to children and hosted a kids craft activity that yielded 500 placemats that were later donated to the Nashville Food Project.

In Fiscal Year 2020, NPT used its Mobile Learning Lab equipped with iPad minis to conduct 14 Family Literacy Workshops for children and their families. In-person workshops were suspended in the spring, replaced by an online version a few months later. All told, these efforts reached 850 children and 1.900 adults and we distributed nearly 1,700 books.

NPT's largest source of revenue for programming in Fiscal Year 2020 was community funding from individuals, accounting for 46% (\$3,096,562) of revenue. Other sources of community funding included restricted corporate and foundation grants at 14% (\$982,963) which made possible NPT original productions such as **Aging Matters, Next Door Neighbors** and **The Citizenship Project**. Corporate underwriting accounted for 5% (\$361,075) of revenue, while unrestricted foundation grants made up 1% (\$89,200) of total revenue. Funding from the Corporation for Public Broadcasting (CPB) amounted to 21% (\$1,396,712) of NPT's revenue and funding from the State of Tennessee accounted for 6% (\$430,793). The remaining 7% (\$466,986) of NPT's revenue came from a variety of earned revenue sources.

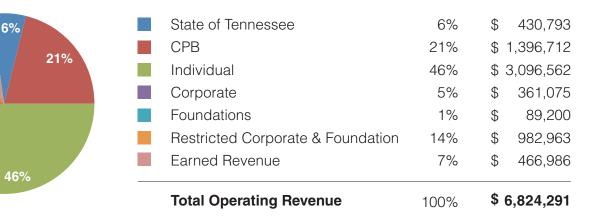




7%

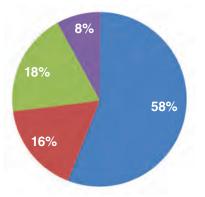
14%

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**FY 20 EXPENSES** 



<ul> <li>Administration</li> <li>Fundraising</li> <li>Technology</li> </ul>	16% 18% 8%	\$ 874,647 \$ 1,023,185 \$ 475,247
Total Operating Expense	100%	\$ 5,641,019

## **NPT** thanks

### THESE SUPPORTERS FOR THEIR GENEROSITY DURING FISCAL YEAR 2019-2020

#### NPT Reports: Aging Matters was made possible by the following funders in FY20: Jeanette Travis Foundation West End Home Foundation HCA Healthcare Foundation Cigna Jackson National Life Insurance Company The Community Foundation

of Middle Tennessee

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