# REPORT to the COMMUNITY





## Trusted. Valued. Essential. That is Nashville Public Television!

When I look back on NPT's Fiscal Year 2022, I recognize the importance of our service in Middle Tennessee and I'm always proud to hear from community members about the impact important productions such as Aging Matters, Next Door Neighbors and the Citizenship Project have on their lives. Not to mention local favorites Tennessee Crossroads, Retro Tennessee Crossroads and Volunteer Gardener. Add to these the PBS programming that we all love including Nature, PBS NewsHour and Masterpiece, and you've got an incomparable source for lifelong learning and entertainment.

Our year was filled with so many highlights! NPT's 2021 production of **Christmas at** Belmont, shot on location in Belmont's beautiful new Fisher Center, aired in prime time on PBS across the nation. We welcomed **Antiques Roadshow's 2022 production tour** to Nashville for a thrilling day of finds and a small reception with Marsha Bemko, the show's executive producer. We also added two new broadcast channels: NPT WORLD featuring global news, documentaries, and public affairs; and NPT CREATE, a lifestyle channel dedicated to travel, cooking, and how-to-programming.

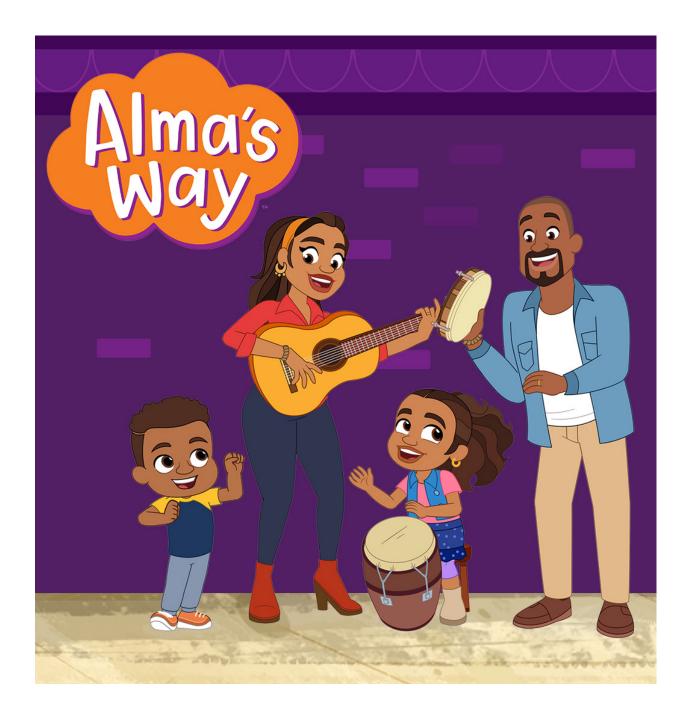
We all recognize that these amazing accomplishments don't happen by chance, but by the day-to-day dedication of our team. Truly, I consider it an honor to lead this talented team of public media professionals and to work beside a dedicated and committed Board of Directors and Community Advisory Board.

Today the role of NPT is more important than ever as broadcast and online viewers turn to us for trusted news, insightful local programming, quality entertainment, community engagement and educational resources.

As you read about NPT Fiscal Year 2022 accomplishments, please know that it's our dedicated staff and your generous support that have made it all possible. Thank you!

Deely Magura

Becky Magura, President & CEO, NPT



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On the cover: Antiques Roadshow event at Cheekwood Estate and Gardens. Courtesy GBH

Left: Alma's Way. Courtesy Fred Rogers Productions

CHRISTMAS AT BELMONT PRODUCTION FOR PBS

### **Christmas at Belmont**

Belmont University's new Fisher Center for the Performing Arts was the setting for **Christmas** at Belmont for the first time in December. The program premiered on NPT and public television stations nationwide on Dec. 20, 2021. Nearly 650 Belmont University students took part in the production, performing holiday favorites, traditional carols and festive tunes.

▼ VIDEO.WNPT.ORG

## Fisk Jubilee Singers

NPT worked with TPAC to present Walk Together Children: The 150th Anniversary of the **Fisk Jubilee Singers**, which premiered on NPT and other PBS stations in October.





OF THE 3 CITIZENSHIP PROJECT DOCS HAVE RECEIVED REGIONAL **EMMY NOMINATIONS** 

## The Citizenship Project

Education: The Key to Freedom premiered in February. The 30-minute program chronicles the impressive strides by former slaves to gain an education in postbellum Tennessee and efforts for reform and opportunity — often in the face of brutal opposition — over the next century.

### VIDEO.WNPT.ORG

**The Citizenship Project** is made possible by the support of the **Tennessee Civil War National** Heritage Area, Dell Technologies, Amazon, **Diversified Trust, Cat Financial, Citizens Savings** Bank & Trust Co., Delta Dental of Tennessee, Regions Bank and Walmart.

## **Learning to Read**

NPT produced 15 short **Learning to Read** videos for on-air and social media this year.

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





## **Next Door Neighbors**

NPT's Peace of Mind documentary highlights how several members of Middle Tennessee's immigrant and refugee population find solace in activities that promote well-being as they deal with bullying, communication issues, traumas of war and other challenges. WPLN's Nina Cardona narrated the program. The documentary premiered in June and was nominated for a Midsouth Regional Emmy in the documentary cultural category.

Seven short **Next Door Neighbors** were also produced in In Fiscal Year 2022.

### VIDEO.WNPT.ORG

**Next Door Neighbors** is made possible by the support of the **Nissan Foundation**. Additional support provided by Jackson National Life Insurance Company.



### **Tennessee Crossroads**

This year fans were treated to 50 new segments within 40 episodes. We celebrated **Tennessee Crossroads'** 35th season by teaming with Bongo Java Roasting Company to create Tennessee Crossroads Rambler Blend coffee, which was offered during the annual Keep Crossroads Travelin' campaign. In February, we hosted an outdoor event at the Jackalope Taproom where guests could meet Joe Elmore and other NPT personalities.

The fully interactive **Tennessee Crossroads** Map launched in April in conjunction with a complete redesign of the show's website. The map allows viewers to access info cards that include the gist of the story, an image, address and contact information and a link to the video. The map is also searchable by driving distance, story or category — each represented by a corresponding icon.

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

Major support for **Tennessee Crossroads** is provided by **Bridgestone** Americas Trust Fund, the Tennessee Department of Health, Tennessee Department of Tourist Development and Truist.

**NEW STORIES WITHIN 40 SHOWS** 

RAISED DURING ANNUAL KEEP CROSSROADS TRAVELIN' CAMPAIGN



## **Volunteer Gardener**

In Fiscal Year 2022, Volunteer Gardener produced 22 new episodes. The annual Homegrown Dinner was another to-go event, this time featuring an autumn-themed meal from Husk Nashville. In March, hosts Julie Berbiglia and Troy Marden participated in a panel discussion and Jeff Poppen led a Q&A session at the Nashville Home and Garden Show. These sessions were recorded and edited into **Volunteer Gardener** segments. The **Volunteer Gardener** booth was a popular stop for show attendees.

▼ VIDEO.WNPT.ORG

**150** 

**EPISODES ON THE** 

VIDEOS ON THE SHOW'S YOUTUBE

## **Aging Matters**

**Aging Matters: Reimagining Long-Term** Care premiered in January. A survey of services and support options available now, the documentary also looks ahead to how long-term care could evolve in the near future. A virtual preview screening and discussion via Facebook Live was co-hosted by FiftyForward.

Long-Term Care: Know Your Options, a panel discussion moderated by WPLN senior health care reporter Blake Farmer, also premiered in January.

Aging Matters: Aging with Pride premiered in June following an in-person preview event co-hosted by FiftyForward. The documentary was produced with a team of consulting producers from the LGBTQIA+ community. LGBTQIA+ Resources in Middle Tennessee. a panel discussion featuring representatives from Middle Tennessee organizations, premiered immediately after the documentary. These two projects highlight challenges and solutions for the Stonewall Generation.

American Public Television is distributing the program nationwide.

### 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.





NPT finished work on a statewide Elder Abuse Awareness campaign during Fiscal Year 2022. As a part of the project, NPT also produced 15 short videos about Tennessee's protocols and resources for responding to elder abuse, as well as **Tennessee Responds** to Elder Abuse, a half-hour panel discussion about those resources.

The project was supported by Award No. 2018-V2-GX-0024 awarded by the Office for Victims of Crime, Office of Justice Programs, U.S. Department of Justice through the Tennessee Office of Criminal Justice Programs.

VIRTUAL EVENTS 500+ ATTENDEES









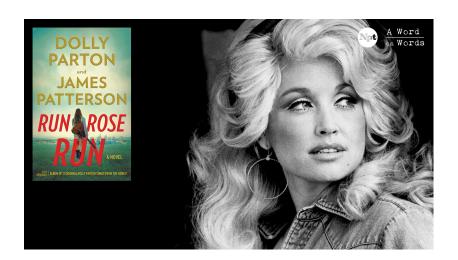
### A Word on Words

NPT's literary interstitial series started a new chapter in Fiscal Year 2022 when novelist Alka Yoshi joined J.T. Ellison as co-host for the seventh season. Longtime co-host Mary Laura Philpott left at the end of the sixth season.

An extra special **A Word on Words** was recorded in March 2022. NPT board member Amy Cox Williams interviewed prolific author James Patterson and prolific everything Dolly Parton in conjunction with the pair's Run, Rose, Run project.

### VIDEO.WNPT.ORG

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. Stories included coverage of a Kara Walker exhibit at the Frist Art Museum, the Fisk University Singers 150th Anniversary, and Nashville in Harmony. A segment on Nashville Ballet's Lucy Negro Redux collaboration with poet/author Caroline Randall Williams anticipated the **Great Performance** episode about the ballet.

### VIDEO.WNPT.ORG

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 Ingram Industries.

### **Public Media Awards**

NPT received top honors for "Content/Use of Digital Media" at the 54th Annual Public Media Awards in January 2022. Staffers Rosemary Brunton, Shane Burkeen, Joe DelMerico, MiChelle Jones, October Kamara (intern), Kyle Sweet, Kayla Todd and LaTonya Turner received awards.

Interactive projects Facing North Collage tour, an exploration of the title art for NPT's Facing North: Jefferson Street, Nashville, and The Black Church Mapping Project were commended. The latter was inspired by the original PBS series produced by Henry Louis Gates Jr. and is an interactive archive highlighting the histories and locations of Nashville's Black churches.

NPT's Digital+ team was also a finalist in the "Overall Excellence in Marketing/Communications" category.

## Midsouth Regional Emmy Awards

In February 2022, NPT's The Fight to Vote: Black Voter **Suppression in Tennessee** received a Midsouth Regional Emmy Award in the Documentary/Historical category, with statuettes going to Ed Jones and Jason Code.

NPT also received nominations for **Aging Matters: Disparities** & Health Equity, Arts Break, A Word on Words and Facing North: Jefferson Street, Nashville.



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LOCAL

LOCAL CREW MEMBERS

## **Antiques Roadshow**

The Antiques Roadshow production tour's May 10, 2022, stop at Cheekwood Estate and Gardens was long-awaited after a pandemic delay of two years. Attendees were drawn from 11,523 ticket lottery entries as well as community outreach and diversity and inclusion efforts. Others received tickets as thank you gifts with donations to NPT. The three episodes produced from the event premiere in February and March 2023.

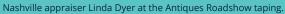






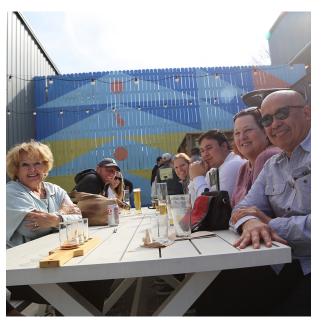
Appraisal photos courtesy of GBH











### **Special Events** >

NPT hosted a meet-&-greet with Antiques Roadshow appraisers and producers the night before the appraisal event.

In October, NPT offered the second Volunteer Gardener Homegrown Dinner To Go. Partnering with Husk Nashville, we offered a delicious autumnthemed meal and pumpkinbased desserts.

NPT Day at Jackalope | The Ranch was an outdoor inperson event in late February. Supporters gathered on a warm, sunny day to mingle with NPT staff and personalities from **Tennessee** Crossroads and Volunteer Gardener.

Fans enjoyed an advance screening of **Downton Abbey:** A New Era at the AMC Bellevue 12 theater in May.

### **COMMUNITY ENGAGEMENT** >

## **Programming Tie-In Events**

NPT continued its **Call the Midwife** blogging partnership with the Vanderbilt School of Nursing midwives in Fiscal Year 2022. The two Nashville midwives delivered two seasons of commentary in short order following a production delay caused by pandemic lockdowns.

"Y'all Come Out: Affirming LGBTQ+ Youth in the South," was a virtual gathering NPT hosted in October 2021, part of a national series of events in conjunction with

Hiding in Plain Sight: Youth Mental Illness, a series executive produced by Ken Burns. NPT worked with GLSEN Tennessee, Metro Nashville Public Schools Gender & Sexualities Alliance (GSA), and a group of counselors, young people and advocates to organize the event.

NPT hosted a second event related to the series in June, teaming up with NAMI and the Frist Art Museum for an art studio opportunity during the Teens Take the Frist! reception.

Works by two of the teens were incorporated into posters used to publicize statewide resources for young people and their families.

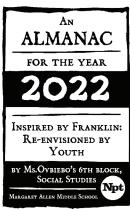
In January, NPT worked with MTSU's Center for Historic Preservation to host a virtual screening of **The Neutral Ground** documentary. Panelists from the Tennessee Historical Commission and the Battle of Nashville Trust took part in a discussion during the event.

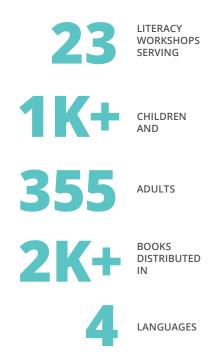










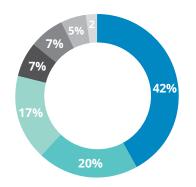


### **Children and Families**

In October 2021, NPT hosted a virtual preview event for Alma's Way, a PSB Kids series show from Fred Rogers Productions, during the Celebrate Nashville Cultural Festival. A sneak peek of the show was followed by Spanish/English song and storytime with Señora Rachel Rodriguez.

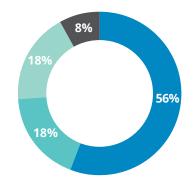
Also in October, NPT presented an Appy Hour for children and families to promote the PBS Kids app and its numerous games and activities.

NPT's Ready to Learn family literacy workshops remained virtual in Fiscal Year 2022 and included a literacy webinar with the United Way in April. NPT also took part in the Tennessee STEAM Festival — a statewide series of science, technology, engineering, art, and math events — in April. NPT led zine workshops for fifth graders at Margaret Allen Middle School with Hatch Show Print that included clips from Ken Burns' **Benjamin Franklin** documentary. The film screening was followed by a virtual Q&A with film producer Kate Haas. Later, NPT conducted three workshops with the students led by poet Cameron Mitchell (poet laureate of Murfreesboro, Tenn.), and illustrator/animator Michael Lapinski to create written and visual responses to Benjamin Franklin's 13 virtues.



### **FY 22 REVENUE**

Total Operating Revenue	100%	\$ 6,519,646
Foundations	2%	\$ 165,500
Corporate	5%	\$ 323,310
State of Tennessee	7%	\$ 430,793
Earned Revenue	7%	\$ 472,943
Restricted Corporate & Foundation	17%	\$ 1,083,350
СРВ	20%	\$ 1,288,854
Individual	42%	\$ 2,754,896



### **FY 22 EXPENSES**

 Total Operating Expense	100%	#	6,013,225
Technology	8%	\$	473,711
Fundraising	18%	\$	1,075,802
Administration	18%	\$	1,073,292
Programming & Outreach	56%	\$	3,390,419

## NPT thanks these supporters for their generosity during fiscal year 2021-2022

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