

WKU PBS provides distinctive programming and services of the highest quality that enhances lives, expand perspectives and connect us to one another.



2012 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

LOCAL VALUE

WKU PBS SERVES A CRITICAL ROLE IN SOUTH CENTRAL KENTUCKY

As the only university licensed PBS affiliate in Kentucky, WKU PBS proudly serves the communities of South Central Kentucky and Northern Tennessee. We are located in the heart of Western Kentucky University's campus in Bowling Green.

We have three program services, WKU PBS 24.1, WKYU Create 24.2 and WKYU-Wx (live weather radar) 24.3. Through these offerings we remain a trusted source for local information, educational content and entertainment.

2012 KEY SERVICES

IN 2012, WKU PBS PROVIDED THESE KEY LOCAL SERVICES:

- Broadcasting over 140 hours of local original content in fiscal year 2011-12, WKU PBS provided our viewers valuable over-the-air services free from cable or satellite fees. Additionally, our non-broadcast services including satellite and web streaming provided 489 hours of content to a variety of sources throughout the country and the world.
- More than 60 hours of WKU Athletic events showcasing both Men's and Women's teams were carried live to 40 million homes both in our coverage area and throughout the country.
- For the 13th year in a row, children from all across Kentucky wrote and illustrated their own books for the PBS Kids Go! Young Writers and Illustrators Contest.
- WKU PBS partnered with the National Center for Media Engagement and the Corporation for Public Broadcasting to address the national drop-out crisis through a multiplatform, national initiative.

LOCAL IMPACT

WKU PBS' LOCAL SERVICES HAVE A LASTING IMPACT

IN OUR REGION Partnerships and collaboration have been key tools for success with our efforts. Continuing collaborative partners include: the Warren County Public Library, Barnes & Noble, the Southern Kentucky Festival of Books, the Warren Regional Juvenile Detention Center, the Kentucky Division of Water, the Bowling Green Human Rights Commission, the Educational Talent Search and the American Red Cross.

MAKING A DIFFERENCE — WKU PBS KidsGO!

Young Writers and Illustrators Contest - April, 2012

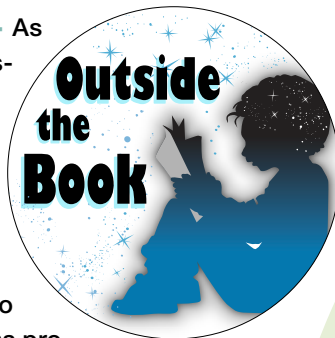
For the 13th year in a row, WKU PBS hosted the PBS KidsGo! Young Writers and Illustrators Contest, formerly the Reading Rainbow Contest. As many as 200 Kindergarten through third-graders wrote and illustrated their original stories for submission in the local/national contest. WKU Public Television partnered with the Warren County Public Library, Barnes & Noble, and the Southern Kentucky Festival of Books. The pre-contest writer's workshop was held at the local Barnes & Noble Booksellers. The library and other partners provided promotion and judges for the contest.



"As kids who grew up on the first generation of Sesame Street, Mr. Rogers, and Electric Company, my sisters and I are especially happy that my son is part of PBS history now. Viva public television and all that it stands for!"

OUTSIDE THE BOOK — As

part of a collaborative mission initiative, WKU Public Television partners each spring with organizers of the Southern Kentucky Festival of Books to host a series of on-location interviews with authors to be broadcast. The programs provide a significant community outreach and have fostered a true collaboration between literacy advocates and the mission of public television.



TEACHER WALL — In May of 2012, WKU PBS partnered with the 7th grade Student Leadership Technology Program class at South Warren Middle School to produce a series of interviews with teachers in Title One and rural schools in our community addressing the drop out crisis in America. The STLP students worked with our WKU broadcast student workers to shoot, produce, and edit a series of interview segments which were posted on the National Teacher Wall website, WKU PBS and the Warren County Schools websites.



AMERICAN GRADUATE: LET'S MAKE IT HAPPEN --

In September of 2012, WKU Public Television again partnered with the

National Center for Media Engagement (NCME) and the Corporation for Public Broadcasting (CPB) to participate in a multi-platform, national initiative aimed at addressing the national drop-out crisis. As part of the partnership, WKU PBS produced a two-part, multi-segmented, special edition of its weekly public affairs program OUTLOOK to open the dialogue on the drop out issue and facilitate meaningful community engagement on how best to keep kids in school.



WKU PBS Studio One is the first PBS station in the country to use a new all LED lighting system.



IMPACT THROUGH OUR PROGRAMS --

WKU PBS understands the responsibility of service to the communities we serve with our programming. Telling the

stories of the people, places and events of our region is an important job. We are very

serious, about promoting our region to the rest of the world. Our local programs like MainStreet, Outlook, Outside the Book, WKU Athletic Broadcasts, WKU Commencement ceremonies and symphony concerts, highlight the very best that our region has to offer. They also serve to inspire the next generation of leaders in the Commonwealth and beyond.



Bryan Anderson stopped by our studio for an episode of Outlook. Bryan tells his story, from his battlefield injuries due to an I.E.D. in 2005, through rehab to his active and engaged life of today.



WKU students gain valuable experience providing television support for many live events like Hilltopper Football games.



RECOGNITION OF OUR WORK — We were very proud this past year to again be recognized for our LED lighting system. The Computerworld Honors program honored us as a 2012 Laureate in the Environment alongside companies that included Procter and Gamble, Fujitsu Ltd. and Broadcom Corporation. We were pleased to be able to represent WKU PBS and Kentucky in Washington DC this past June. The best part is that we continue to share this technology with our current students and help inspire them to innovate and find creative solutions to ongoing problems.

MainStreet, our magazine program about the unique people and places in Kentucky, was recognized with an Emmy Award in the Informational/Instructional Programming category this past July. This was our 11th Emmy Award in less than a decade. Our program, entitled 'Kentucky Adventures' highlighted some of the finest outdoor physical recreation activities in the Commonwealth.



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MainStreet





"Thank you so much for broadcasting the Create TV channel... These shows can seldom be found on other channels. You have certainly helped fill the void in programming for people interested in various art forms."

ENHANCED PROGRAMMING CAPABILITIES FOR OUR AUDIENCES —

WKUPBS has taken steps to fully integrate High Definition production capabilities across the full spectrum of our live and remote productions. In May of 2012 we completed a new HD Mobile production unit to service the region for many years to come. Our previous unit was placed in service in 1979 and retired in May of 2012. We set high standards for equipment performance and know that our audiences expect the same from us. The true bonus goes to our students who get to learn and participate in a professional environment with professional standards. Many media professionals throughout Kentucky and our nation began their careers right here in Bowling Green.



1979 — First mobile production truck.



May 2012 — New HD Mobile production truck.

Impact through our participation — — WKU PBS feels that service takes on many roles. Those include being an active participant in the communities that we serve.

HELPING THE HUNGRY — — For many in our community, breakfast, lunch and dinner are possible only because the American Red Cross provides the food to put on the table. This year, WKU PBS partnered with the American Red Cross, Walmart, The Daily News, WKU Shipping/Receiving and McDonalds, first by collecting food donations at Walmart and then unloading and shelving the items at the American Red Cross. Time and time again, those that give remind us that, although it's not a lot, they are the lucky ones that can afford to buy some groceries to feed their family...at least for now. They consider themselves to be blessed and appreciate the opportunity to give back, and so do we.



"Your efforts and the support from the community will ensure that more families in south central Kentucky will be able to enjoy meals with their families ... I'm looking forward to our food pantry becoming something the community takes pride in filling for their neighbors and friends."

Jennifer Capps, Executive Director, American Red Cross of South Central Kentucky

A SUNNY DAY REMINDER — — The WKU PBS Pool Party offers a unique opportunity to celebrate families and other special people in our lives by encouraging and reminding families to spend meaningful time together.



Pool Party



"My daughter and I just wanted to thank you for providing quality programs that are fun and educational. My daughter is five and when she saw an opportunity to give, she wanted to give a portion of her birthday money so she could continue watching your programs every day."



"My children just love Curious George and it has taught them so much! My daughter loves to talk about his adventures."

IT WAS TREE-RIFIC! — — Many of the pine seedlings that we gave away when Tree-Rific began more than 20 years ago are towering backyard trees now. Each Arbor Day through 2012, WKU PBS gave away more than ten thousand seedlings, thanks to partnerships with McDonald's and The Daily News, along with the students at the regional Juvenile Justice Center who bag the trees for us. Planting and care instructions are provided so trees can conserve energy, beautify neighborhoods, clean the air, keep the atmosphere in balance and help improve property values in our community.

"As the students packaged the pine seedlings, they explored vocational branches focused on agricultural and humanitarian criteria... As you know, helping a child is never a wasted effort; therefore you, WKYU and McDonald's definitely accomplished a worthy task." — Dr. Rebecca Painter, Warren Regional Juvenile Detention Center



"WKYU-PBS remains one of our premier public jewels." – Dr. Gary Ransdell, WKU President

As a public media organization, WKU PBS is committed to engaging and serving our audience, contributing to our community, and positively impacting life in South Central Kentucky by connecting people to each other and to the world.

"Thank you so much for all that you did this year and all the past years to make the Humane Society's Adoptathon possible!"



Dr. Owen attended the Computerworld Honors in Washington D.C. in June 2012.



MERIT BADGE U. --

Our television production staff has partnered annually in February with Western Kentucky University and local scout troops to help host Merit Badge University right here in our studios. Boy Scouts ranging in the ages of 11-17 spend the first half of the day in our studio learning the basics of shot selection, composition, script writing, audio acquisition, lighting, and job roles during a production. In the afternoon they perform each role in a production as a group and write and shoot their own video to fulfill the requirements needed to obtain their cinematography Merit badge.

A CAREER DAY TO REMEMBER -- In April of 2012 we were honored to have the opportunity to take our television production gear inside the Warren Regional Juvenile Detention Center and demonstrate to residents of the facility career possibilities in television production. These juveniles were active participants with us and genuinely enjoyed the investment of our time and effort. Hopefully, they may be inspired to do great things.

WKU PBS IN THE PRESENT AND INTO THE FUTURE -- As a public media organization, WKU PBS is committed to engaging and serving our audience, contributing to our communities, and positively impacting life in South Central Kentucky by connecting people to each other and to the world. We are here to help by serving this community and telling the stories that matter. Our best work happens for you - and because of you.

FUTURE PLANS

Be on the lookout for more exciting and informative programs from us to you. We have been working on several incredible stories that include everything from a look inside a juvenile detention center to the story of Kentucky's Wild Rivers.

WKU PBS

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