

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



2013 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. We also provide news and video content through our web page at wkyupbs.org.

2013 KEY SERVICES

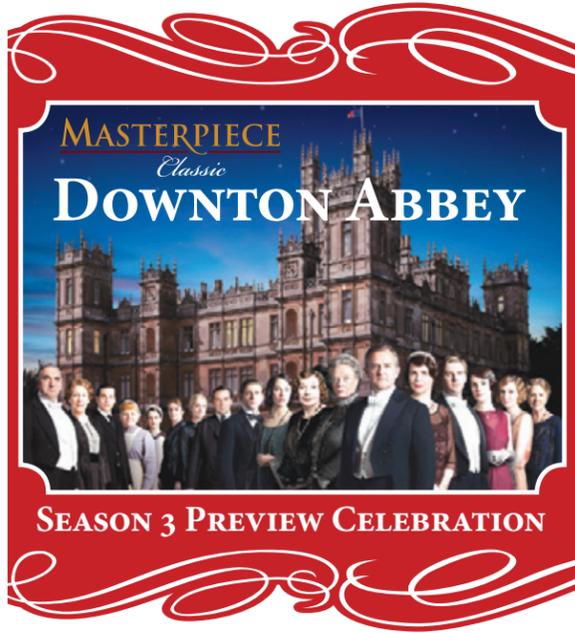
IN 2013, WKU PBS PROVIDED THESE KEY LOCAL SERVICES:

- Broadcasting over 160 hours of local original content in fiscal year 2012-2013, 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 500+ 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 in our coverage area and throughout the country.
- Served as a conduit of information showcasing important Kentucky issues and people through uplink services to major national public and private broadcast networks.
- WKU PBS partnered with the National Center for Media Engagement and the Corporation for Public Broadcasting to provide media training to local school children through the American Graduate Project.
- Began showcasing the artistic talents of our region to a new audience with multiple mobile recorded high-definition concerts that showcased classical, popular and traditional musical groups.

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.



DOWNTON ABBEY

In January we hosted a Downton Abbey Outreach Event for fans of the popular PBS series. Nearly 100 fans attended, some in costume, to preview the first episode of the new season. — *The most successful British television drama of our time, the multi-award-winning Downton Abbey has become a national phenomenon in the U.S. as well. Created by Julian Fellowes—who received an Academy Award for his screenplay for the acclaimed Robert Altman motion picture, Gosford Park—Downton Abbey features stellar performances, ravishing sets and costumes, and, most importantly, absolutely riveting plots. Now the scripts for the entire first season have been collected in one volume, along with never before seen material, incisive commentary, and color photos that will completely immerse fans in the world of Downton Abbey.*



Bob and Cara Pitchford



Daniel Curry and Teresa Bailey



Jo-Anne Ryan



George and Gretchen Niva, Miki and David Wiseman, and Denny and Carol Wedge



AMERICAN GRADUATE 2013

As part of the American Graduate project WKU PBS organized a day long media training for students from the WKU Educational Talent Search 2. As a takeaway, the students produced five video testimonials on the subject of staying in school. Those video testimonials were subsequently broadcast on WKU-PBS and available on our website and as a link from other sites.



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 ran an alternate schedule of GED Connection to coincide with the final 2013 GED testing dates. These broadcasts were specifically designed for those individuals working alternative shift times or families with children.



Senate Minority Leader Mitch McConnell speaks with Barbara Deeb about important political issues.

Kentucky Outlook



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.



Emmy Award-winning host Barbara Deeb finishes an interview with legendary actor, director, producer and author Henry Winkler while Peabody Award-winning member of the National Radio Hall of Fame, Kentucky native Bob Edwards, waits in the wings.



Emmy Award-winning host Barbara Deeb takes a moment to pose with legendary actor, director, producer and author Henry Winkler and Peabody Award-winning member of the National Radio Hall of Fame, Kentucky native Bob Edwards.

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.



Country and bluegrass music legend from Cordell, Kentucky, Ricky Skaggs, stopped by our studios for an episode of Kentucky Outlook. His musical achievements include 14 Grammy Awards, seven Country Music Association Awards and a dozen international Bluegrass Music Association Awards.

RECOGNITION OF OUR WORK

Our local magazine program, MainStreet, features the unique people and places around our Commonwealth. In 2013 we were honored to receive three Ohio Valley Emmy Awards related to content production from this program series. Segment content related to an art installation at Bernheim Arboretum and Research Forest in Bullitt County was featured along with craft content from the WKU's Van Meter Auditorium and a historical cemetery in Graves County. We have been honored to receive 14 Emmy awards in less than a decade.

In addition to our professional staff being honored at the Emmy Awards ceremony, we were pleased to have our student staff members in attendance to receive awards or honorable mentions in multiple student production categories.



Producer Cheryl Beckley, James Morgese, Student Producer Neil Purcell, and Station Manager David Brinkley at the 2013 Emmy Awards.

Student Production Awards winner, Neil Purcell gives his acceptance speech at the 2013 Emmy Awards.



MainStreet

Our Emmy award winning magazine program, MainStreet features regional people, places and events that make Kentucky unique. MainStreet in Motion showcases a hot-air balloon and barbeque festival from Bowling Green, a century-old riverboat from Louisville and a 1940's train that serves a gourmet meal while passengers enjoy the beautiful Bardstown area countryside.



ENHANCED PROGRAMMING CAPABILITIES FOR OUR AUDIENCES

WKU PBS has taken steps to fully integrate High Definition remote production capabilities across the full spectrum of our live and remote productions. In the Fall of 2013 we began integration of a new complement to our HD remote production truck, a smaller remote capable HD production control room that is completely mobile. This multi-camera unit can occupy indoor venues where a truck might not be appropriate and it features full HD broadcast capabilities. We set high standards for equipment performance and we 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.



LOCAL LIVE ARTS AND ENTERTAINMENT PROGRAMMING

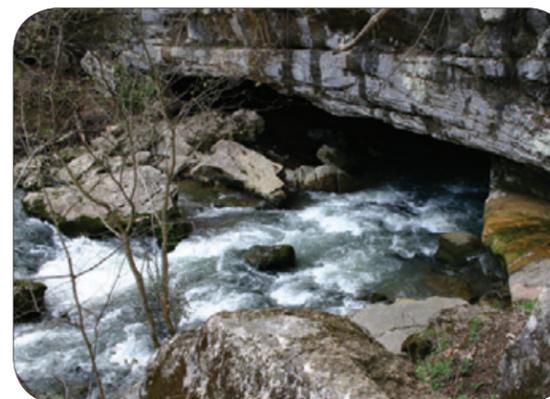
This past year we expanded our local arts production by producing a series of local concerts from the Lost River Music Festival in Bowling Green. One of the featured acts was Grammy award winners The Kentucky Headhunters. These programs feature music and arts entertainment designed to entertain and inspire our audience and the next generation of musicians and artists.



"It's very important to have outlets for music such as PBS, and you guys are so eclectic in your musical tastes, you represent everything, and this is a great outlet for musicians. this needs to keep going because, yeah we go out and do concerts every year, but you guys give everyone great coverage. You're no nonsense TV, and you can learn a lot. It's important for the younger generation to be exposed to music, and other things, and this outlet is very important." — Greg Martin, The Kentucky Headhunters

KENTUCKY WILD RIVERS

This documentary explores the Kentucky Wild Rivers conservation program which seeks to restore some of the Wild River corridors in various parts of the state.



The Kentucky Wild Rivers program protects and preserves the wildlife and waterways designated as Wild River corridors.



Martin's Fork in Harlan County is a Kentucky Wild Rivers corridor protected by the Kentucky Wild Rivers program.

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.

We partnered with the American Red Cross to produce a series of videos that ran on our station for an entire evening to support their efforts to raise awareness and support from the local community for the various services they provide. We then provided these spots to the American Red Cross to use as they chose to continue their efforts to increase community awareness and solicit volunteers and donations from our region.



The American Red Cross supports America's military members, veterans and their families through a variety of services.



The American Red Cross prevents and alleviates human suffering in the face of emergencies small and large with the aid of volunteers and donations from local communities.

“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 Adoption possible!”



LEADERSHIP BOWLING GREEN Leadership Bowling Green is a leadership development program coordinated by the Bowling Green Area Chamber of Commerce. WKU PBS partnered with this program to provide future community leaders an overview of available community resources and key media related functions.



Members of the Leadership Bowling Green Class of 2013 try their hand at running one of our larger HD remote production cameras. They passed with flying colors!



Pool Party

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.



Special guest visit from Clifford The Big Red Dog made the Pool Party celebration an exciting and memorable event for all.



SCHOOL MEDIA AND CAREER DAY

A county school system in our coverage area brought 60 middle and high school students to tour WKU PBS and WKU. We provided specialized attention to small groups and then provided a guided tour of campus. Many of these students are from disadvantaged homes and are considered at-risk.

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 programming. We have been working on several incredible Kentucky stories. Also, we are going to feature additional live music and arts offering in the coming year! Thank you for your support!

WKU PBS

1906 College Heights Blvd. #11034

Bowling Green, Kentucky

42101-1034

800.599.2424

wkyupbs.org

wkyutv@wku.edu