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REPORT TO THE COMMUNITY



Nashville  PBS

A NEW ERA OF PUBLIC TELEVISION

Becky Magura
Nashville PBS President and CEO

As Nashville PBS celebrates its 63rd birthday, I am grateful for a community committed to public media. For the first time in our station's history, we will begin operations with the loss of two years of federal funding, our very foundation for infrastructure and local service. The **Corporation for Public Broadcasting** is winding down operations as of December 2025, and they will steward the last federal dollars allocated for public broadcasting specific to our local service.

It's difficult to pivot an immediate 20% reduction in funding, but our Board of Directors, our Nashville PBS Team, and our amazing community use this as an opportunity to strengthen community support and service. In this fiscal year report, we completed our second year on target for our current strategic plan. What an amazing year we have had! I would encourage you to visit the full document at **Nashville PBS Strategic Plan Overview FY2024-FY2026** at wnpt.org/strategicplan.

I was honored this year to have received the **American Public Television Stations (APTS) 2025 Inaugural Patrick Butler National Advocacy Award**. Public television has always been my passion: I know firsthand the impact of public media and the importance our service has with content that educates, inspires and entertains. Our system of public media, created by the **Public Broadcasting Act of 1967**, is more relevant today than ever before. We are the last locally owned and governed media with the sole purpose of serving our community, state, and nation, and this spirit is also present in the latest Ken Burns documentary series (10 years in the making), **THE AMERICAN REVOLUTION**.

What hasn't changed at Nashville PBS is our **commitment to serving Nashville and our entire middle Tennessee region as a premier award-winning PBS station**. We continue to thrive, thanks to the amazing support of **Viewers Like You!** Please look at the many corporate, foundation, and individual donors in the back of this important report to the community, and know what a difference they make to Nashville PBS.

From the launch of a new brand and name of Nashville PBS with a commitment to honoring our past while celebrating our future, we achieved so many milestones, including the completion of a beautiful documentary on **Brenda Lee** that became a feature of **AMERICAN MASTERS**. We saw an increase in viewership for our own locally produced series, including launching a new era of **TENNESSEE CROSSROADS**, with a



L-R: Kate Riley, President and CEO of APTS, Becky Magura, Nashville PBS President & CEO, & Patrick Butler, former President and CEO of APTS

new host, **Ketch Secor** of ***Old Crow Medicine Show***. We have a new set and a continued team approach with **Vicki Yates, Miranda Cohen, and Laura Faber**. We also have a goal to reach new audiences through a multiplatform approach, including our first **Crossroads** digital series, **JAUNTS**, and our first **SLICE OF THE COMMUNITY** digital series, **THE GOOD IN US!**

Locally produced programming continued the commitment to highlight and service our children, our elderly, our veterans, our neighbors (both urban and rural), and our small businesses. We also increased our commitment to Nashville's creative community by presenting their locally created content as well as investing in a **24/7 All ARTS digital channel** in partnership with **WNET**!

We are committed to working closely with each of you and our elected leaders at the city, state, and national level to honor our past as well as celebrate our future together. **We are Nashville PBS, and we are here to stay!**

With a heart of gratitude, thank you!

Becky Magura



The Jack and Jill Club of America, Nashville Chapter posing under the new Nashville PBS sign

This year we cemented our new name and our long tradition. Nashville Public Television became Nashville PBS across every touchpoint, with more than 650 new on-air, digital, and in-person brand elements rolled out.



The Nashville PBS magazine was launched. The print and digital publication was intentionally designed as a marketing and membership tool, funded with sponsorships and media trades, and proudly printed by R. H. Boyd here in Nashville. It showcases our programming, community stories, and ways to get involved.

Nashville PBS also strengthened service and signal. Engineering launched a digital ATSC 3.0 channel, WNPT-VC, to enhance reliability and reception for viewers across Middle Tennessee. We also broadened our cultural service by adding ALL ARTS, a free destination for world-class arts and culture available anytime on the livestream or through Roku and Apple TV.

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NASHVILLE PBS ORIGINALS



Laura Faber, Ketch Secor, Miranda Cohen, and Vicki Yates

TENNESSEE CROSSROADS

In June 2024, we lost our dear friend and colleague Joe Elmore, the founding host of TENNESSEE CROSSROADS. For 37 seasons, Joe guided viewers across the state with warmth, curiosity, and an enduring love for Tennessee and its people.

For the 38th season, the program's correspondents, Vicki Yates, Laura Faber and Miranda Cohen, continued to do an incredible job, spotlighting the people, places and hidden treasures that define life in our beautiful state.

In June 2025, Grammy Award winner Ketch Secor agreed to join the series as its new host and story producer. Best known as the frontman and co-founder of *Old Crow Medicine Show*, Ketch has deep roots in storytelling.

VOLUNTEER GARDENER

This beloved Nashville PBS series wound up its 33rd season. Tennessee gardening experts share their love and knowledge of gardening with information for the novice gardener as well as the seasoned plant enthusiast. Airing statewide on PBS affiliates, it remains a fan favorite.

A SLICE OF THE COMMUNITY

Host and producer Jerome Moore explores purpose -driven small businesses and social enterprises across Nashville, continuing to lead conversations with community leaders, members, leaders, organizers, activists, politicians, entertainers, and others.

Topics this season included food justice, literacy campaigns, and the intersections of race and religion.



Becky Magura and Patricia de Stacy Harrison,
President and CEO of the Corporation for Public Broadcasting

CLEAN SLATE WITH BECKY MAGURA

Becky Magura discovers what people would do differently or try if they were given a clean slate. Topics range from the small things to the most significant; highlighting the joys, triumphs, struggles and self-doubt we all face.

The series encourages us to reflect, look inward and learn from the experiences of our neighbors.

This year's guests ranged from Grammy winner Molly Tuttle to the Corporation for Public Broadcasting's longest-serving President and CEO, Patricia de Stacy Harrison.

NEXT DOOR NEIGHBORS

Through digital-first series like The Little Things and Flavors Without Borders, NEXT DOOR NEIGHBORS explored how immigrant and refugee families experience Middle Tennessee. These stories helped highlight the cultural richness of our region and the humanity that connects us all.

Our long-running series on Nashville's immigrant and refugee communities continues, with *principal support from the Nissan Foundation*.



Host Meagan Grisolano & Guest



J. T. Ellison and Jeremy Finley, hosts of A WORD ON WORDS

A WORD ON WORDS

Our long-running literary series continued to celebrate storytelling in its 10th anniversary year, offering both broadcast shorts and full-length podcast interviews.

This season, hosts J.T. Ellison and Jeremy Finley welcomed a diverse slate of authors, including Rachel Howzell Hall (*What Fire Brings*), Alma Katsu (*The Fervor*), S.A. Cosby (*All the Sinners Bleed*), Eli Cranor (*Broiler*), Sloane Crosley (*Grief Is for People*), Nghi Vo (*The City in Glass*), Prisca Dorcas Mojica Rodríguez (*Tías and Primas*), Jayne Anne Phillips (*Night Watch*), Renée Watson (*Skin & Bones*), Peter Swanson (*A Talent for Murder*), Adam Ross (*Playworld*), Andre Dubus III (*Ghost Dogs*), Morgan Belling and Toni Tipton-Martin (*When Southern Women Cook*), Signe Pike (*The Shadowed Land*), and Andrew Maraniss (*Strong Inside*).

In addition to broadcast and digital releases, the series offered a book giveaway and cross-platform promotion that encouraged audiences to "keep reading" while discovering new voices.

A WORD ON WORDS is made possible through the generous support of the Marlene & Spencer Hays Foundation.

AGING MATTERS

AGING MATTERS

Nashville PBS' award-winning documentary series continues to explore the many dimensions of aging through in-depth storytelling and community conversations. In the past year, the series premiered AGING WITH HONOR, which examined the unique challenges and resilience of veterans navigating later life, including mental health concerns, shifting needs, and housing or financial insecurity. The documentary underscored how the experiences of service members differ across wars and generations, yet share common threads of strength and sacrifice.

Another new film, GRANDPARENTS RAISING GRANDCHILDREN, spotlighted the more than two million U.S. grandparents now serving as primary caregivers. Often stepping in after tragedy, these relatives provide love and stability but face significant hurdles without adequate support.

Together, these stories continue the mission of AGING MATTERS: giving voice to critical issues older adults face while connecting viewers to resources, experts, and lived experiences that help strengthen our community.

AGING MATTERS is made possible through the generous support of HCA Healthcare Foundation, The Jeanette Travis Foundation and the West End Home Foundation.

Image from AGING WITH HONOR





JAUNTS

JAUNTS is Nashville PBS's answer to the mobile era – a phone-first, weekly off-shoot of the long-running broadcast staple TENNESSEE CROSSROADS that lets viewers ride shotgun on bite-size adventures across Middle Tennessee.

Launched on Aug. 15, 2024, these 9X16 videos take audiences on jaunts (a short journey or excursion) to neon-lit arcades, heritage hot-chicken stands, community gardens or denim-repair shops, delivering a complete field trip in under ninety seconds. Two local influencers (@nashvillehiddengems and @xplr.nash on Instagram) join three Nashville PBS hosts, blending fresh personalities with trusted PBS credibility.

ARTS BREAK

From the Nashville Rep's new show to the latest exhibit at the Frist Center and everything in between, you can discover a rich variety of performing and visual arts through ARTS BREAK, Nashville's window to the arts. This fiscal year, Nashville PBS produced 15 new ARTS BREAK videos.

THE CITIZENSHIP PROJECT

Nashville PBS premiered CUMBERLAND HOMESTEADS: SHOWPLACE OF THE NEW DEAL, the newest installment in our *Citizenship Project* documentary series.

One of the earliest and most ambitious initiatives of President Franklin D. Roosevelt's New Deal, the Cumberland Homesteads were designed to give struggling families the opportunity to build better lives through cooperative farming and home ownership. While the experiment faced challenges and never fully met its original goals, the community endured.

Today, many of the distinctive stone homes remain in use, standing as a living reminder of both the promise and limitations of social innovation during the Great Depression.



Discover the story behind singer Brenda Lee's iconic songs and explore how her early fame and life of poverty shaped her artistry across pop, rock 'n' roll and country. Produced by Nashville PBS (*the presenting station – see page 10*) with award-winning filmmaker Barbara Hall for AMERICAN MASTERS on PBS, the film features interviews that include Keith Urban and Pat Benatar. Known for her Christmas classic and Billboard hit *Rockin' Around the Christmas Tree*, Lee is still a force in music today.

Lee achieved her biggest success on the pop charts in the late 1950s through the mid-1960s with rockabilly and rock and roll-styled songs. The biggest-selling track of Lee's career was a Christmas song, *Rockin' Around the Christmas Tree*. On the *Billboard Hot 100* chart on December 9, 2023, the song topped the charts for the first time in the United States, becoming Lee's third #1 hit, the first since 1960. At age 78, Lee became the oldest female artist and oldest artist overall to top the *Hot 100*.



★Nashville PBS received 4 nominations for the 39th Midsouth Regional Emmy Awards.

Documentary Topical
AGING MATTERS: WHEN THE GIG IS UP

Documentary Historical
LAST RITES: TENNESSEE'S BLACK CEMETERIES

Interview Discussion
CLEAN SLATE WITH BECKY MAGURA

News Feature – Light Feature
TENNESSEE CROSSROADS

★Becky Magura receives the inaugural Patrick Butler National Advocacy Award from America's Public Television Stations (APTS).

★Nashville PBS was nominated for 4 National Educational Telecommunications Association (NETA) Awards.

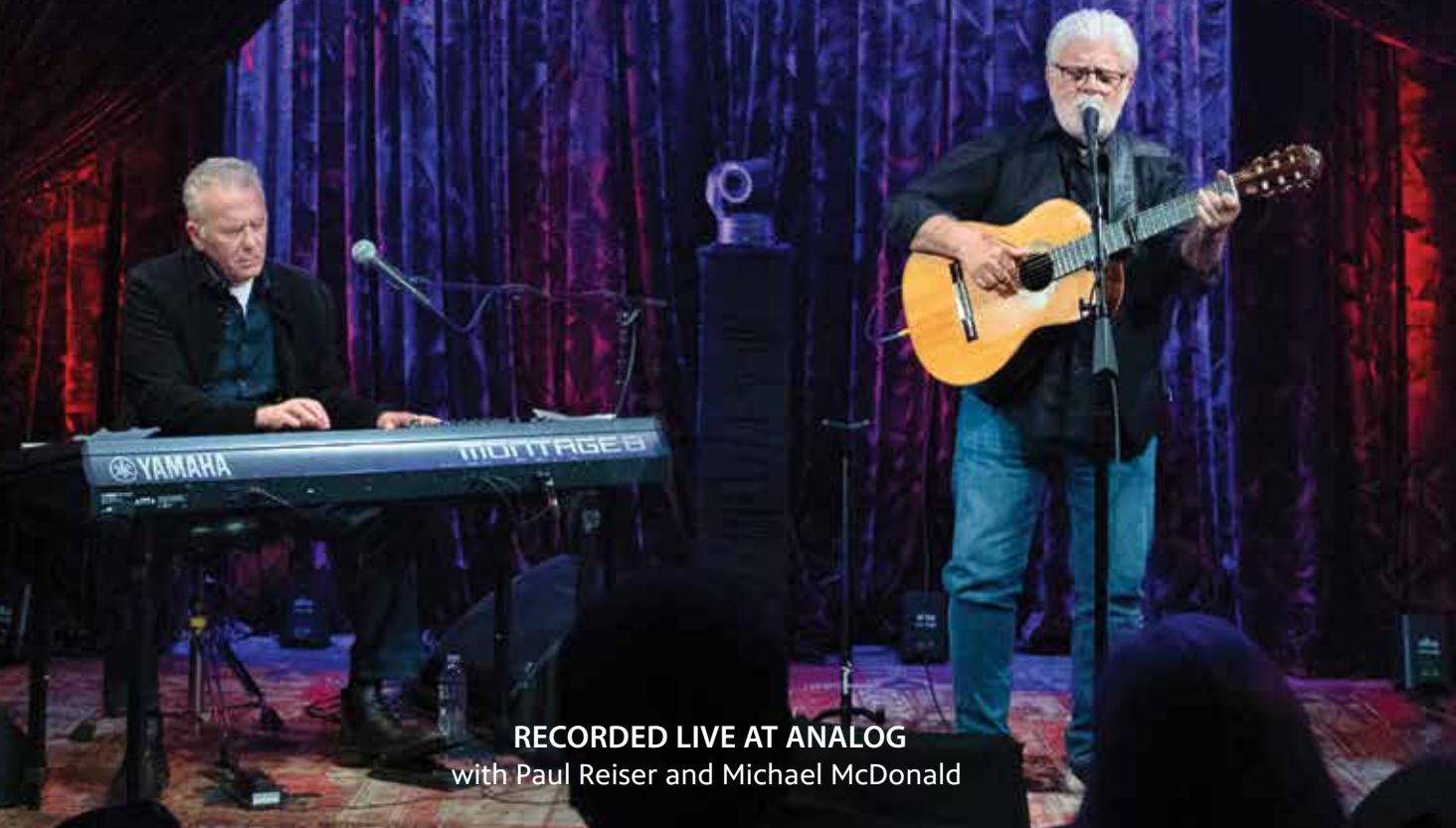
National Project
LEONARDO DA VINCI YOUTH MAKER-MIXER

Kids & Family
LIVE WITH 100 BLACK KINGS OF MIDDLE TENNESSEE

Short Form
THE GOOD IN US: VOCES DE NASHVILLE

Podcast
A WORD ON WORDS

THE SIGNIFICANCE OF BEING A PRESENTING STATION



RECORDED LIVE AT ANALOG
with Paul Reiser and Michael McDonald



MUSICIANS HALL OF FAME
INDUCTION CEREMONY AND CONCERT



VOLUNTEER WOODWORKER

A Presenting Station is a public television station that presents independently produced films and series to local, state, or national audiences. Nashville PBS provides guidance, resources, and a distribution pathway to local independent producers as part of our mission to connect Nashville and beyond with trusted content that reflects, strengthens, and celebrates our community. We're proud to support the work of Middle Tennessee storytellers and help them share our stories with the rest of the country.

This year, our national presenting-station programs included::

BRENDA LEE: ROCKIN' ROUND: AMERICAN MASTERS

RECORDED LIVE AT ANALOG (Seasons 1 & 2)

FUZZ

THE LIVING LAND

THE COST OF CARING

HAVE GUITAR WILL TRAVEL WORLD

VOLUNTEER WOODWORKER

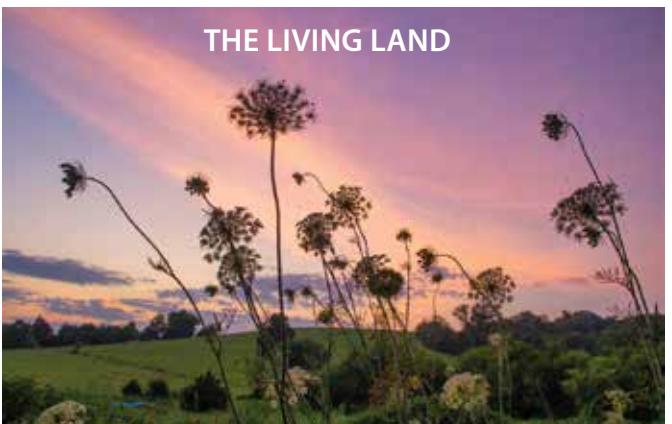
AGING MATTERS: UNHOUSED

A WORD ON WORDS (Season 9)

HEARTS IN HARMONY

MUSICIANS HALL OF FAME INDUCTION CEREMONY AND CONCERT

THE SONGWRITERS (Season 3)



EDUCATION & COMMUNITY IMPACT

HIGH SCHOOL & COLLEGE INTERNS

6	658	\$9,870
Students & Interns	Hours of Service	Savings in Labor Costs

Experiential learning grew from pilot to practice. **Six high school and college interns** contributed meaningful work in production, research, events, archiving, translation, and voiceover. Together, they provided **658 hours of service, saving Nashville PBS an estimated \$9,870 in labor costs** while building workplace skills and strengthening cross-departmental capacity.

JA BIZTOWN

12,097

Middle School Students

Inside JA BizTown, **12,097 middle school students** learned about media, storytelling, and civic responsibility while “running” a Nashville PBS television station.

COMMUNITY EVENT PARTNERS

108	9,027	16,297
Events	Attendees	Learning Resources

Guided by our mission to serve those who need us most, we partnered with community members to create, sponsor, and support **108 events reaching 9,027 attendees and distributed 16,297 learning resources** to families and educators.

With Monroe Carell Jr. Children’s Hospital and community educator Jelly Malenga, we developed family-friendly media literacy programming for pediatric patients. Partnering with Casa Azafrán, NICE, and Señora Rachel, we produced bilingual early literacy resources and workshops. Our new Learning to Read interstitials expand this work, supporting bilingual households and differently abled readers.



COFFEE CONVERSATIONS

17	375	439
Events	Attendees	Resources

Both on air and in the community, Nashville PBS partners with FiftyForward to host **Coffee Conversations**, a monthly series of film screenings and guided discussions for older adults in seven neighborhoods across Davidson, Rutherford, and Williamson counties. Last year, we held **17 events with more than 375 attendees and distributed 439 resources**.

MEDIA LITERACY

Media literacy – the ability to access, analyze, evaluate, create, and act using all forms of communication – is more critical than ever in today's media-saturated world. In an era overwhelmed by information, media literacy is not just a skill. It's a survival tool.

Nashville PBS (WNPT) recognized this urgent need and partnered with David Chak ShanChun, co-founder of Malaysia's Arus Academy and a Fulbright Humphrey Fellow at Vanderbilt University, to create a dynamic series of media literacy shorts that empower families and educators alike. David brought over a decade of experience in digital, financial, and media literacy education, having impacted tens of thousands of students and teachers across Malaysia. Through his professional affiliation with Nashville PBS Education and Production teams, he sought to exchange his expertise for hands-on experience in television production.

The result: 15 engaging, standards-aligned media literacy videos that are as educational as they are entertaining. Rooted in pedagogical frameworks from the International Society for Technology in Education (ISTE), the Erikson Institute, and the Tennessee Department of Education, the series addresses essential questions families face in navigating today's complex media landscape. Each video is crafted to be accessible, creative, and relevant, and designed to spark curiosity, critical thinking, and conversation.

This collaboration exemplifies the power of global exchange and local impact. By blending David's international perspective with Nashville PBS's production excellence, the project delivers timely, culturally responsive content that meets learners where they are. It's a model for how public media can lead in equipping communities with the tools they need to thrive in a digital world.



COMMUNITY ENGAGEMENT

From the Nashville Black Market to the Brenda Lee American Masters screening, Nashville PBS opened its doors — and its heart — to our neighbors.

Highlights included: BRENDA LEE: ROCKIN' AROUND premiere and a Q&A with the Nashville legend; the YoPro Mixer at Good Times, connecting young professionals with public media; the Community Advisory Board Annual Meeting, honored leadership and planning for the future; the Cook's Country Live Event, celebrating Southern food heritage; and the Jack & Jill of America Youth Visit, spotlighting media literacy and storytelling for future creators.





COMMUNITY ENGAGEMENT



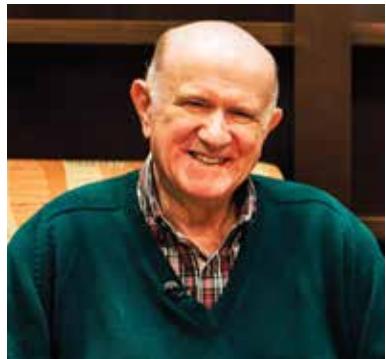


VOLUNTEER & STUDENT SPOTLIGHTS

Nashville PBS thrives because of the people who give their time, talent, and heart.

Ray Smith

For more than 30 years, Ray was a dedicated volunteer, giving his time and energy to Nashville PBS and numerous non-profits across our community. His unwavering commitment to service left a lasting impact.



Ruby Revolorio

Our first Workplace Learning student from Nashville School of the Arts, Ruby brought creativity and energy that set the stage for our growing experiential learning program. She completed a nine-month placement through the Tennessee Department of Labor and Workforce Development's WIOA program, contributing creative, practical support across Education and Engagement.



We are grateful to every volunteer, intern, and community member who helps make Nashville PBS a trusted partner in Middle Tennessee.

MEMBERSHIP, PHILANTHROPY AND CORPORATE SUPPORT

MEMBERSHIP BY HOUSEHOLD

21,600

SUSTAINING MEMBERS

+ 1,014



Membership stayed steady at roughly 21,600 households, while the most reliable segment grew. Sustaining Members increased by more than 1,000, to 11,290, up from 10,276 last year. Seasonality still matters: December is our top month, and our Day of Giving in September also performs well.

ACQUISITION REVENUE

65%

November

88%

March



MATCHING GIFTS

152%

December



Acquisition revenue in November and March rose 65 percent and 88 percent, and Matching Gifts came in above goal in both Q2 and Q3, with December up 152 percent.

REVENUE UP FROM FY24

19%



Corporate underwriting also accelerated. We finished at 459,000 dollars in revenue, 96 percent of our 480,000 dollar goal and 19 percent above FY24, with 127,000 dollars already committed for FY26. And a reminder about the foundation beneath all of this: [more than 60 percent of our annual funding comes from viewers](#), while federal support through the Corporation for Public Broadcasting undergirds public safety, education, and the 24-7 PBS KIDS service that families rely on.

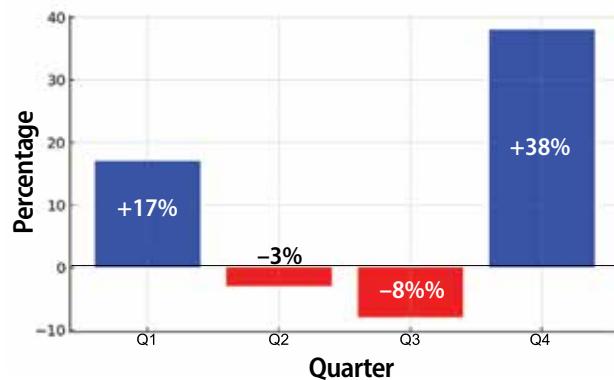
AUDIENCES WE SERVE

DIGITAL REACH



Digital reach surged. Social media impressions through May finished **113 percent above goal**, with quarterly gains of plus 458 percent in Q1, plus 49 percent in Q2, plus 11 percent in Q3, and plus 22 percent year-to-date in Q4. A vertical video strategy and creator partnerships made the difference. **JAUNTS**, our short-form spinoff inspired by TENNESSEE CROSSROADS, **grew engagement 265 percent since launch**.

VIDEO VIEWING BY QUARTER



Video viewing told a similar story. We started strong in Q1 at plus 17 percent, dipped in Q2 at minus 3 percent and Q3 at minus 8 percent, then rebounded in April and May at **plus 11 percent and plus 27 percent** after we reworked sponsorship placement, leaned into 9x16 formats, and shifted YouTube tactics to focus on subscribers.

On broadcast, we used ratings insights to make smarter schedules. January remains our strongest month for national drama premieres. Pledge months require time to recover. TENNESSEE CROSSROADS and VOLUNTEER GARDENER continue to anchor Thursday nights locally, so we're premiering local series on Thursdays and grouping local music on Saturdays and documentaries on Mondays, including presenting -station titles.

PRESENTING STATION PORTFOLIO

18	40
Presenting Station Projects	Projects in the Pipeline
\$97,725	\$70,249
In Revenue	Net After Expenses

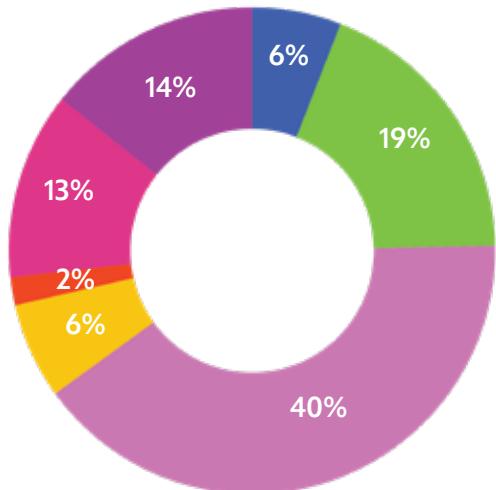
Our presenting-station portfolio matured into a mission-driven revenue stream: **18 projects aired or in distribution, 40 more in the pipeline, and 97,725 dollars in revenue, or 70,249 dollars net after expenses**.

PRESENTING STATION CONSORTIUM

18	40
Partner Stations	Producer Attended

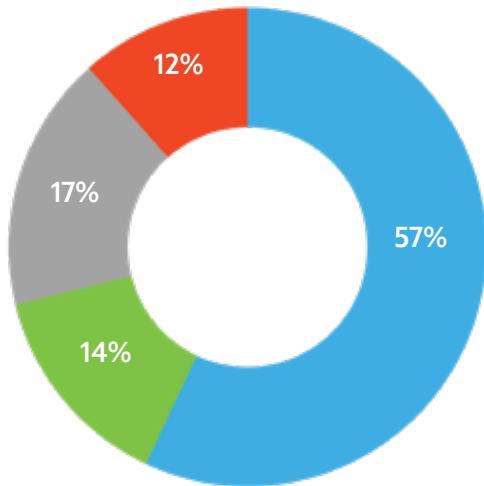
We also helped launch a **Presenting Station Consortium**, with **18 partner stations joining** after the May announcement, and debuted our **Creator CoLab mixers and workshops**. **About 40 producers attended**.

NASHVILLE PBS FINANCIALS



FY 25 REVENUE

State of Tennessee	6%	\$ 430,793
CPB	19%	\$ 1,362,420
Individual	40%	\$ 2,931,519
Corporate	6%	\$ 453,664
Foundations	2%	\$ 135,318
Restricted Corp. & Foundation	13%	\$ 903,206
Earned Revenue	14%	\$ 1,041,134
TOTAL OPERATING REVENUE		\$ 7,258,054



FY 25 EXPENSES

Programming & Outreach	57%	\$ 4,370,452
Administration	14%	\$ 1,086,457
Fundraising	17%	\$ 1,327,543
Technology	12%	\$ 886,812
TOTAL OPERATING EXPENSE		\$ 7,671,264

VIEWERS LIKE YOU

NASHVILLE PBS thanks these supporters for their generosity during fiscal year 2024-2025

\$150,000+

Jeannette Travis Foundation

\$50,000-\$99,999

The Marlene and Spencer Hays Foundation
Mr. Steve Turner
West End Home Foundation

\$25,000-\$49,999

Alliance Bernstein
Dettwiler Foundation
HCA Healthcare Foundation
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Dr. and Mrs. Howard S. Kirshner
The Memorial Foundation
Maria and Bernard A. Pargh Family Foundation

\$10,000-\$24,999

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Nashville SC Community Fund
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\$5,000-\$9,999

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\$1,000-\$2,499

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