

# Npt REPORT

*to the Community*

2011

Programming and Education



Community Support



Partnerships



Special Events



Nashville Public Television  
[wnpt.org](http://wnpt.org)



Beth Curley  
NPT President and CEO

## A Letter from the President

If public television is America's largest classroom, its largest stage for the arts and a trusted window on the world, then Nashville Public Television is Middle Tennessee's most prominent educator, available to everyone at any time. And like education, public media is important and essential to the success of our democracy. It is one of the solutions to our country's problems. It is necessary.

The 170 million Americans that access public media each month — 122 million of them through television — count on us to deliver content that is educational, engaging, intelligent, entertaining, and important. They trust us to tell those stories no one else is telling, and do it in a way that informs and doesn't insult. This year, on a local level, that meant embracing difficult topics in the *NPT Reports: Children's Health Crisis* series, such as mental health and childhood obesity, and being honest and straightforward about the importance of prevention. Or acknowledging the sesquicentennial of The Civil War, still a very sensitive subject, and treating it with reverence and reason. Or standing up and saying that what the Freedom Rides accomplished 50 years ago is an integral part of the history of Nashville, and should not be forgotten. With a public screening and an in-studio discussion with the heroes of those rides, we made that clear. It was around the same time as those rides, 50 years ago, that then-FCC chairman Newton Minow described television as "a vast wasteland." It was this past year that he described public broadcasting as "an oasis."

In a year of tumult in America and around the world, we at NPT see our role, as the media branch of the non-profit world, as more important than ever, and are extremely proud of what we accomplished in the last twelve months. What follows is a reporting of those accomplishments — on-air, online and in the community — and how we did it. The short answer to the second half of that? With your support.

Thank you.

Beth Curley  
President and CEO  
Nashville Public Television

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## Nashville Public Television

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*On the cover, from top left:*  
Nashville: The 20th Century in Photographs, Volume 3; Next Door Neighbors: Sudanese; Freedom Riders: The Nashville Connection; American Experience: Freedom Riders; NPT Reports: Children's Health Crisis: Prevention; Tennessee Civil War 150: Civil War Songs & Stories; Tennessee Civil War 150: Secession; Tennessee Crossroads: Sweet Treats.

*In the middle:* The Gift: The Alfred Stieglitz Collection at Fisk University.

*On the back:* Cookie Monster visiting the kids of Metro Action Commission Frederick Douglass Head Start Center, months after the historic Nashville floods nearly destroyed their school.



**Going into the year** as one of the most-watched public television stations in the nation felt like a mandate. But we're not comfortable resting on our laurels, and in 2010-11, we took our original programming to new levels in scope and variety, delivering a wide-range of documentaries and public affairs programs indicative of what we do best, and the best is what you've come to expect from us. That meant continuing to plumb the depths of the *Children's Health Crisis* in Tennessee, and introducing you to yet another emerging immigrant population in our *Next Door Neighbors* series. We looked back too, nostalgically, with a new installment in the *Nashville: The 20th Century in Photographs* series; historically, with the start of our *Tennessee Civil War 150* series; and contextually, with the *Freedom Riders: The Nashville Connection* and *The Gift: The Alfred Stieglitz Collection at Fisk University*. Our original magazine series, *Tennessee Crossroads* and *Volunteer Gardener*, continued to serve the community's travel and gardening curiosities. *A Word on Words*, in its 39th season, brought some of contemporary literature's finest authors into the homes of hundreds of thousands of Middle Tennesseans.

By combining these programs with PBS stalwarts *Nature*, *Frontline*, *American Experience* and *Antiques Roadshow* in the evening, and award-winning children's programs such as *Sesame Street*, *Curious George* and *Dinosaur Train* in the morning, we are serving the needs of the community at every age and need level. Joining the national schedule this year were highly entertaining new episodes of *Masterpiece* (*Downton Abbey* and *Sherlock*), *American Experience* (*Freedom Riders*), *American Masters* (*Merle Haggard: Learning to Live With Myself*) and specials *God in America*, *Circus* and *The Human Spark*. We also gave you a new Ken Burns documentary, *The Tenth Inning*.

## **NPT Reports: Children's Health Crisis**

In 2010-11, NPT continued its exploration of the state of children's health in Tennessee with our *NPT Reports: Children's Health Crisis* project. The three-year initiative, begun in early 2010, centers around seven documentaries focused on different factors affecting children's health. Hosted by actress and mother of two, Kimberly Williams-Paisley (*Father of the Bride*, *According to Jim*), the series this year tackled *Childhood Obesity*, *Prevention* and *Mental Health*.

For *Childhood Obesity*, which premiered in November 2010, NPT gathered medical professionals, community leaders and nutritional experts to explore the root causes and environments surrounding Tennessee's childhood obesity rate, which at the time of the documentary sat at close to 21% — the 6th highest in the nation. The initial broadcast concluded with a live call-in, email and social media initiative whereby viewers could ask questions of a panel of in-studio experts and medical professionals.



In March 2011, NPT brought viewers *Prevention*. The documentary explored what it will take to improve the health of all children in Tennessee, examining a view of health that extends beyond medical care; where healthy lifestyle choices are accessible, affordable and a part of everyday life. *Prevention* was previewed with a "Family Health Night" event for the parents and children of Fall Hamilton School, with Williams-Paisley and NPT president and CEO Beth Curley in attendance. Guests got a sneak preview of the documentary and took part in healthy activities, where joined by the Cat in the Hat, Things 1 and 2 and the Tooth Fairy, they learned about exercise, dental care and healthy nutritional choices.

In *Mental Health*, the fifth installment in the series, we looked at the mental well-being of Tennessee's youth. The program, which premiered in June 2011, explored what it means to be mentally healthy and how to recognize children who are struggling with social, emotional and behavioral health issues. The documentary also examined the root causes of mental health problems, what works in treating children, and the challenges facing children and families who need help. It was followed by a panel discussion taped in front of a live audience in NPT's Studio A.

The Children's Health Project is supported by a comprehensive website, social media plan, follow-up programs and community outreach, as well as *Parent Tips* and *Children's Health Update* broadcast spots available online anytime.



## **Tennessee Civil War 150**

In 2011, the nation marked the 150th anniversary of the start of the Civil War. To commemorate the historic event, NPT and the Renaissance Center have come together to present *Tennessee Civil War 150*, a new series of documentaries delving into life in Tennessee during the war. The first episode, *Secession*, which premiered in January, explored why many Tennesseans chose to join the Confederate States of America and fight a new war for their independence. The Civil War is figuratively referred to as a conflict of brother against brother. In Tennessee, it was a cold, hard fact. Produced by NPT's Ed Jones

## Programming

(*Beautiful Tennessee: Parks & Preservation*) and narrated by former NBC and MSNBC news anchor John Seigenthaler, Jr., the documentary covered Tennessee's internal struggle, including how the geographic and cultural divisions throughout the state determined loyalty to the Union or the Confederacy.

The second episode, *Civil War Songs & Stories*, produced in partnership with the Renaissance Center, premiered in May 2011 and included performances by Jason Ringenberg, Crystal Gayle, William Lee Golden, Bo Bice and others.



### Next Door Neighbors: Sudanese

Our award-winning *Next Door Neighbors* series — after exploring Nashville's Kurdish, Somali, Hispanic and Bhutanese communities — turned its eye in June 2011 toward the city's burgeoning Sudanese neighbors. Sudan is the largest country in Africa, and the Sudanese in Nashville reflect the diverse ethnic and religious backgrounds of Sudan. The episode premiered at a particularly poignant time. In January 2011, a referendum was held that would divide Sudan. The turnout in Nashville to vote on this referendum was the third highest in the country, with more voters than in Chicago, Boston or Seattle. With the potential division of their former home, *Next Door Neighbors: Sudanese* explored what would happen next for the refugees when there is a chance to return home.

### The Gift: The Alfred Stieglitz Collection at Fisk University

The Alfred Stieglitz Collection of modern art at Fisk University consists of more than 100 works by European and American artists, many of them masters, as well as a number of African artifacts. By all accounts, it's one of the most significant collections in the nation. The tale of how it came to Fisk University in 1949 is an extraordinary one, complete with a love story, a passion for art and education, and a desire to honor a legacy that great art should be accessible to the masses.

In September 2010, NPT explored this history, and took viewers on a tour of the most significant works in the collection, in *The Gift: The Alfred Stieglitz Collection at Fisk University*.



### Nashville: The 20th Century in Photographs, Volume 3

It's not easy to sum up the changes that Nashville went through during the 1950s, 60s and 70s. There was the growth of the music industry, the challenge and opportunity of the Civil Rights Movement, the building of the interstate highway system, the stretch of urban sprawl, and the development of Opryland — all of it an integral part of what made Nashville what it is today. Fortunately, aided by the rise of the 35 mm camera, Nashville's photographers not only captured the city's journey; they preserved it. In June 2011, NPT presented the premiere of Volume 3 of its popular series, *Nashville: The 20th Century in Photographs*. Produced by series creator Justin Harvey and narrated by Bill Turner, it picked up where Volume 2 left off in the early 50s. The documentary used archival photos and new interviews with photographers and residents who lived it, to take us through the turbulent 60s to a city finding its way in the 70s.



### Freedom Riders: The Nashville Connection

In May 2011, as part of a number of events locally and nationally commemorating the 50th anniversary of the Freedom Rides, we gathered several riders whose journey originated in Nashville for a taped discussion in front of a live audience in Studio A. The resulting show, *Freedom Riders: The Nashville Connection*, included riders Rip Patton, Susan Wilbur Wamsley, Catherine Burke Brooks and Matthew Walker. It was hosted by John Seigenthaler, renowned journalist, First Amendment advocate and host of NPT's *A Word on Words*. The panel took questions from an audience comprised of students from TSU, American Baptist College and Hume-Fogg High School. DVDs of the program were distributed to the Nashville Public Library and local high schools and universities. For more on the Freedom Riders commemoration, please see the Events/Partnerships/Screenings Section.



Tennessee Crossroads segment producer Tammi Arender on location.



## Tennessee Crossroads

Entering its 25th year, *Tennessee Crossroads* continues its run as the most-watched locally-produced public television program in the nation. Our on-air viewers come from all across the states of Tennessee, North and South Carolina and Georgia, as well as Southern Kentucky and Northern Alabama.

This year, *Tennessee Crossroads* introduced viewers to a variety of destinations and artisans from a broom-maker in Symsonia, Kentucky, to the favorite Leiper's Fork establishment Puckett's Grocery; from a radio show and museum dedicated to the memory of Opry stars like Minnie Pearl, to Chattanooga where we explored the *Delta Queen* and met a man who makes exquisite evening gowns from materials he finds in a junk yard. We visited the colorful Pellissippi State Balloon Festival and a custom hat maker in Covington. In partnership with the Civil War Sesquicentennial, we explored Tennessee's connection with artist Red Grooms, visited the Tennessee State Library and Archives and stopped at the Belle Meade Plantation, the Bleak House in Knoxville and the Inn at Hunt Phelan in Memphis. On Thanksgiving, NPT and NPT2 featured a day-long Thanksgiving marathon of *Tennessee Crossroads* episodes. Filming a total of 63 new segments, *Tennessee Crossroads* continued to bring the best of Tennessee to viewers.

In *Tennessee Crossroads: Sweet Treats*, a special which premiered in December 2010, Elmore and the crew buzzed all over the state in search of the sweet life. Their stops range from the legendary, with a visit to Moon Pies in Chattanooga and Goo-Gos in Nashville, to the legends-to-be, as they drop in on Olive & Sinclair Chocolate Company in East Nashville and Lynchburg Cake and Candy Company in Lynchburg. They even sampled the savory at Pennington Seed and Supply in Dyersburg.

## NPT Arts Break

We again introduced Nashville to the best in local art and productions with our *Arts Break* series, producing 21 new segments, two focused on art for children. Highlights of the year included interviews with Jerry Douglas and Dailey & Vincent for a segment on the International Bluegrass Music Association Awards and Fan Fest; a visit with Ben Folds for a *Nashville Symphony: Keys to Music City* profile; an in-depth talk with Frist Center for Visual Arts curator Mark Scala about some of the paintings in the museum's *Birth of Impressionism* exhibit; a behind-the-scenes look at the re-opening of the flood-damaged and restored Schermerhorn Symphony Center, home of The Nashville Symphony; and being part of a reunion at MBA of Gulf Coast artists who lost their homes in Katrina. All videos are archived at [wnpt.org/arts](http://wnpt.org/arts) and on our YouTube channel at [youtube.com/nptarts](http://youtube.com/nptarts).



## Volunteer Gardener

*Volunteer Gardener*, part of a block of the most-watched locally-produced television shows in the nation, continues to be the definitive resource on gardening and agricultural trends in Tennessee. In its 19th season, *Volunteer Gardener* brought you 24 new shows comprised of visits to local nurseries, tours of both public and private gardens, organic gardening tips and how-to segments. Popular shows included profiles of community gardens and the benefits of community-supported agriculture. There were also profiles of specific plants with hybridizers and growers, and discussions of small-space garden design.



## A Word on Words with John Seigenthaler

Now in its 39th season, *A Word on Words with John Seigenthaler* celebrated the written word and its creators with 41 new shows this year. Some of those authors that joined Seigenthaler in Studio A in 2010-11 included Adam Ross (*Mr Peanut*), Marshall Chapman (*They Came To Nashville*), poet laureate Billy Collins, J.T. Ellison and more. A complete list of authors, and popular downloadable audio versions of interviews, is available at [wnpt.org/wow](http://wnpt.org/wow).

## One on One with John Seigenthaler

In a setting similar to *A Word on Words*, John Seigenthaler often sits down with prominent guests for informal one-on-one discussions about history, politics, public affairs and the arts. This year's guests included outgoing Tennessee Governor Phil Bredesen and historian Michael Beschloss.

## Special Events/Partnerships/Screenings



In January 2011, NPT picked up four Midsouth Regional Emmy Awards, two for *NPT Reports: Children's Health Crisis*. From left, Kevin Crane, VP of content and technology, Mary Makley, producer, and Beth Curley, president and CEO. Photo by Tommy Lawson.

### Awards

Our *NPT Reports: Children's Health Crisis* garnered a number of industry awards this year. The series picked up two Emmy Awards — two of the four in total that NPT productions won — at the 25th Annual Midsouth Regional Emmy® Awards in January. The *Overview* episode took home the Emmy in the documentary/topical category, handing statues to writer/director and producer Mary Makley, executive producer Beth Curley and videographer/editor Matthew Emigh. The *Infant Mortality* episode was tops in the public affairs category, with Emmys being handed to writer/director Will Pedigo, executive producer Makley, executive-in-charge Curley and editor Suzy Hence.

Also winning awards were *Beautiful Tennessee: Parks & Preservation* in the documentary/cultural category, which gave writer, director and producer Ed Jones a statue to take home, and Kyle Jones, who drummed up a statue for best music composer/arranger for his work on *Next Door Neighbors: Bhutanese*.

At the 2011 NETA conference, held in Nashville in January, NPT took home three awards. Winning the promo video category was the "Where Will NPT Take You Next" video, one in a campaign of videos by Hugh Brian O'Neill. The promo video and the entire *Overview* episode for *NPT Reports: Children's Health Crisis* also won.



In January 2011, NPT picked up three awards at the annual NETA conference. From left, Hugh Brian O'Neill, director of brand management and creative services, Beth Curley, president and CEO and Mary Makley, producer.

### Special Events/Partnerships/Screenings

Partnering with local organizations for events and screenings is a vital part of NPT's community engagement strategy, and in 2010-11, new documentaries and national commemorations presented a variety of opportunities to share our passion for storytelling and collaboration in community settings.



In May 2011, the *Freedom Riders* bus, tracing the route of the historic Freedom Rides of 1961, stopped outside the Belcourt Theatre for our free public screening of *American Experience: Freedom Riders*.

In conjunction with a national *American Experience* and PBS documentary presentation commemorating the historic Freedom Rides of 50 years ago — the powerful, harrowing and ultimately inspirational story of eight months in 1961 that changed America forever — NPT hosted several events in May to mark Nashville's vital role in the rides.

With the support of Baker Donelson, we hosted a packed free screening at the Belcourt Theatre of director Stanley Nelson's documentary film *Freedom Riders*, with John Seigenthaler and original riders Joan Mulholland, Rip Patton, Charles Person, Robert Singleton and Helen Singleton attending. Riders arrived on a commemorative bus that was retracing the route of the rides. It was a historic evening in Nashville.

We held several other screening events at the Belcourt Theatre, especially for NPT members. September brought a member-only screening of Martin Scorsese's love letter and profile of iconic director Elia Kazan, *A Letter to Elia*. In December, we treated our supporters to a screening of the *American Masters* presentation of *LennoNYC*, complete with a post-screening discussion with engineer Steve Marcantonio, who worked with Lennon in the studio during the former Beatle's final week.

A program like the multi-part *God in America* was ripe for discussion. In October, we held two screenings of segments from the documentary at Lipscomb University and the First Amendment Center, to get people engaged and talking about it. We gathered some of the brightest minds in religion and First Amendment studies to discuss the concepts and issues raised in the documentary.



In October 2010, a panel of religion and rights scholars joined us at the First Amendment Center for a screening of *God in America*.

In its third year, **ITVS Community Cinema**, a free documentary film series featuring advanced screenings of films from the PBS series *Independent Lens*, continued to grow in audience in 2010-11. Once a month, we joined the Nashville Public Library and Independent Television Services to co-present the films, always preceded by a reception and followed by engaging panel discussions and Q&As.

In August, Community Cinema presented a special one-day **Women's Empowerment Film Festival** at Nashville Public Library's main branch downtown. The festival was one of a dozen national ITVS events that highlighted stories of women and girls in the U.S. and globally who are making real change on critical social issues in their communities. The free day-long event featured four documentary films, refreshments and an information fair for organizations that serve girls and women in Nashville, such as Big Brothers Big Sisters of Middle Tennessee.

For the fifth year, we partnered with the Nashville Film Festival to present the **NPT Human Spirit Award** to a filmmaker's work at the festival that best explores and captures the human spirit. This year's honoree was *Fambul Tok*, director Sara Terry's film following victims and perpetrators of Sierra Leone's brutal war engaging in an unprecedented reconciliation program of forgiveness. "The capacity for forgiveness and reconciliation is intrinsic to the human spirit," said the NPT jury in a joint statement. "The compassion of the people of Sierra Leone and their desire to rebuild their lives and country is captured by Terry with a combination of honesty, rawness and beauty that is rare. She has given us stories of people, then and now, and asked to look within ourselves to discover our own capacity for forgiveness and reconciliation. The result is transformative."

**NPT's online properties and initiatives** continue to be an important strategic element in our mission to deliver our content across mediums and where users can best access it. That means using our main and program websites, Facebook and Twitter accounts, YouTube channels and blog to both further the reach of our broadcasts and also offer original content in line with our mission, but better suited to the online sphere. Our NPT and *Tennessee Crossroads* Facebook communities have grown to almost 8,000 fans collectively as of this report, while our YouTube channels have attracted close to 500,000 views. More than 2,600 people now follow us on Twitter.

Additional advances online this year included a new website to accompany *Tennessee Civil War 150* and *The Gift*, significant renovations of the *Tennessee Crossroads* and *Volunteer Gardener* websites; updates to the homes of *Children's Health Crisis*, *Next Door Neighbors* and *Nashville: The 20th Century in Photographs*.

Highlights this year on the **NPT Media Update** blog included an interview with Black Crowes' drummer Steve Gorman; a Q&A with Nashville engineer Steve Marcantonio, who worked with John Lennon in the week prior the former Beatle's death; a staff survey of "Thirteen Novels That Every American Should Read" that gained national attention; a contemporary re-imagining of classic novels in advance of a new *Masterpiece Mystery!* production of Sherlock Holmes; an inside look at the time director Elia Kazan visited Tennessee to film *Wild River*; and an invitation to Nashville to reveal its sweet tooth for a Chocolate Survey.

## Digital/Technology

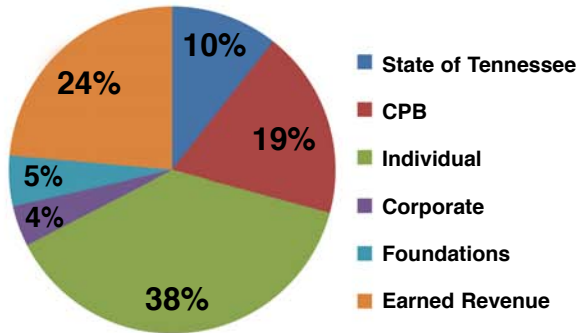
**This year, NPT completed** its upgrade of its production facilities to HD. Starting in March 2011, all NPT productions, whether shot in the field or the studio, are in HD. This means that *A Word on Words with John Seigenthaler*, now in its 39th year of production, has been shot in every broadcast format ever used at WDCN/NPT, from black and white video through widescreen HD.



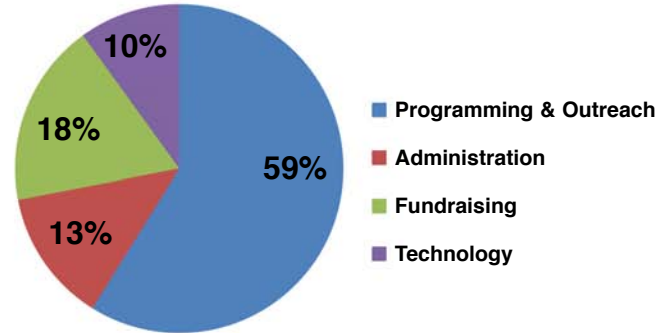
Nashville rocker and author Marshall Chapman was only one of dozens of new guests to join John Seigenthaler on *A Word on Words*.

# Funding

## Nashville Public Television 2011 Operating Revenue & Operating Expenses



**Total Operating Revenue**  
\$5,149,411



**Total Operating Expenses**  
\$5,023,551

The financial partnership of the Middle Tennessee community is at the heart of NPT's mission to provide powerful, compelling content that helps people explore new worlds, discover new ideas and broaden horizons. In FY11, community support again played a major role in funding NPT's vision. The impact of major multi-year projects including *Children's Health Crisis*, *Tennessee Civil War 150* and *Next Door Neighbors* continued to grow, while NPT's audience continued to value our services as evidenced by the fact that on many nights NPT was the #1 rated public television station in the nation.

FY11 was a year of ongoing financial challenges for NPT and the entire non-profit community, but with careful oversight of expenses and aggressive pursuit of project funding NPT was able to finish the year in a strong position with a \$125,000 surplus.

Community-based support continued to be the bedrock of NPT's budget — making up 47% of revenue to pay for the programming and services that NPT provides to the region. Individual members are the single largest source of that funding, providing 38% of total station revenue. The support of individual members plays a critical role in maintaining our service to the community.

In FY11, NPT's original productions received funding from local foundation and corporate partners:

- Major funding for *NPT Reports: Children's Health Crisis* came from the Healthways Foundation, Nashville Health Care Council, Monroe Carell, Jr. Children's Hospital at Vanderbilt, Vanderbilt University School of Medicine Department of Pediatrics, the Baptist Healing Trust and Metro Public Health.
- *Tennessee Civil War 150* was made possible by grants from the Tennessee Department of Education, The University of Tennessee, Tennessee Civil War National Heritage Area and the Tennessee Civil War Sesquicentennial Commission.
- Another year of *NPT Arts Break* was made possible by the generosity of the Ingram Charitable Fund.

- The Nissan Foundation and The HCA Foundation provided production funding for *Sudanese*, the latest episode in our *Next Door Neighbors* series.
- *The Gift: The Alfred Stieglitz Collection at Fisk University* was made possible by a creation grant from the Metro Nashville Arts Commission.
- *Freedom Riders: The Nashville Connection* was made possible by the support of Baker Donelson, Bearman, Caldwell & Berkowitz, PC.
- *A Word on Words with John Seigenthaler* was funded by Mrs. Monroe Carrell, Jr.
- *Volunteer Gardener* was supported by The Lifeworks Foundation.

The Dell Foundation, The Dollar General Literacy Foundation, The HCA Foundation and the Cracker Barrel Foundation provided funding for NPT's literacy and health outreach efforts in the community. Corporate support continued to play an important role as well with major funding from The Bridgestone/Firestone Trust Fund, Tennessee Department of Agriculture, BlueCross BlueShield and The Nashville Symphony.

NPT viewers and members were treated to a special fundraising event in February as *America's Test Kitchen* host Christopher Kimball and test cook Bridget Lancaster hosted a Chocolate Tasting at the Nashville Farmers' Market. Kimball and Lancaster were on-hand to welcome guests, host the chocolate tasting, answer cooking questions and sign books. The evening proved to be a fun night for fans of the show and of chocolate.

In May 2011, NPT held our third annual *Antiques and Fine Arts Appraisal Day* at the Nashville Farmers' Market. Internationally known appraisers including Linda Dyer, Gloria Lieberman, Stuart Slavid, Rafael Eledge and David Weiss provided appraisals and insights to loyal NPT viewers during this day-long event. The night before, Steve Sirls and Allen DeCuyper hosted a patrons party at NPT where guests were able to mingle with appraisers and obtain appraisals of cherished items. NPT extends our sincere



thanks to Sirls and DeCuyper for their wonderful support of the party and to Dyer for her advice and assistance in making this event a success.

NPT's fundraising efforts have always depended on the support of volunteers and in FY11 over 405 individuals continued to give of their time and talents to ensure the success of our on-air fundraising and events. NPT extends our genuine thanks to all who volunteered in FY11.



To kick off our episode of NPT Reports: Children's Health Crisis: Prevention in March 2011, we treated the children and families of Fall Hamilton School to a Cat in the Hat Health Night.

**NPT remains dedicated** to extending the reach of our programming and taking full advantage of its educational and engagement possibilities. NPT's Education Department stays busy year-round with training sessions, community engagement discussions and workshops. What follows is a sampling of some of that work.

As mentioned in the programming section, NPT's *Children's Health Crisis* series covered several important topics this year, and each one provided new opportunities to educate, engage and create dialogue. NPT and its community partners conducted 26 community engagement discussions across the city this year related to the children's health crisis. These small group discussions got people to discuss the kind of community that they wanted Nashville to become and how our children's health impacts the community now and in the future. Our **Cat in the Hat Health Nights** offered fun evenings of literacy, nutrition and activities for families. At these events — we conducted five during the year for a total of 500 attendees — families enjoyed games, healthy, delicious food, and a visit from The Tooth Fairy. One of the health nights became a major media event to launch the *Childhood Obesity* episode in the series. We also helped develop classroom content in collaboration with Metro Nashville Public School (MNPS) teachers, who are writing curriculum-based lesson plans incorporating video and internet from the *Children's Health Crisis* programming.

As part of our *Next Door Neighbors* project, NPT continued its community engagement discussions on the changing demographics in Nashville with the influx of immigrants and refugees. Several of the community discussions have been with MNPS staff, who are also learning how to conduct the sessions. We also conducted 35 family literacy workshops, focusing primarily on the immigrant and refugee communities, with the goal to prepare parents to help their children succeed in school. The trainings have been implemented in 14 Metro elementary schools with high immigrant populations, reaching close to 1,000 parents and more than 2,000 children who received approximately 3,000 children's books.

The annual **PBS Kids Writing Contest** for grades K-3 continued this year, with the goal of getting young students to love writing. The contest solicited entries of original stories and illustrations from children throughout Middle Tennessee, which were judged by a local panel. The contest culminated in a celebration of the winning entries at the Nashville Children's Theatre. Winners were also placed on NPT's website.

Our popular **SuperWhy! Literacy Camps** returned this year. The intimate two-week literacy camps reached 40 children in the summer. Through our efforts, Paragon Mills Elementary has incorporated *The Electric Company* literacy curriculum into the classroom.

More than a hundred adults in Rutherford County also took advantage of workshops on a variety of subjects including *The Electric Company* literacy curriculum and TCAP preparation, among others.

Teachers need the knowledge of how to properly use still and video cameras in the classroom. We conducted several technology trainings this year, with each attending teacher receiving a camera to take back to the classroom. We also conducted iPod and iPad trainings for the staff of Whitsett Elementary School.



## NPT thanks these supporters for their generosity during fiscal year 2010-2011.

### **NPT Reports:**

#### **Children's Health Crisis**

*was made possible by the generous support of the following funders in FY11*

Healthways Foundation  
 Monroe Carell, Jr.  
 Children's Hospital at Vanderbilt  
 Vanderbilt University School of Medicine  
 Department of Pediatrics  
 Nashville Health Care Council  
 Baptist Healing Trust  
 The Dept. of Health & Human Services & The Centers for Disease Control & Prevention as administered by Metro Public Health Dept.

#### **President's Circle**

##### **\$25,000+**

Ingram Charitable Fund  
 The Memorial Foundation  
 The Nissan Foundation  
 Jeannette Travis Foundation

#### **Masterpiece Guild**

##### **\$10,000-\$24,999**

The Atticus Trust  
 Ann Scott Carell,  
 The Ann and Monroe Carell Foundation  
 Dell  
 The Dollar General Literacy Foundation  
 The HCA Foundation  
 Lifeworks Foundation  
 Mr. and Mrs. Benjamin R. Rechter,  
 The Rechter Family Advised Fund of the Community Foundation of Middle Tennessee  
 Judy and Steve Turner

#### **Broadcasters' Circle**

##### **\$5,000-\$9,999**

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 The Cracker Barrel Foundation  
 Mr. and Mrs. Richard Eskin  
 The Landis B. Gullett Charitable Fund  
 Lyman O. Heidtke  
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#### **Producer's Society**

##### **\$1,000-\$4,999**

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*At Metro Action Commission Frederick Douglass Head Start Center in September 2010. From left, Nashville Mayor Karl Dean, Cookie Monster, Cynthia Croom, executive director, Metro Action Commission, and Charles W. Cook, president emeritus, NPT board of directors.*





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