



2020 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



In the wake of the tornado that struck Putnam County in the early hours on Tuesday, March 3, 2020, WCTE PBS and Daniel Duarte, Independent Producer, along with Demetria Kalodimos, Emmy Award Winning News Anchor, to share this story of such a devastating event.

Explore Your World. Experience WCTE Central Tennessee PBS. For more than 41 years, the Emmy award-winning WCTE has enriched the lives of its viewers in middle Tennessee, stimulating educational, civic and personal development through informational and innovative programming and services that address local and regional needs.



WCTE Central Tennessee PBS is an essential resource for the people we serve.

On-air, online, in print and in the community, WCTE is middle Tennessee's premier storyteller and convener. WCTE is the ONLY television station, public or commercial, in a 75-mile radius of Cookeville, TN, making it a strategic partner with education, health services, government, arts and music.

Increased the WCTE lineup of local content for a national audience with the seventh season taping of Bluegrass Underground. WCTE produced a one-hour documentary on the tornado that hit Putnam County titled, Tennessee Tornado: Putnam Strong. WCTE produced a hour long town hall to accompany the documentary.

In 2020, WCTE Central Tennessee PBS, provided these vital local services:

300+ hours of original, locally produced content covering a variety of topics such as sustainable agriculture and environmental living, health, history, public affairs, education, music, art, & sports.

Designed to educate, entertain and inspire this free day for families features over 30 activity booths based on PBS children's programming, a performance stage and take-home materials to continue the learning. This event is based on community partnerships, which WCTE is strong in.

Featured live coverage of the Tennessee Senate and House of Representatives as part of a continued collaborative initiative with all Tennessee PBS stations.

WCTE Central Tennessee PBS, local services had deep impact.

WCTE's signal reaches 1.3 million people throughout middle Tennessee with over the air broadcast, cable and satellite services.

WCTE partners with leaders in local education, business, agriculture, economic development, public safety, music, art, theatre, athletics and tourism to provide much needed resources to the citizens we serve.



2020 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

Explore Your World, Experience WCTE

The mission of WCTE, Upper Cumberland Public Television, is to give voice to the people and places of the region we serve. We strive to engage our citizens through distinctive programs and services that inform, educate, entertain and inspire. Since 1978, WCTE has been a leader in celebrating the stories and people of this region. We continue this tradition today through multiple platforms of engagement that extends beyond the broadcast. Below are brief highlights of some WCTE initiatives and series from 2020.

1. Local Cultural History Programming and Initiatives

Capturing the essence of local culture and the history of a region in a way that entertains, educates and inspires is part of the fabric of WCTE's storytelling and community engagement as evidenced in many of the activities of the past year.

- **Virtual Smithville Fiddlers' Jamboree** celebrates traditional mountain music, dance and crafts. For more than 31 years, WCTE has been there to capture the event and with the pandemic, the station pivoted with the Jamboree Board of Directors and produced a one-hour special that is shared across the nation.
- **One on One with Becky Magura** President and CEO Becky Magura hosts this WCTE original series that incorporates interviews with fascinating guests who include: Marie Benedict, Coach Kim Rosamond, Morris Irby, Amy New, Mayor Randy Porter and Mayor Ricky Shelton, Dr. Mary Evins, Hippie Jack, Philip Gibbons, and Elyse Pervis.
- **Tennessee Tornado: Putnam Strong** is a documentary hosted by award-winning journalist, Demetria Kalodimos, featuring stories of courage, love, compassion, and survival. The final moments of the film will remember those who lost their lives in the storm. Becky Magura and Brent Clark partnered with Independent Producer, Daniel Duarte, during these challenging times to help tell the story of the devastating tornado that hit our community back on March 3, 2020.
- **Now That's A Good Question with Phil Oldham** features President Oldham who interviews university faculty to discuss their current research projects along with any published scholarly papers and books that help keep the university competitive and provide unparalleled student experiences across a broad spectrum of academic environments.
- **It's Your Business with Michael Aikens** features Michael from the Tennessee Tech Center for Rural Innovation as he visits with regional business leaders and entrepreneurs, and shares resources and strategies for businesses in this uncertain time.
- **At Home with Melinda Keifer: Live Green Tennessee Special** featured Melinda and her family baking holiday dishes for everyone to cook from their homes and enjoy with their family.
- **Jake Hoot at the Hoop** featured Jake Hoot, 'The Voice' winner, and his special guests who performed an acoustic concert to thousands of his fans celebrating his win with a hometown concert at Tennessee Tech University's Hooper Eblen Center
- **Red, White & Boom** was a live show to audiences via broadcast and digital platforms with Jake Hoot as the lead talent along with The Smoky Nights and Alex Guthrie on July 4 as well as featured fireworks from the fairgrounds. WCTE PBS also edited a pledge special of the show that aired on Labor Day.
- **Live at 5** airs and streams live on digital platforms on Thursday from 5 pm - 5:30 pm and an encore on Friday discussing local news, COVID-19 updates in the community, and highlighting what communities are doing throughout central Tennessee.
- **Tennessee Songwriters Competition** featured award-winning songwriters/singers at Grinder House Coffee Shop in Crossville, Tennessee as part of the TN Songwriters Competition.

2. Local Engagement

- **Indie Lens Pop Up Screenings**, a neighborhood series that brings people together for virtual film screenings and community-driven conversations. Featuring documentaries seen on PBS's *Independent Lens*, Indie Lens Pop-Up draws residents, leaders and organizations to discuss what matters most, from newsworthy topics and social issues, to family and community relationships.
- **Fitness programs** to our daily line up for senior citizens and families stuck at home. We monitored state and community streaming opportunities and rebroadcast many over the air for a broader reach...such as **Governor Bill Lee's updates; UC Mayor Updates; High School Graduations; TTU Graduations and more.**
- **WCTE**, in partnership, with **The Biz Foundry; Small Business Development Center and the TTU Center for Rural Innovation** to provide regular and current information for businesses and industries in our region navigating the federal and state resources as well as business guidance in a digital world with the development of the **Business Resource Collective** (which we continue to provide).

3. Community Engagement and Education

The very foundation of public media and WCTE Upper Cumberland PBS is that of education and engagement in the community. WCTE has over 40 years of service dedicated to the rural families and communities we serve.

- **WCTE** is one of 30 public media stations using **CPB-PBS Ready To Learn Initiative (RTL)** grant funds to develop a new type of local partnership called a Community Collaborative for Early Learning and Media. The CC-ELM members include Putnam County School System LEAPs, Putnam County Library System, L.B.J. & C. Head Start, Tennessee Tech University's Millard Oakley STEM Center, and Highlands Residential Services (Public Housing).
- **PBS KIDS Mobile Media Lab** allows students to use mobile devices to access academic and social-emotional content at the PBS KIDS, PBS LearningMedia, and WCTE websites. Rural areas lack access to high speed internet and the lab brings access to their communities. WCTE received funding from CPB and PBS for a physical PBS KIDS Mobile Media Lab unit that covers the entire Upper Cumberland region.

EDUCATION & ENGAGEMENT 2020

Grants

- **Meet the Helpers** - WCTE participated in a stress-test research initiative to look at children's responses to different Helpers, people who help out in emergency situations. As part of this grant, we also produced videos of local Helpers explaining to children what they do to help out in an emergency situation. We also shared Meet the Helpers' information to young people, teachers, and families around the community.
- **Inventing Tomorrow**- This grant was to bring awareness to the documentary *Inventing Tomorrow* for STEM education with grades 7 – 12. The documentary focused on high school students around the world who participated in the International Science and Engineering Fair and made incredible contributions to environmental science research. We did a virtual event with teachers and an *Inventing Tomorrow* ambassador to share how teachers can use the documentary and accompanying materials in their classrooms. We also shared over 50 *FoldScope* kits and DVD copies.
- **No Passport Required**- This grant was to promote the second season of *No Passport Required*. WCTE hosted a food crawl around four local restaurants whose owners shared the story of how their cultural background influenced their food and inspired their business.
- **Blood Sugar Rising** - WCTE helped to bring awareness to the hidden diabetes epidemic in America. We hosted a virtual event with Kim Mayberry, the director of the Diabetes Center at Cookeville Regional Medical Center, Nutritionist Lora Simpson, and two special guest speakers, Melissa and Tracey, who shared their stories of living with Type 1 and Type 2 diabetes.
- This year also saw the completion of Year 5 of the **Ready to Learn** initiative. Cindy Putman completed this grant with...
- At the end of the year, we were also awarded **American Portrait 2** and **Sesame Street in Communities** for 2021.

At-Home Learning and Partnership with the Tennessee Department of Education

- February saw the beginning of **the At-Home Learning** and **Connection Zone** pages. WCTE stepped up in partnership with the Tennessee Department of Education to help provide education to students in remote areas during the shelter-at-home period at the beginning of the COVID-19 pandemic.
- Our education team researched and provided or created supplemental resources for six hours a day of **PBS education programming** each week to provide parents and teachers with options for keeping students in grades K – 12 from falling behind during the pandemic.
- The education team also provided additional resources and educational content via our **At-Home Learning** and **Connection Zone** pages, including vital information about where families in each county could go to receive meals during shelter-at-home.

Other Projects

- In a time of COVID, the education team also provided a virtual **Stations of Imagination** with **At-Home Learning** to help families stay connected and still participate in a regional favorite activity.
- The education team also participated in the **Digital Immersion Program** and began work in getting a trainer certificate in **Ruby Payne's Emotional Poverty** program.
- **WCTE CC-ELM** members were guests on WCTE's Get Ready To Learn weekly radio show discussing their on-going family engagement and learning programs that focus on children ages 2-8 years old. This information was shared in a weekly education blog that is housed on WCTE's education web page and featured on WCTE's social media.

- WCTE provided professional development to PreK-2 teachers, and Head Start teachers and staff from all 14 Upper Cumberland counties. Teacher in-service included science and literacy-based PBS Learning Media, PBS KIDS content and resources, and STEM science materials to increase teacher awareness of PBS resources and improve their quality of teaching science and literacy curriculum.
- **WCTE's High School Academic Bowl** features a double-elimination tournament and has been active for more than 21 years while recognizing the accomplishments of outstanding scholars in the fourteen-county region of the Upper Cumberland and throughout Middle Tennessee. WCTE partners with Tennessee Tech University to host this educational community event.
- **WCTE, Highlands Workforce Development and Education, and Saint Thomas Hospital** collaborate to offer monthly PBS KIDS parental engagement sessions at Jackson Kayak for their employees who attend during their lunch break. WCTE provides PBS KIDS hands-on activities, literacy tools, STEM, and social-emotional information.
- **WCTE's High School Academic Bowl** features a double-elimination tournament and has been active for more than 22 years while recognizing the accomplishments of outstanding scholars in the fourteen-county region of the Upper Cumberland and throughout Middle Tennessee. WCTE partners with Tennessee Tech University to host this educational community event.
- **WCTE Internship Program with TTU and Highlands Workforce Development and Education** offers numerous opportunities for college and high school students to work in their field of study. It is a collaborative effort that provides wonderful on-the-job training for selected students.

4. Local Programming

WCTE has always been recognized as a leader in the creation of local content. As the region's premier storyteller, WCTE continues to capture important community content on a daily basis. The following are just representative of that emphasis.

- **TN Capitol Report** is a half-hour show interviewing TN government leaders to find out key legislation and government insight. This is a joint effort between the PBS stations across TN.
- **TTU Basketball** - We produced and broadcasted home basketball games live as double headers.

5. Local Business Programming and Engagement

WCTE recognizes the need to feature local business and industry to be supportive of economic development within our region. The following series and outreach opportunities strengthen those partnerships and regional growth.

- **WCTE's Great TV Virtual Auction** is a showcase for businesses. This important fundraiser for WCTE serves an equally important role for local businesses.
- Community engagement events that bring this service to light are the Upper Cumberland Tourism Membership Dinner, Putnam County Chamber After Hours Business Expo, Highlands 8th Grade Career Fair, and Upper Cumberland Women's Club Luncheons.

6. Collaborative Initiatives with all Tennessee PBS stations

In 2010 all six Tennessee public television stations were finally connected through a fiber system. For the first time the stations could collaborate on important programming and initiatives.

- **The Tennessee Channel** was first established as a way for each of the stations to share content and air it collectively on Saturdays and Sundays and continues to grow in popularity.
- **Live Legislative Coverage of the Tennessee Senate and House** is a service and a wonderful opportunity to inform our citizens.
- **Live Statewide Coverage** of Governor Bill Lee's *State of the State* address.

7. Local Programming currently in distribution nationally

It's hard to believe that a station as small as WCTE (only 16 full time employees) and rural (located in the Upper Cumberland region of Tennessee) could produce relevant, locally produced, quality programming that is distributed for a national audience. Much of this is possible through collaborating with independent producers.

- **Bluegrass Underground**, Todd Jarrell and Todd Mayo have joined forces and worked with WCTE to bring to a national audience this series shot on location at The Caverns in rural Tennessee. (production for new season was placed on hold in 2020)
- **The Virtual Smithville Fiddlers' Jamboree** one-hour highlight features a virtual competition.

8. Collaborative Partnerships & Events

Virtual – Blues and Brews Craft Beer Festival, October 1-31, 2020

In 2014, WCTE PBS premiered an outdoor Craft Beer Festival in the local public park as a fundraiser for the PBS station. The popular event featuring over 150 craft beers including local breweries and home brews and blues music quickly became a fan favorite. The event, now in its sixth year, has grown to become the second largest annual fundraiser for the station. Due to COVID and FCC guidelines, it was decided that WCTE PBS would host a virtual Blues and Brews Craft Beer event. The virtual event gave ticket holders a safe alternative to the beer tasting experience and allowed the event to continue. Tickets were sold at \$35 and included a beer adventure pass to three local breweries where they received samples and one beer of choice, a six-pack of craft beer that came with their adventure pass (donated by Budweiser and Miller), and an invitation to the Zoom Social with guest speakers from the home brew organization. The participants heard from home brewers, asked questions and shared their beer loving experience.

Estate Planning

WCTE PBS participated in the annual NEPAC (National Estate Planning Awareness Campaign) or Ducks in a Row Campaign on October 19-25, 2020. Working safely under virtual, guidelines, WCTE PBS hosted 5 estate planning classes across the region by partnering with local estate planning attorneys and CPAs. Each hour-long class was free to the public and offered both an in-person or virtual experience. The collaboration included working with local libraries and community centers who were open to hosting the event and making the information available to as many people as possible. Marketing and promotion around the event included public library fliers, e-blast to members and non-members, social media posts and on-air promotion. The organizations hosting the event expanded the reach through additional promotional materials to their target audience by adding it to community calendars, sending the sign-up link to their clients and posting fliers within their buildings. Guests to the estate planning sessions were given information on how to financially plan for their future, expert opinions on options for saving and giving, and time to ask their own questions.

Virtual Auction

WCTE PBS held an on-line auction this year which replayed the largest and longest running station fundraiser. Prior to the 2020 event, the auction was an eight-night live broadcast that involved over 100 volunteers nightly and over 1,500 items that would gross on average \$100,000 for the station. With much uncertainty during the pandemic, the decision was made to move to an online auction that kept the same dates, but that offered a hybrid to the traditional auction. The online auction went live May 26th and stayed open through June 7th. The last five nights of the auction, WCTE hosted a three-hour showcase involving some volunteers, and minimal staff to ensure everyone's safety. The station raised \$70,000 dollars over the 12-night event, and this included sponsorships. WCTE sold over 737 items, \$2,666 dollars were generated from instant items, \$571 from buyers choosing to cover the transactions fees and \$675 station donations were collected. To say the least, the event will never be the same. The virtual contact reached far more individuals with over 2,000 active bidders and over 400 buyers, and items sold for higher amounts than in previous years.

Virtual Haunted Half Marathon

The WCTE PBS Haunted Half Marathon, like many events, became a virtual race. The early morning race held the third weekend in October normally welcomes over 370 costume wearing runners from all over our state to run 13.1 miles in support of public television. Under the circumstances, the choices presented for the race were to go virtual or cancel. We didn't want to cancel so we went virtual and did a big push on virtual runners from all over the country. We were successful in getting some participation from other parts of the world, with the furthest runners coming from Germany. Additionally, we had one runner who wanted his first half-marathon to be the HHM but moved before the race. When the race went virtual, he was able to participate. A total of 200 runners took part in this year's virtual Haunted Half Marathon.

Day of Giving

WCTE PBS's Day of Giving celebrated the day WCTE went on the air 43 years ago. The all-day virtual and digital campaign reached a record high this year raising over \$18,000. The money raised on this one day goes to support the Education Endowment that was kicked off during WCTE's 40th Anniversary. The all-day event welcomes donors on-air to give their testimonials and tell their WCTE story. The day also included well known community leaders talking to the host about the impact the station has on the community. It's was a fun filled day that started in the early morning and went until 8 pm.

Brand Refresh

Like many stations, WCTE PBS co-branded in 2020 by co-branding with PBS. The co-branded visual identity included a complete logo and name change. It was decided that our name needed to be more representative of the viewing audience, which had grown a lot in the 43 years since WCTE went on the air in 1978. A board member offered the services of a local design agency and with the help of PBS's design team we have successfully created a new logo that is being implemented across all media, print, and digital platforms.

WCTE Major Donor Zoom calls

The pandemic that made us all begin to work in different and more creative ways welcome a new donor engagement activity. The Zoom Social first launched in May when the WCTE board chair wanted to find a way to find a way to stay connected with a very special group of donors we call Major Donors. The group consisted of over 70 couples that all support and watch WCTE PBS. The Social events would kick-off with live piano playing and a newly written poem by the board chair. Next, the board chair welcomed a special guest speaker. Speakers included Dr. Steve Raffanti, an infectious disease specialist at Vanderbilt University Hospital, to talk about COVID, Pat Harrison with the CPB, Paula Kerger with PBS, and the American Portrait producers from PBS to name a few. We hope to continue the Zoom Socials even after the pandemic ends.



2020 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT



WCTE PBS Produces EMMY NOMINATED *Tennessee Tornado: Putnam Strong*

This documentary hosted by award winning journalist, Demetria Kalodimos, will feature the stories of courage, love, compassion and survival. The final moments of the film will remember those who lost their lives in the storm. It was produced by Independent Producer, Daniel Duarte. Immediately following the documentary, a live Virtual Town Hall: Conversation on Healing, hosted by Becky Magura, live from the Putnam County Emergency Operations Center was broadcasted and streamed. Putnam County Mayor Randy Porter and Cookeville Mayor Ricky Shelton, along with special guests, who discussed the community response during this time of crisis.

WCTE PBS CELEBRATE JAKE HOOT, WINNER OF THE VOICE, AT TENNESEE TECH

Jake Hoot, winner of The Voice, gave a concert back in January and WCTE filmed it and edited together a show that aired at a later date. Jake Hoot also performed at Red, White & Boom which we provided live coverage and then created a pledge show that aired in September.



WCTE PBS Screens Farmers for America Followed by a Live Virtual Town Hall



‘Farmers for America,’ the acclaimed documentary that traces remarkable changes coming to American agriculture, encompassing young and old, who provide the inspiration to bring urban, suburban and rural America together over what they share in common: our food. We partnered with the University of Tennessee Extension Centers in the Upper Cumberland to feature local farmers along with the filmmaker, Graham Meriwether, who spent years crisscrossing the nation for the documentary, to all be a part of the live virtual town hall conversation immediately following the premiere of ‘Farmers for America,’” said Brent Clark, Director of Content & Digital Media at WCTE PBS.

Panel members included George McDonald of Catesa Farms, which produces row crops (corn and soybeans) and produce (strawberries and watermelon); Terra Davis, an FFA advisor at Cumberland County High School and the 2020 winner of the state’s Excellence in Agriculture Award and her husband Andy, who raises cattle and row crops at Davis Farms in White County; Rebecca Pascal of Cellar 53 Winery in Carthage; Bobby Love of Love Farms (cattle) and Nursery of McMinnville; April and Nick Patterson (winners of Young State Farmers in 2019) who work cattle and forestry at Acres of Grace Farms in Red Boiling Springs. The moderator was Katie Martin, cohost of “Meet A Farmer Monday.”



Commitment to Safety

WCTE's relationship with the Upper Cumberland's public safety community has always been strong. It continues to grow as the station continues to find new ways to work with law enforcement personnel, firefighters, first responders and others to ensure the Upper Cumberland is a safe place to live and work.

Partnerships

Many of the station's partnerships are based on shared infrastructure. WCTE's broadcast tower property, for instance, is also home to a second tower operated by Putnam County Emergency Services for antennas from various public safety agencies. Power for the site is hardened by WCTE's backup generator, and WCTE's fiber connection can and has been used to back up the county's microwave internet. This infrastructure relationship will grow even stronger in 2021 as WCTE donated a surplus generator that will allow the county to complete a hardened ring network. In return, the county will create off-site satellite and microwave redundancy to feed WCTE's transmitter in the event of a fiber cut.

In 2018, Putnam County provided WCTE with space inside its Emergency Services headquarters for a small television studio that allows remote broadcast from that facility. In the aftermath of an F4 tornado that occurred on March 3, 2020, the city and county mayors, along with various other public safety and emergency management personnel, were able to reach viewers with special live emergency messaging within an hour or two of the devastating touch down. Emergency personnel broke into WCTE's main program stream hourly for the first couple of days, scaling back to three or four times a day within a week.

When COVID-19 hit, the Cookeville mayor, Putnam County mayor and mayors and officials from other areas within WCTE's viewing area were all able to go live on WCTE with emergency communications to keep the public informed with daily press conferences through May 2020. Additionally, public health administrators, doctors and nurses were included in these broadcasts to provide professional expertise.

Perhaps the most exciting partnership that WCTE initiated in the past year is with SpectraRep, a service that allows public safety agencies across the region to use a portion of WCTE's broadcast bandwidth to reach responders in remote locations with video, audio or data transmissions. Invisible to TV viewers, agencies with the dashboard software and an internet connection will be able to send encrypted information, such as helicopter video, school blueprints, maps and messaging to any place within WCTE's mostly rural coverage area. Installation and operation of this system, which has been up and running at WCTE since early 2019, was made possible by a grant from the Tennessee Public Television Commission.

"We are excited to partner with WCTE on providing a higher level of critical information to our citizens in times of emergencies and disasters. Having the capability to broadcast live on WCTE from our Emergency Operations Center is a dream come true. WCTE and Putnam County share a common goal, the safety and well-being of our citizens. Putnam County has always enjoyed a great working relationship with WCTE and have partnered in projects that have brought emergency communications and disaster preparedness to a new level in our community."

Randy Porter
Putnam County Mayor





2020 LOCAL CONTENT AND SERVICE REPORT COMMUNITY EDUCATION



As schools shut down, WCTE provided **At-Home Learning Blocks** with PBS and the TN DOE as well as created an online portal of lesson plans for **WCTE Connection Zone** on the WCTE website and also full curriculum based content on both the WCTE Main Channel; WCTE World Channel and continued the WCTE PBS Kids Channel.

WCTE also became the **liaison station for the Tennessee Department of Education** and Commissioner Penny Schwinn in providing a coordinated **statewide effort** for an **At-Home Learning** content block that continues today and also brought much needed financial resources for all six TN PBS stations.

The services provided include these primary areas:

- Pre-School & Adult Literacy / Education/Children’s Educational Programming and the PBS / WCTE Kids 24 x 7 Children’s Programming Channel
- Community and State-Wide Public Affairs / Engagement
- Locally Produced Content with emphasis on the Upper Cumberland and Tennessee.

WCTE is a PBS full-member station that embodies the potential of media to broaden horizons; transform a community; and be a gateway to new information; for every American, from every walk of life.

WCTE broadcasts throughout middle Tennessee and Southern Kentucky in digital transmission via antenna, cable and satellite reaching an audience of 1.3 million people. WCTE is also on YouTube TV.

WCTE.org receives approximately 64,500 page views annually.

Through our outreach efforts in schools, head start centers, and community events we reach nearly 30,000 people with tools and resources.

Clearly, our world proceeded as normal through the first part of this fiscal year and WCTE created content that was relevant to our community and our region with an emphasis on early literacy with the activities, trainings and programming based on the **PBS Ready to Learn** service as well as **PBS Learning Media**.

WCTE provided two educational channels for viewers, including **WCTE Main HD** and a 24 x 7 **WCTE PBS Kids** channel as well as additional channels with content aimed at lifelong learning with **WCTE World** and **WCTE Create**.

Also, WCTE worked closely with Putnam County Schools to create an online site called *The Connection Zone* for parents, teachers and children to offer specific content for at- home- learning resources.

WCTE also provided a full day of curriculum based programming for over the air broadcast on *WCTE Main* as well as utilizing *WCTE World* for additional educational content that was tied to *PBS Learning Media*,

again for opportunities for at-home-learning due to the pandemic and schools closing down for an indefinite period of time.

In late March, WCTE worked closely with Commissioner Penny Schwinn and the Tennessee Department of Education to provide a statewide block of coordinated broadcast teacher lessons for students studying from home.

Each PBS station in the state participated in this collaborative Tennessee Department of Education Teaching **Tennessee At-Home-Learning** block of teacher-generated content for two hours each day with overnight refeeds of the content and extending to a summer learning block. WCTE became the liaison station for coordinating this statewide effort.

During this time of sheltering in place and COVID-19 response to the pandemic, WCTE also created a new weekly series of public affairs programming, called Live at Five as well as developing strategic alliances to provide much needed resource information for small businesses and our rural population.

WCTE offered exercise programming for senior citizens who were isolated at home. WCTE worked cooperatively with *The Biz Foundry*, *The Small Business Development Center*, and the *TTU Center for Rural Innovation* to provide regular business webinars and support programming.

WCTE broadcast all of Tennessee Governor Bill Lee's updates on COVID-19 as well as regional Mayors update and resource information. In May and June, WCTE shared broadcast feeds of area high school graduation ceremonies as well as those from Tennessee Tech University.

In this transformative year, WCTE was the connected, trusted voice for our region as well as for the coordinated work with the TN Department of Education and Putnam County Schools. This gave WCTE an opportunity to provide relevant, reliable and responsive content for families throughout the Upper Cumberland and, as part of Tennessee PBS, throughout the state.

As a PBS full-member station, WCTE fosters educational, civic, and personal development through informational and innovative programs and services.

We thankfully saw a new alignment with the Putnam County School System in the development of a new partnership role in a leadership position, with the Director of Education and Engagement role and hired **Dr. Cephias Ablakwa** to serve in that capacity.