

Ready to Learn

S'more

WCTE
Central TN



2020

ANNUAL REPORT



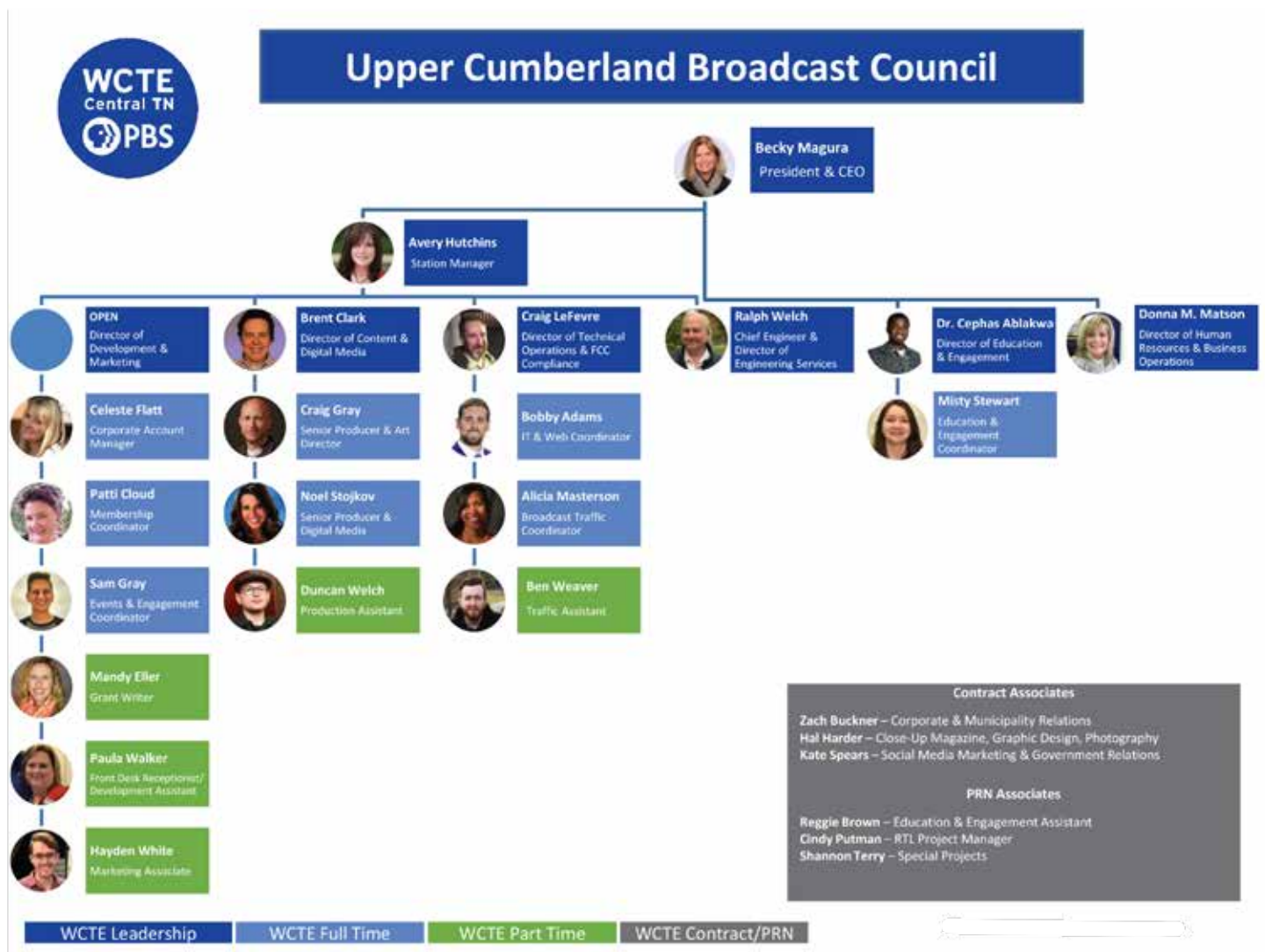
LIVE AT 5:00



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OUR PEOPLE



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 Nina Lunn – Vice Chair
 Becky Magura – WCTE PBS President/CEO
 Dr. Scott Little – Secretary
 Mark Odom – Treasurer

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Devin Baranowski – Chair	Robbie Huddleston
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OUR DONORS



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PRODUCERS' TABLE | \$2,500

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OUR DONORS

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Beverly Woods
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A MESSAGE FROM MIKE GALLIGAN

CHAIRMAN OF THE UPPER CUMBERLAND BROADCAST COUNCIL IN 2020

None of us knew on January 1, 2020, that the year would bring some of the greatest challenges WCTE, our viewers, supporters, team leaders, staff and board have ever faced.

On March 3, 2020, a tornado struck Putnam County, Tennessee, with devastating loss of life, injuries, and loss of property. This was followed in a short timespan by COVID. The closing of businesses, illnesses, and death affected the entire world as well as the central Tennessee viewing area of WCTE.

WCTE immediately rose to the occasion as a communications force delivering messages, encouragement, and educational aid. During the tornado and thereafter, WCTE broadcasted out of the emergency management center with updates concerning the weather, the location of dangerous areas due to electrical lines, flooding on roads, and directional and safety measures from emergency and governmental officials. Our station served as the communication point for those most affected including the leaders, linemen, police, and other officials. This pertinent information was presented over the public television channels of WCTE as well as was streamed over the WCTE internet resources.

WCTE later produced, along with Daniel Duarte, an Emmy-Award nominated documentary chronicling the awful reality of this natural tragedy, those hurt and damaged by the tornado, as well as the herculean efforts of the people of Putnam County and surrounding Central Tennessee counties. It is a heart touching and warm embrace of how people can come together to care and help during the hardest times.

Within days, COVID hit us all, and WCTE transitioned to remote work by the majority of the staff. However, WCTE not only continued to serve our viewers and perform the duties of keeping them informed, we doubled down on our work in this unprecedented time by working with city and county mayors through television and live streaming to promulgate their message about COVID, including recommendations and mandates in masking, shutting down of businesses, and school closings. Our staff worked overtime to keep people informed through these public service announcements.



WCTE also distinguished itself by working with the Tennessee Department of Education to provide additional educational programming to aid teachers and students during class closing periods. We also provided enhanced content to match learning subjects for high school students and online additional resource material for particular courses of study.

The WCTE Board (Upper Cumberland Broadcast Council) worked with CEO

Becky Magura and the WCTE leadership team to receive appropriate funding and to adjust fund raising efforts while meeting CDC guidelines and other restrictions. This funding is our life blood, and all worked together to successfully keep our station viable.

The WCTE Board and leadership also changed our name from WCTE Upper Cumberland PBS to WCTE Central Tennessee PBS. This name change recognizes our ever-broadening impact on our viewers, members, and neighbors.

In 2020, our board and leadership team worked on a plan to add leadership positions and a succession plan for leadership at WCTE. This long-range planning is necessary for the continued growth and broadening vision for WCTE Central Tennessee PBS.

I am proud to have been a part of our 2020 year at WCTE Central Tennessee PBS. We have faced the unusual challenges, risen above the occasion, and provided the services we are entrusted to provide.

A MESSAGE FROM BECKY MAGURA

PRESIDENT & CEO OF WCTE PBS

While our year started out with such promise of what we would do in engaging and serving our incredible region of the Upper Cumberland, that changed drastically in the first quarter with the **deadly tornado of March 3** and then just weeks later a systematic shut down due to the spread of COVID-19.

We started the year celebrating with our community the rise and success of Jake Hoot, winner of NBC's THE VOICE, with a broadcast concert special, HOOT AT THE HOOP!

Earlier, our Engineering Team, in partnership with Putnam County, had created a new **WCTE Emergency Studio** located at the Emergency Operations Center and fiber linked to our Joint Master Control.

We had no idea how critical and needed this would be until the early morning of March 3rd when an **EF-4 tornado** touched down in western Putnam County and devastated property, took lives and set our community into a position of great need, (but also for tremendous support).

WCTE went live from the EOC Studio at 4:30am that morning and continued with hourly live coverage of our County and City Mayors. As well, we provided daily live coverage for the next 21 days as the coronavirus disease also took hold of Tennessee and our region.

In the weeks that followed, WCTE continued to work closely with our city, county state and federal officials to provide much needed support information and a live link via broadcast and social networks.

Our entire team shifted on a dime to become responsive, relevant, reliable and responsible with information as a conduit for our local area.

We created new content at the same time we were building the story to share about the morning of March 3rd and the resiliency of our region.

WCTE had to shift or cancel planned events, such as a **sold out Annual Dinner with Ray Stevens; The Great TV Auction, The Smithville Fiddlers' Jamboree, The Putnam County Fair,**



Stations of Imagination, Haunted Half Marathon and Blues & Brews...some with virtual or hybrid opportunities and some postponed indefinitely.

Like the rest of the world, we became very familiar with **Zoom** and conducted Upper Cumberland Broadcast Council meetings and all business via electronic platforms!

We created a weekly show, called **LIVE AT 5:00!**, that aired first on Fridays and then shifted to Thursdays with a Friday

repeat. This show provides much needed information from elected leaders and community partners to navigate this ever-changing landscape.

As schools began shutting down, WCTE PBS 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 Tennessee PBS stations.

We protected our station and staff by applying for all possible financial opportunities with the **PPP, SBA Disaster Recovery Loan, CPB funding, TN CAREs**, etc. and thankfully have continued providing exceptional service and retained staff.

WCTE PBS, in partnership with **The Biz Foundry; Small Business Development Center and the TTU Center for Rural Innovation**, provided regular and current information for businesses and industries in our region to better navigate federal and state resources, as well as provide business guidance in a digital world with the development of the **Business Resource Collective** (which we continue to provide).

Thanks to a strong partnership with the **Cookeville Performing Arts Center** and a grant from **PBS American Portrait**, WCTE contracted with Laura Holloway to produce our first **Annual WCTE PBS Downtown Film Festival**, held in August, complete with COVID 19 restrictions and safety measures.

There were many more activities, programs, services, and opportunities for engagement than I can possibly share, but it's clear we became hyper focused on relevancy and responsiveness, while maintaining quality.

PRESIDENT & CEO + ADMINISTRATION

Becky Magura – President & CEO • Donna M. Matson – Director of Human Resources & Business Operations

NATIONAL PRESENCE



CBS SUNDAY MORNING featured a segment by correspondent Martha Teichner on Sunday, December 6. The segment featured PBS President & CEO Paula Kerger, Filmmaker Ken Burns and WCTE's President & CEO, Becky Magura, and celebrated the 50th anniversary of PBS. WCTE represented the effect that PBS has had on rural America, and in this case, on rural Middle Tennessee.

"WCTE PBS was so proud to be recognized for making a difference in the lives of those we serve for this important story," said Becky Magura. "I loved getting to meet members of the CBS SUNDAY MORNING team and sharing our beautiful region and amazing people. For many of those people, the only television broadcast they receive is WCTE PBS via antenna."

"I'm a huge fan of Martha Teichner, so it was a double honor to be interviewed by her!"



EDUCATION + ENGAGEMENT

Dr. Cephas Ablakwa – Director • Misty Stewart – Coordinator

DR. CEPHAS ABLAKWA JOINS WCTE

Dr. Cephas Ablakwa, Sr. joined the WCTE PBS leadership team in September as the new Director of Education and Engagement. The position is a collaboration between WCTE PBS and the Putnam County School System to better serve the community through education and public media. As part of the WCTE PBS Leadership Team, he oversees the station's partnership with area school systems, businesses, and community groups with a "cradle to career" focus on education. Cephas recently completed his Ph.D. in Exceptional Learning with a concentration in Program Planning and Evaluation from Tennessee Tech University (TTU).



READY TO LEARN GRANT ENDS AFTER 5 YEARS



Cindy Putman had been in the classroom for over 20 years when she took on the role as WCTE's Ready To Learn Project Manager in 2015. The five-year grant awarded by the Corporation for Public Broadcasting to WCTE PBS was only 1 of 16 to be awarded in the country, and was the only one in Tennessee in that cycle.

Cindy went right to work building her network of community partners that would give her the greatest impact with the children and families who needed this program the most. Her work included leading workshops, spearheading educational initiatives in the community, hosting school age camps, working with parents to be their child's first teacher and working feverishly to bridge the gap between WCTE PBS and the school system. Cindy and her team were recognized for many accomplishments over the five years, but none as special as the **Bobbi English Champion for Children Award** she



WCTE's Ready To Learn Grant Wrap Up



- In 2015, WCTE was one of just **16** public media stations selected to participate in the Ready To Learn Initiative, funded through a grant from the U.S. Department of Education.
- With the help of our wonderful partners, WCTE has reached over **41,920** children.
- We created **431** outreach activities for families and **319** outreach activities for educators.
- Through Ready To Learn, we've provided professional development training to **4,351** educators.
- A total of **5,155** families participated and received Ready to Learn training.



OUR PARTNERS

We've had 68 national and community organizations help along the way. The Corporation for Public Broadcasting, PBS and local PBS stations have all helped develop resources. Our Community Collaborative For Early Learning Media (CC-ELM) partners have been instrumental in the program's success!

- Putnam County School System
- Putnam County Library System
- Highlands Residential Services
- TTU Millard Oakley STEM Center
- L.B.J.& C. Head Start
- Zimmer Broadcasting – GET READY TO LEARN Radio Show

Awards & Acknowledgements

Tennessee Governor Bill and First Lady Crissy Haslam Governor's Award for Excellence in Early Foundations

Fred Rogers Company Odd Squad Blog featuring WCTE's Odd Squad Camp

TCCY John Seigenthaler Making KIDS COUNT Media Award

Highlands Residential Services KIDS MATTER Supporter of the Year

National PBS Blog "WCTE Helps Rethink Parent Engagement in Tennessee"

Presented for the National Association for the Education of Young Children (NAEYC)

PBS Annual Meeting: Spotlight Ms. Lorena's Story, WCTE and their work with English learners

WCTE/PCSS (Putnam County School System) Make a Difference Award

WCTE national website for PBS KIDS Scratch Jr videos for educator learning

WCTE's Get Ready To Learn Radio Show hosted by Cindy Putman

WCTE feature article – Tennessee School Boards Association Journal, Partnership/WCTE Summer 2017

The Corporation for Public Broadcasting Spotlights WCTE

ENGAGEMENT IN 2020

Staying engaged with our community is important to WCTE PBS, even during a pandemic! Here are a few highlights from this last year.



Blood Sugar Rising: To help bring local awareness and diabetes education to the Upper Cumberland, WCTE PBS hosted a free screening of the documentary BLOOD SUGAR RISING, in conjunction with the Director of Cookeville Regional Medical Center's Diabetes Center, nutritionist Lora Simpson, and two special guests, Melissa and Tracey, who shared their stories of living with Type 1 and Type 2 diabetes. A panel discussion followed featuring Kim Mayberry.

At-Home Learning: WCTE PBS partnered with the Tennessee Department of Education (DOE) to help provide education to students in remote areas during the COVID-19 pandemic. Our education team researched, created and provided supplemental resources for six hours per day each week. Additionally, the Department of Education provided two hours of family engagement programming to provide parents and teachers with options for keeping students in grades K – 12 engaged.

Connection Zone: The education team also provided additional resources and educational content via our Connection Zone page, including vital information about where families in each county of our region could go to receive meals during shelter-at-home, and resources about how to help kids and teens through times of stress and uncertainty.





WCTE PBS received grant funding to provide community engagement and conduct research around stress responses and anxiety in young children during times of crises through **Meet the Helpers**. 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. WCTE PBS additionally shared Meet the Helpers information to young people, teachers, and families around the community.

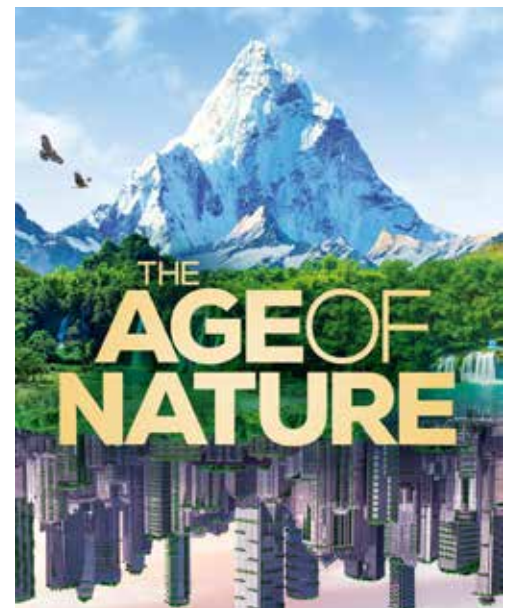
WCTE PBS hosted a **Culinary Crawl** with **55 donors** and community partners in February of 2020. The guests enjoyed visiting a variety of local restaurants that offered a rich culinary experience. The event was funded by a grant from PBS in promotion of *No Passport Required's* second season.



Ready to Learn Radio Show and Podcast:

WCTE's Get Ready To Learn radio show is a weekly half hour show hosted by Cindy Putman. Part of WCTE's partnership with the Putnam County Schools and Zimmer Broadcasting, the show features various educational topics, resources and information for parents and caregivers of

school aged students. The show is also available to stream as a podcast and can be found at wcte.org or by downloading the WCTE PBS app.



Public Screenings & Engagement included:

Blood Sugar Rising, Age of Nature, Inventing Tomorrow Town Hall, Farmers for America, Meet the Helpers and Cyberchase Green it Up.



Indie Lens Pop Up: This neighborhood series brings people together for film screenings and community-driven conversations. Featuring documentaries from PBS's Independent Lens, the films draw local residents and organizations together to discuss newsworthy topics, social issues and family and community relationships. Films that aired in 2020 included *Always In Season, Bedlam, Eating Up Easter & Jonathan Scott's Power Trip.*

CONTENT + DIGITAL MEDIA

Brent Clark – Director • **Craig Gray** – Senior Producer + Art Director • **Noel Stojkov** – Senior Producer + Digital Media • **Duncan Welch** – Production Assistant

Content That Makes A Difference

WCTE PBS is making a difference in relevant, unique and locally created content; education; public safety; tourism; economic, community and workforce development; TN legislative coverage; civic leadership; independent productions and digital media production for businesses, as well as providing four 24/7 digital channels of public media content, including WCTE Main; WCTE PBS Kids; WCTE World and WCTE Create!

During the shutdown, WCTE PBS, added **fitness programs** to our daily lineup for senior citizens and families stuck at home. We monitored state and community streaming opportunities and rebroadcasted 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.



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 remember those who lost their lives in the storm. WCTE PBS partnered with Independent Producer, Daniel Duarte, to help tell the story of the devastating tornado that hit our community back on March 3, 2020. This documentary received a nomination from the **MidSouth Regional Emmy Awards**. Presented in part by: **Henry & Monika Bowman, Mike & Rhonda Galligan & Town & Country Overhead Doors**.

Local Series



ONE ON ONE WITH BECKY MAGURA wrapped up its ninth season as Becky engaged fascinating guests with captivating stories from the heart of Central Tennessee. Guests include: **Marie Benedict, Coach Kim Rosamond, Morris Irby, Amy New, Mayor Randy Porter and Mayor Ricky Shelton, Dr. Mary Evins, Hippie Jack Stoddart, Philip Gibbons, and Elyse Pervis**.

Presented in part by: **Galligan & Newman**



NOW THAT'S A GOOD QUESTION, hosted by President Phil Oldham with Tennessee Tech University, is a monthly show that premiered October 2020 and airs through May of 2021. The 30-minute interview show features university faculty discussing current research projects, published scholarly papers and books that keep the university competitive and provide unparalleled student experiences across a broad spectrum of academic environments. Sponsored By: **Tennessee Tech**



IT'S YOUR BUSINESS, hosted by Michael Aikens, the Director of Innovation and Entrepreneurship with Tennessee Tech University, is a monthly show that premiered October 2020 and will air through May 2021. The 30-minute show features business owners in the Central Tennessee region and gives viewers a behind-the-scenes look at rural innovation and how these entrepreneurs are sharing their resources and strategies.

Sponsored By: **CARES Act / Tennessee Tech Center for Rural Innovation**



LIVE AT 5:00! is a weekly 30-minute show hosted by Becky Magura with guest hosts Avery Hutchins, Dr. Cephas Ablakwa, Mandy Eller and Zach Buckner. The weekly show started as a way to keep viewers updated on the pandemic and tornado, then expanded into discussing local news, COVID-19 updates in the community, and highlights in the communities throughout Central Tennessee. The live broadcast airs on Thursdays at 5 PM and encores on Fridays at 5 PM. Viewers can catch the episodes via a live stream through the station's web site or on social media.



AT HOME WITH MELINDA KEIFER: LIVE GREEN TENNESSEE SPECIAL was hosted by Melinda Keifer, the host for WCTE's longest airing magazine show, *Live Green Tennessee*. The 30-minute show featured the Keifer family as they gathered to prepare their favorite holiday dishes. The episode premiered in November and aired several times throughout the holiday season.

Sponsored By: **Cookeville Kitchen Sales & Spring Street Super Market**



More titles produced in 2020 include:

- TENNESSEE SONGWRITERS COMPETITION: Crossville
- LIVE MAYOR AND GOVERNOR BRIEFINGS
- HOOT AT THE HOOP!
- HOOT BEFORE THE SHOOT
- SMITHVILLE FIDDLERS' JAMBOREE VIRTUAL COMPETITION
- 4TH OF JULY'S RED, WHITE & BOOM

DEVELOPMENT + MARKETING

Avery Hutchins – Director • **Celeste Flatt** – Corporate Account Manager
Patti Cloud – Membership Coordinator • **Sam Gray** – Events & Engagement Coordinator
Mandy Eller – Grant Writer • **Paula Walker** – Front Desk Reception/Development Assistant • **Hayden White** – Marketing Associate • **Zachary Buckner** – Corporate & Municipality Relations

FUNDRAISING

WCTE's fundraising kicked off the year with a sold out Annual Dinner featuring Ray Stevens, but due to COVID, the dinner was postponed until 2021. Fundraising in its traditional form was challenging, so the team became very innovative with their efforts. A monthly Zoom Social meeting and virtual fundraisers were added to stay connected with donors. The longest and largest fundraiser, the Great TV Auction, became a fully online auction with a five night showcase. Other fundraising events in 2020 included: Haunted Half Marathon, Blues and Brews, Day of Support, Paint-Along with Bob Ross and the Holiday Auction.

Three Virtual Fundraisers Held in 2020 ■ ■ ■ ■



THE BIG PAYBACK
MAY 6, 2020



DAY OF SUPPORT
AUGUST 21, 2020



GIVING TUESDAY
DECEMBER 1, 2020

WCTE was awarded \$2,000 for raising the most money in our region by the Community Foundation's Big Payback event.

WCTE Education Endowment year-to-date total: \$228,206

Amount raised for endowment: \$34,447

PBS AMERICAN PORTRAIT



Along with other PBS, CPB and state grants, WCTE was excited to receive three **American Portrait** grants. The grant funds helped support the first Upper Cumberland Film Festival held in August, and the first Student film festival held in January of 2021. WCTE collected over 300 stories from community members and created a 3-part series that aired on WCTE PBS plus a 6-part digital series which was added to digital platforms. To see these stories, visit wcte.org/Americanportrait.

Thank you to our sponsors: [American Portrait](#), [National Educational Telecommunications Association](#), [World Channel](#), [National Multicultural Alliance](#), [Tennessee Arts Commission](#), [Cookeville Arts Council](#), [Advanced Cleaning Service](#), [Swallows Insurance](#), [Center for Asian American Media](#), [Isha Foundation](#), [American Enterprise Institute](#), [Joy Buck Gothard](#), [Twin Lakes](#), and [Cumberland Automotive](#).

THANK YOU TO OUR UNDERWRITERS & EVENT SPONSORS

Advanced Cleaning AD / Hoot at the Hoop AEI Film Festival	FirstBank Paint-Along with Bob Ross First Tennessee Bank Auction	Party Source & Retals Auction
Anderson Upper Cumberland Funeral Home Auction	First Volunteer Bank Auction	Payless Family Pharmacy Auction
Aphena Pharma Solutions Auction	Flowserve Academic Bowl	Putnam County Rogers Group SmartBank Auction Annual Dinner
Averitt Express Auction + Day of Giving	Galligan Newman Law Gentleman's Barber Auction	Spring Street Supermarket Live Green TN Special
BASF Haunted Half	Health Benefit Solutions Auction	Stone Steel Auction
Beltone Hearing	Healthy Parks Healthy Person	Swallows Insurance Auction + Haunted Half + AD
Ben Lomand Connect Academic Bowl	Hooper Huddleston Horner Funeral Home	Sylvan Learning Auction
Bluewaters Equipment Rentals Auction	Isha Film Festival	Tennessee Lottery
Bubba Gandy Seafood Co. Hoot at the Hoop	Joy Buck Gothard Attorney at Law Film Festival	Tennessee Tech University
Budweiser of Cookeville Auction + In-Kind	Leisure Craft Auction	The Market on the Square Paint-Along with Bob Ross
CAAM / Multicultural Alliance Film Festival	Lighthouse Optical Haunted Half	The Sign Shop Trade Auction
Caney Fork Electric Academic Bowl	LSN.com Auction Smithville Fiddlers Jamboree Blues & Brews	Tier One Haunted Half
Cedar Hills Senior Living	McGriff Insurance Auction	Twin Lakes
Celina Chamber of Commerce	Middle Tennessee Surgical Specialists Auction	UBS Financial Auction
Citizens Bank Auction	Midstate Termite & Pest Control Auction	UCDD
City of Cookeville	MP Components Auction	Upper Cumberland Tourism Association Auction
City of Crossville	NETA Film Festival	US Bank Auction
City of McMinnville	OBGYN & Associates Auction	Vol State at Cookeville Higher Education Campus Auction
Cookeville Arts Council Film Festival	One Bank of Tennessee Auction	Walker Investment Systems Auction
Cookeville Kitchen Sales Live Green TN Special	Outdoor Experience/Caney Fork Cycles Auction Blues & Brews	Wilson Bank & Trust Auction
Cookeville Regional Medical	Overhead Door of Cookeville Close Up sponsor	Wimberly Lawson Wright Daves & Jones, PLLC Close Up
Cumberland Auto Center Film Festival UW	Overton County Livingston Chamber of Commerce	WIN Home Inspection Auction
DeKalb Animal Clinic		Winell Lee World Channel
DT McCall & Sons		
DTC Communications Smithville Fiddlers Jamboree		
Express Footwear Haunted Half		
F&M Bank Hoot at the Hoop & Haunted Half		

STATION PARTNERS

Biz Foundry	Harper's Rare Book & Collectibles	Sunbelt Rentals
CipherTek Systems LLC	Lamar Advertising Company	Stonecom Radio
Companion CPA Group	Litewire	Storytelling Agency
Cookeville Performing Arts Center	Moose Creek Media	WPLN – NPR Nashville
GO Advertising	R-Cubed Recycling	Zimmer Broadcasting 94.1 News Talk
Grade-A-Catering		

STATION REBRAND



WCTE participated in the national PBS Rebrand to become WCTE Central TN PBS.

EVENTS

GREAT TV AUCTION



This 38-year-old station fundraiser, traditionally held at the Cookeville Performing Arts Center for 8 nights, was transformed into a 13-day online auction and five-night showcase. The auction team collected over 1,000 items, received over 2,000 active bidders and raised just under \$70,000 dollars for the station. The dates for the event were May 26 – June 7.

HAUNTED HALF MARATHON ■ ■ ■ ■



The Haunted Half marathon was transitioned into a virtual format for 2020. Some may think we were running scared, but we ran strong! While a virtual race was not ideal, it gave us all a reason to keep training, to set personal goals, and run safely in a crowd-free environment for the entire month of October.

BLUES & BREWS ■ ■ ■ ■



In lieu of an in-person festival, WCTE's Blues and Brews presented a virtual beer fundraiser complete with engaging social Zoom meetings, a variety of beer sampling, and an adventure pass that took participants to new and exciting Craft Beer places all over the Upper Cumberland.

PAINT ALONG WITH BOB ROSS ■ ■ ■ ■



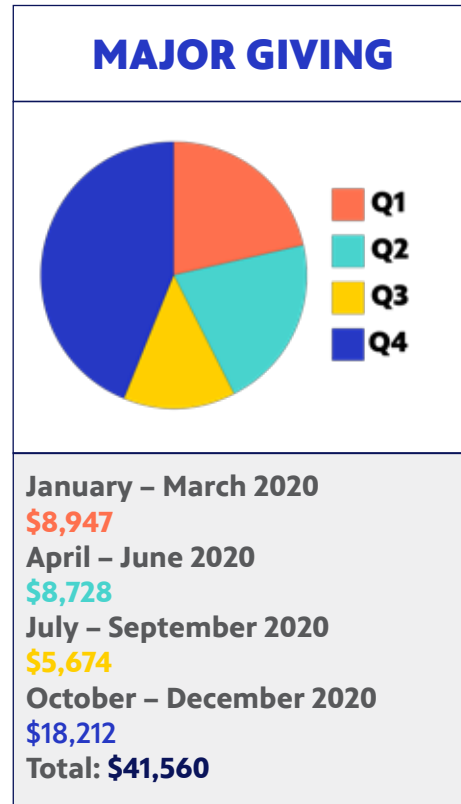
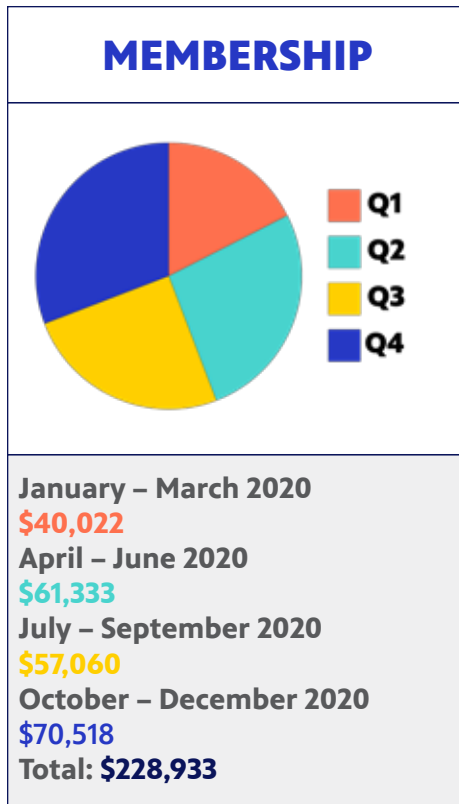
We hosted the first virtual Paint Along with Bob Ross event on Saturday, October 25, 2020. The event was led by certified Bob Ross instructor, Faye Fletcher, via Zoom. Thank you to our sponsors [The Market on the Square](#), [Spankies](#), [FirstBank](#) & [Harper's Rare Books & Collectibles](#).

THE HOLIDAY AUCTION ■ ■ ■ ■

We offered a new opportunity for WCTE viewers to find the perfect gift with the inaugural Holiday Auction. The auction was hosted online from November 26 to December 10. Various collectibles from WCTE's past were for sale.

WCTE PBS BY THE NUMBERS

MEMBERSHIP REACHED AN ALL-TIME HIGH IN 2020



1,800 MEMBERSHIP COUNT
UP 16.7% FROM 2019.

NEW MEMBERS
UP 13% FROM 2019.

719

SUSTAINER MEMBERSHIP MAKE UP 36% OF ALL MEMBERSHIPS, UP 30% FROM 2019.

ONLINE PRESENCE

SOCIAL MEDIA ■ ■ ■ ■

**APPROXIMATELY 65,000
USERS REACHED ON
SOCIAL MEDIA FOR 2020.**

21%

INCREASE IN
FACEBOOK
FOLLOWERS

119K

MINUTES OF VIDEO
WATCHED ON
FACEBOOK.

15%

INCREASE IN
INSTAGRAM
FOLLOWERS

12K

VIDEO ENGAGEMENTS
WATCHED ON FB.

WEBSITE TRAFFIC ■ ■ ■ ■

13,380

AVERAGE MONTHLY VIEWS



ENGINEERING

Craig LeFevre – Director of Technical Operations + FCC Compliance • **Ralph Welch** – Chief Engineer & Director of Engineering Services • **Bobby Adams** – IT + Web Coordinator • **Alicia Masterson** – Broadcast Traffic Coordinator • **Ben Weaver** – Traffic Assistant



The caption in Cookeville's Herald-Citizen in August of 1978 read...

"AT THE CONTROLS - Randall Jackson, broadcast engineer at the controls of the Cookeville educational television station, watches over the transmission of programs going out to viewers within a radius of 50 miles around Cookeville."



Today, WCTE PBS is the only broadcast television station licensed to this region that provides service within a 75-mile radius of Cookeville, over the air, via antenna, streamed on wcte.org, on demand and on the free WCTE app.

WCTE is on 22 cable stations; Dish and DirecTV satellite services in the Nashville region; YouTube TV; and online.



BROADCAST 2020 STATISTICS

35,040

**BROADCAST HOURS
ACROSS FOUR
CHANNELS.**

**TOTAL 74.4 hours, or
LIVESTREAMING 4,406 minutes**

**AIRED 265 HOURS OF LOCALLY PRODUCED
PROGRAMMING**

AIRED 84 HOURS OF PLEDGE PROGRAMMING

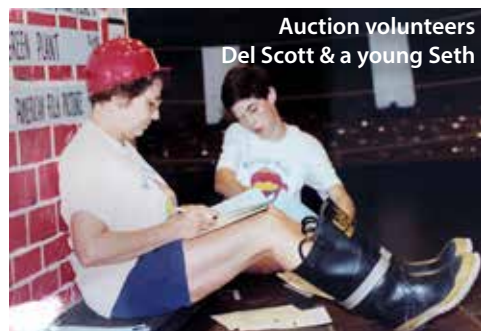
**FIRST STREAMING CHANNEL ON YOUTUBE TELEVISION
STATION LIVESTREAM MADE AVAILABLE ON WCTE'S
WEBSITE**

STATIONS CARRIED

			
ANTENNA Ch. 22.1	ANTENNA Ch. 22.3	ANTENNA Ch. 22.2	ANTENNA Ch. 22.4
DIRECTV Ch. 22			
DISH Ch. 22			
SPECTRUM Ch. 8	SPECTRUM Ch. 189	SPECTRUM Ch. 191	SPECTRUM Ch. 193
STREAMS LIVE EVENTS wcte.org			STREAMS LIVE wcte.org

Remembering Seth

Becky Magura, President & CEO of WCTE



S Kittles, Vanderbilt, sports, video games, books, collections of newspapers and wheat pennies, public television, mother, family, a cold cider and his soulmate, Liv...those are things I know that our colleague and friend Seth Stanger loved.

I recently had dinner with his wife, Liv. She shared "... looking at boxes of books, it's amazing how many books Seth had to help him do better stuff with WCTE: Project Management, Effective Meetings and Volunteer Board of Directors, Managing a Non Profit, TV Production Handbook, Writing and Reporting News, Documentary Storytelling, and much more."

That was Seth. Always researching and offering support in areas of need. Always learning and improving himself and our work. Always encouraging us to stay true to our mission of serving the Upper Cumberland and Central Tennessee through public media.

This has been such a season of collective loss and grief for our country, our community, and our WCTE family. We have weathered a storm, a pandemic, and a financial crisis, but the loss of Seth Stanger, who passed away suddenly on June 20, 2020, of sudden cardiac arrest, was inconceivable.

Seth Stanger began volunteering for WCTE at a young age and took pride in helping us with The Great TV Auction every year. When he attended college at Vanderbilt, playing French horn in the band, and when he later worked for Tennessee Governor Phil Bredesen, he always managed to make it back to work the Auction.

The only year he missed was when his mother, Dr. Gretta Stanger, had a fellowship abroad and young Seth was out of the country; otherwise, he would have been there working the Firehouse Board and helping out where he could!

He joined our staff eight years ago as an employee working in Development and then Production. He learned all he could about directing live events and truly excelled at the role. He always worked to make every show better. He proofed everything for us, offering that critical eye that would drive producers mad but would result in a much better show for the public.

His teammates trusted Seth. He was the go-to guy for everyone. He was quiet, sincere, funny, opinionated and resilient. He cherished friendships, but when he found Liv, he truly bloomed into a brighter, happier, smitten man. It was a joy to behold.

We are sad beyond measure that Seth is no longer with us. We have received donations in his memory and continue to do so. We are reserving these precious gifts to improve our downtown studio and production space. **The Seth Stanger Studio** will be the home of our weekly **LIVE AT FIVE** and other digital productions.

The **Stanger Award for Work in Progress** at the **WCTE PBS Downtown Film Festival** will be an annual opportunity for content creators to receive support and advice on getting their project finished and into the public media pipeline.

I feel certain Seth would not want all of the fuss made over him, but these moments to grow would be something he would approve of and appreciate.

Rest in peace, Seth Stanger. Your legacy will live on at WCTE PBS and for the people we serve. We are a better place and a better community because of you. I will forever be grateful you came our way.

Becky