

WCTE-TV, CHANNEL 22, COOKEVILLE, TENNESSEE COMMUNITY CONCERNS FROM APRIL 1, 2011 TO JUNE 30, 2011

The following subject areas were recognized as areas of concern and interest in the WCTE-TV broadcast area during the time period:

1. PEOPLE AND ISSUES IN STATE GOVERNMENT

WCTE strove to highlight several issues affecting the public interest locally and statewide. Co-producers Mark Dudney and Rick Wells began conducting new *Legislative Updates* segments on the Tennessee General Assembly and state government in January, with the commencement of the legislative session. They interviewed the following officials during this time period: State Senator Charlotte Burks, State Representative Ryan Williams, Speaker of the House Beth Harwell, (Interim) Commissioner of Education Patrick Smith, Commissioner of Agriculture Julius Johnson, State Senator Mae Beavers, State Representative Charles Curtiss and State Representative John Mark Windle. The purpose of these spots goes to one of public media's central missions—to inform and educate its viewers regarding civic affairs, their public institutions and how they are governed. These informational spots ran from early January through May, 2011, with the end of the session. Topics included priorities of the incoming Haslam administration, education reform, balancing the state budget, the debate over teacher's unions, legislation to combat methamphetamine manufacturing, profiles of officials and how the feral hog problem affects rural areas.

2. LOCAL MUSIC

WCTE's enormously popular national show *Jammin' at Hippie Jack's* aired two installments of charismatic blues singer Jonell Mosser in its fifth season. Part 1 aired April 28th at 8pm and repeated April 30th at 9 pm. Part 2 aired May 5th at 8 pm and encored May 7th at 9 pm.

3. LOCAL CULTURAL HISTORY

On April 25th at 7 pm, WCTE premiered its popular documentary *Everybody's Welcome at John's Place*. This local story profiles a local African-American family, the McClellans, who played a significant role in the advancement of race relations both in Putnam County and the entire Upper Cumberland region. The family has owned and operated John's Place, a local bar, for half a century. John's Place was always integrated even when the rest of society was legally segregated. As its role grew as a Tennessee Tech University hangout, the bar became known as a place where everyone was welcome, black and white. In 2011 John's Place was honored for its social and cultural significance by being placed on the National Register of Historic Places. The popular program continued to repeat multiple times after its April premiere.

4. INTERESTING LOCAL PROFILES

WCTE CEO/President Becky Magura started a new program during this time period entitled *One On One with Becky Magura*. On May 23rd at 7 pm, WCTE broadcast Becky's entertaining interview with acclaimed Nashville ceramic artist Sylvia Hyman. On June 20th at 7 pm, the station broadcast Becky's profile of Susan DeMay, another outstanding Middle Tennessee ceramic artist who has served as an instructor at Vanderbilt University for over twenty years. *One on One with Becky Magura* promises to feature fascinating guest and fascinating stories from Middle Tennessee.

5. WCTE'S COMMUNITY IMPACT

Although an unusual program to list, WCTE's *Great TV Auction* is definitely a subject of interest for our viewership, as it remains the most-watched local program the station broadcasts. On June 2-5 and June 9-12 from 7 pm-midnight, WCTE aired the popular auction and community event. 2011 marked the 29th year of the Auction, which has become a tradition for many in the region. Viewers tune in to bid on items from local donors and dedicated volunteers come together year after year to work toward a common goal—a stronger local PBS station. The auction is a true community event and benefits everyone involved.