



2013 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"So often, students don't realize the options available to them, and learning more about success from those who have succeeded makes them understand that they can do more than they think they can."

-White Plains Academy English teacher Elisabeth Jones

Explore Your World. Experience WCTE. For over 30 years, the Emmy award-winning WCTE/PBS 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, Upper Cumberland Public Television, is an essential resource for the people we serve in middle Tennessee.

On air, online, in print and in the community, we are our regions' 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 service, government, arts and music.

In 2013, WCTE, Upper Cumberland Public Television, provided these vital local services:

*200+ 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.

*Stations of Imagination at Fall Fun Fest. Designed to educate, entertain and inspire this free day for families features over 40 activity booths based on PBS children's programming, two stages and take home materials to continue the learning. This event is based on community partnerships, which WCTE is strong in.

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

*Increased the WCTE line up of local content for a national audience with the third season taping of Bluegrass Underground.

WCTE, Upper Cumberland Public Television, local services had deep impact in the middle Tennessee area.

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

With a 30+ year history of service to the Upper Cumberland and all of middle Tennessee, 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.



2013 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 FY2013.

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.

*The Smithville Fiddlers' Jamboree celebrates traditional mountain music, dance and crafts. For over 25 years, WCTE has been there to capture the event with a live 10-hour broadcast and a two hour special that is shared across the nation.

*One on One with Becky Magura President and CEO Becky Magura hosts this WCTE original series. Incorporating Interviews with fascinating local guests from Tennessee State Lottery President Rebecca Hargrove to Sadhguru, Founder of the ISHA Foundation, headquartered in McMinnville, TN, to CPB President Patricia de Stacy Harrison, this series fulfills a special commitment to serve our local heroes, right here in Middle Tennessee.

*Upper Cumberland Tourism Spots are a feature of WCTE that capture the cultural heritage, natural beauty and special events of Tennessee towns.

*The Tech REDI Project has allowed WCTE to create locally produced content in tourism and education for a rural economic development initiative, resulting in Discover the Upper Cumberland.

*Live in Livingston with Hippy Jack is a Free, one-day event in downtown Livingston, in Overton County, Tennessee, hailed as the "Home of Americana Music," with musical acts broadcast LIVE.

2. Local Sustainable Agricultural Programming and Engagement

One of the most positive and impactful initiatives WCTE has taken on, has been that of Live Green, a response to economic community development that touches the lives of producers and consumers on a very local level. Within this initiative, we have a weekly signature series that features two seasons per year as well as community engagement events and social media activities.

*Live Green Tennessee is a weekly series that features 24 fresh episodes each year to highlight sustainable farming, green living and agri-tourism. It has been a tremendous hit and continues to grow in popularity. It also features a unique collaborative production team effort within the Tennessee public television system. Statewide coverage is gained through partnership production arrangements with WKNO, Memphis; WLJT, Martin; WTCI, Chattanooga and East Tennessee PBS, Knoxville. WCTE covers middle Tennessee stories and the series is aired across the state on every PBS station through the Tennessee Channel.

*The Putnam County Agricultural Fair is a 10-day event that WCTE participates in through live broadcasts, feature stories and a community engagement booth.

*Many events offer a wonderful opportunity for WCTE to take the Live Green show on the road. The following events featured WCTE: Earth Day; Run for Your Mama 5k and Tennessee Ag Day on the Hill.

3. Community Engagement and Education

The very foundation of public broadcasting and WCTE is that of education and engaging the community. The station has decades dedicated to this area of service to the region.

*Stations of Imagination had an incredible beginning. It all started with the generous and selfless act of a local family who lost their young son, Sawyer Brian Johnston. Their only wish was to take what Sawyer loved dearly...watching Sesame Street on WCTE and share that love with families throughout our region with a free family event. Today, Sawyer would be 18 years old and the event that bears testament to his love of educational television is still going strong. With over 40 activity booths, two stages, a complete line up of children's entertainers and Sawyer's family completely involved, this event remains free and inclusive for all in the region.

*Community Cinema is a groundbreaking public education and civic engagement initiative featuring free monthly screenings of films from the Emmy Award-winning series Independent Lens and other PBS presentations. This program, held at Tennessee Tech's Backdoor Playhouse, brings community members together to learn, discuss, and get involved in key social issues of our time.

*Windows on the World at Tennessee Technological University brings attention to diversity within this rural region of Tennessee. WCTE is pleased to be part of this cultural event that features music, food and individuals from throughout the world, with a hands-on activity.

*PBS Kids Go! Writers Contest is a great way for WCTE to encourage young writers through the age of grade 3 to participate in expressing themselves through writing.



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*PBS Kids Mobile Media Labs allows students to use tablets to access academic content at the PBS Kids website.

*WCTE's High School Academic Bowl features a double elimination tournament and has been active for over 20 years recognizing the accomplishments of outstanding scholars in the fourteen county region of the Upper Cumberland and also throughout middle Tennessee.

*WCTE Internship Program with TTU offers numerous opportunities for college students to work in their field of study. It is a collaborative effort that provides wonderful on the job training for selected students.

*Putnam Co. EMS and TEMA's partnership with WCTE allows the Upper Cumberland residents to live a more secure life. With allocation of space and tower service at WCTE's transmitter site, EMS and TEMA can have a strong signal of service for the entire region. WCTE also serves on the State EMS Plan Update Committee.

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 representative of that emphasis.

*BSO Backstage offers viewers a look into the world of the Bryan Symphony Orchestra and related cultural activities, hosted by Desiree Duncan.

*Legislative Updates are all opportunities for the viewer to engage in live dialog on community issues, personal health and to learn about related legislative action.

*TTU Football and Basketball; On The Sidelines. We produce home games for football and at least six basketball games. In 2013, we provided coverage of OVC Women's Basketball Championship. In addition, we produce On The Sidelines, a show which focuses on local high school sports with coaches and analysts, hosted by Sam Brooks.

*Youth Behind the Keys. A mini-documentary about Tennessee Tech University's Annual High School Piano Competition where high school pianists from across the region were invited to participate. WCTE takes a look behind the scenes to discover what's at the heart of these young competitors and how studying music at a young age helped them academically and in other ways.

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 Auction is a showcase for business. This important fund raiser for WCTE serves an equally important role for local business.

*Community engagement events that bring this service to light are The Upper Cumberland Home Show, White County Career Fair, Highland Business After Hours, Upper Cumberland Chambers Executives and Tennessee Preservation Trust annual conference.

6. Collaborative Initiatives with all Tennessee PBS stations

In 2010 all six Tennessee public television stations were finally connected through a much needed 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.

*TSSAA high school championship sports feature fall and spring sports placed on The Tennessee Channel with basketball featured statewide on all six stations' main channel.

*Live Legislative Coverage of the Tennessee Senate and House is in the second year and a wonderful opportunity to inform our citizens.

*Live statewide Coverage of Governor Bill Haslam's State of the State address, with WCTE as an instrumental producing partner.

7. Local Programming currently in distribution nationally

It's hard to believe that a station as small as WCTE (only 12 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.

*Jammin' at Hippy Jack's, now in the seventh season, has grown unbelievably and promotes the preservation of Americana music thanks to producer Jack Stoddart.

*Crank: Darkness on the Edge of Town; Tuba U: Basso Profundo; Tree Safari: A Sculptural Journey; and Tree Safari: The Koa Connection is all the works of producer Todd Jarrell and presented by WCTE for a national audience. In addition, Todd Jarrell and Todd Mayo have joined forces and worked with WCTE to bring to a national audience, Bluegrass Underground (season 3) shot on location at Cumberland Caverns in the heart of the Upper Cumberland, which started distribution in the Fall of 2013.

*The Smithville Fiddler's Jamboree two-hour highlight features the top events from this amateur competition that attracts musicians and interest from throughout the country.



2013 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

Roadtrip Nation

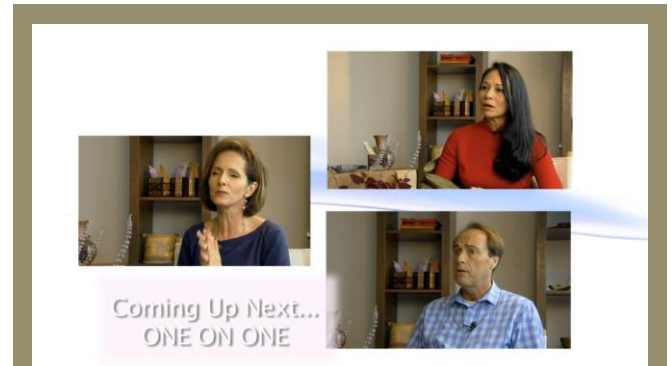
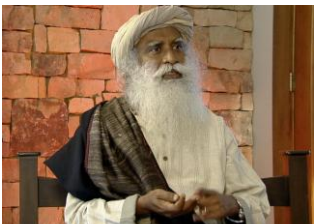
The PBS Series RoadTrip Nation visited the Upper Cumberland in 2013. RoadTrip Nation is dedicated to creating educational resources around RoadTrip Nation's Interview Archive. This division has developed an interactive and project-based curriculum for middle and high school and college students, the RoadTrip Nation experience. The Experience takes education out of classrooms and into the real world, using 21st century skills and activity-based learning.

In RoadTrip Nation, a new group of young people set out in the green RoadTrip Nation RV to find what makes established people's careers tick, and they share their experiences online and on PBS.



ISHA Peace Conference

In conjunction with the United Nations International Day of Peace, the ISHA Institute of Inner-Sciences, located near McMinnville, TN, hosted their first annual Day of Peace, where WCTE was a partner. ISHA represents infrastructure for raising consciousness to foster global harmony through individual transformation. Becky Magura led the Student Panel on Peace and Education and also interviewed members of the "Peace Panel" from the ISHA World Peace Day celebration: Sandy Tolan, National Geographic explorer Elizabeth Lindsey, and author and former CNN correspondent Kathleen Koch. Additionally, Sadhguru, Founder of the ISHA Foundation, was interviewed by CEO Magura.



Discover the Upper Cumberland

Through the Tech-Redi initiative, WCTE has produced a one hour documentary, Discover the Upper Cumberland. This tourism DVD highlights the cultural heritage, natural beauty and special events of the 14 counties of the Upper Cumberland region. Additionally, tourism spots were created and aired on WCTE for these same counties.

"I believe that the project Discover the Upper Cumberland and the other Tech-Redi initiatives not only enhanced the working relationship between WCTE, TTU, and the entire Upper Cumberland region but it also made the region a better place to live, work, and play" – Dennis Tennant, Interim Director, TTU Extended Programs and Regional Development





2013 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

Live Green Tennessee

Making Farm Connections, Growing Local Commodities

WCTE embarked on a campaign to drive wide spread awareness and promotion of agriculture commodities from farmers to consumers throughout Tennessee.

Reach in the Community:

The Live Green Tennessee Project aims to educate local residents using all our available media — on air, online, in print, and in the community. On air, WCTE has provided information and resources for the production and Statewide broadcast of *Live Green Tennessee*. This series is one of WCTE's signature television series, which currently airs to approximately 80% of the Tennessee television audience, and features segments and interviews with local agriculture producers, agri-tourism destinations, local farmers markets, healthy food preparation, and green/renewable technology. WCTE extends this focus online at www.wcte.org/livegreen where full episodes, blogs, and resources are featured.

WCTE brought together Tennessee PBS stations to highlight our agricultural community and participate in Live Green Tennessee activities.

Partnerships:

In 2013, WCTE brought together Tennessee PBS affiliate stations to collaborate in production of this local series, expanding from the Upper Cumberland to showcasing agricultural commodities throughout the State of Tennessee. This partnership allowed WCTE to link our statewide agriculture community, talking with Farmers in Memphis, Beekeepers in Chattanooga, Bicyclists in Nashville and Neighbors in Knoxville about how our agricultural heritage and local wisdom can help all of us lead greener, more prosperous and healthy lives.

Impact and Community Feedback:

"Live Green Tennessee has helped make people in Tennessee aware of our goal of promoting healthy poultry. Consumers contact us and say 'We just saw you on our computer/television!' Thank you WCTE for supporting agriculture." – Judy Wood, Poultry Hollow Hatchery





2013 LOCAL CONTENT AND SERVICE REPORT SUMMARY



Bluegrass Underground

With WCTE as the presenting station, PBS picked up Bluegrass Underground to present nationally in the summer of 2011. Soon, it was being shown on 40% of the BPS stations, with 60% of the stations showing it in primetime. Bluegrass Underground is a radio and television show taped in front of a live audience, 333 feet below ground in a natural amphitheater called the Volcano Room at the Cumberland Caverns in McMinnville, TN. The second season of Bluegrass Underground resulted in more Regional Emmy nominations and earned an Emmy for Lighting.

The Upper Cumberland Broadcast Council/WCTE is a PBS affiliate 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.org receives approximately 64,500 page views annually.

Through our outreach efforts in schools, head start centers, and community events, we reach nearly 25,000 people with tools and resources.



"The Ohio Valley Conference values our partnership with WCTE. In working on numerous events, from our basketball championship to OVC Digital Network broadcasts, we have found the quality of the production to be excellent and the staff great to work with. We continue to look forward to other opportunities to partner with WCTE in the future." - Brad Walker, OVC Associate Commissioner/Chief Operating Officer

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

"WCTE is a phenomenal organization with an even more superior leadership, staff, and volunteer base! This station is such an integral part of our community and WCTE truly has the people of the Upper Cumberland's best interests in mind - family, education, healthy living habits, and great fun!" — Kelly Swallows

Learn more at wcte.org