



2012 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"Sharing books together is always a wonderful experience for children. Our students enjoyed and benefited from the WCTE Reading Buddies program by working together, sharing stories they loved and spending time bonding over reading. Thank you for letting us be Reading Buddies!" Dr. Teri Anderson, principal, Jere Whitson Elementary School

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 2012, 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.

*Launched 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 second 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.



2012 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 FY2012.

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 host this WCTE original series. Incorporating Interviews with fascinating local guests from Hector Black's legendary blueberry farm and agriculture activism to famed author Anne Lamott, this series fulfills a special commitment to serve our local hero's right here in Middle Tennessee.

* ***Upper Cumberland Tourism Spots*** are a feature of WCTE that captures the beauty and pride 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.

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.

* ***Live From the Farm*** is a pilot program bringing a free classical concert to regional destination that reflect our area's agricultural heritage and diversity.

* Many events offer a wonderful opportunity for WCTE to take the Live Green show on the road. The following events featured WCTE: ***Earth Day; NatureFest 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 17 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. WCTE also had their first flash mob – thanks to great partners like Stage One Dance, TTU athletes and volunteers giving their time to learn and perform.

* ***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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***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 country 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 just 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 all home games for football and at least ten basketball games. In 2012, 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.

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** and **The Highlands Career Fair**.

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 football and basketball featured statewide on all six stations' main channel.

***Live Legislative Coverage of the Tennessee Senate and House** is a new service 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** are 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 2) shot on location at Cumberland Caverns in the heart of the Upper Cumberland, which started distribution in the Fall of 2012.

***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.



2012 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

American Graduate

Tennessee is home to 280 high schools; 29 are considered among the nation's lowest performing high schools (schools where fewer than 60% of freshman progress to their senior year). To combat this startling statistic WCTE became part of, American Graduate, a CPB initiative to drive widespread awareness in the community of the causes and ramifications of a high dropout rate. WCTE mobilized community members to actively support at-risk students, provided pathways to existing community resources with www.wcte.org, produced a documentary, educational PSA's, and a toolkit for Tennessee PBS affiliate stations to utilize with their own outreach projects. This collaborative documentary was hosted by Tennessee First Lady Crissy Haslam.

AMERICAN GRADUATE: THE TENNESSEE STORY



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Cookeville, TN



Tech REDI

By partnering with Tennessee Tech University and their TECH-REDI program WCTE was able to leverage university resources to enhance economic development in the Upper Cumberland. WCTE produced: The Northern Alliance Tourism to Retirement Project—promoting Tennessee's Northern Plateau Alliance (Clay, Fentress, Pickett Counties) as a tourism and retirement destination by utilizing the television series, Jammin' at Hippy Jack's, in collaboration with the Council of Americana Roots Music; The Economics of Education—a 60 minute show and PSA's campaign designed to drive widespread awareness of the causes and ramifications of a high dropout rate, including themes associated with changing state standards and the effect on the economy; and The Upper Cumberland Tourism Campaign—a unified tourism campaign created for eight targeted Upper Cumberland Counties. Each of the eight counties received three tourism spots highlighting various features of that county in addition to a feature length "Discover the Upper Cumberland" special that showcased tourism destinations throughout all fourteen counties and a story in WCTE's Close Up magazine.



Bluegrass Underground

With WCTE as the presenting station, PBS picked up Bluegrass Underground to present nationally in the summer of 2011. By September, 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. Bluegrass Underground aired over 7,000 times in 76% of the country from NYC, LA and Boston to Juno Alaska and The Virgin Islands. The producers are so excited about the recognition for Bluegrass Underground's first season with 5 Regional Emmy nominations, including one for Technical Achievement highlighting the talent of WCTE's Engineering and Production crew in creating a mobile production control room 300+ feet below ground in a cave.





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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 2012, 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, Gardeners in Chattanooga, 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:

"As farmers, we especially love the "Live Green Tennessee" series, highlighting farms, farmers and markets across the region. Keep up the GREAT work WCTE!" – Wendy Williams, Three Sisters Farm

Live Greener. Shop Smarter. Live a Healthier Lifestyle.

Join host Melinda Keifer for a
Fresh, New Season
of



January 14
Mondays - 7PM
Thursdays - 9PM



Ch. 10 Charter, Ch. 22 Dish & Direct. Check your local listings.

"I have worked for the State Department of Agriculture for nearly 30 years and I never found a way to reach our target audiences, which is lifetime learners and those interested in their local communities and buying local, until I found Live Green Tennessee! And after trying every commercial way possible, I finally found a more cost-effective method of reaching our tightly targeted audience. This is the future of media, getting smaller and serving our local populations."

Cynthia Kent, Creative Resources Coordinator, Tennessee Department of Agriculture



2012 LOCAL CONTENT AND SERVICE REPORT SUMMARY



"The Ohio Valley Conference has enjoyed the partnership with WCTE the last two years. In producing the women's basketball semifinals and finals at the OVC Basketball Championships, the production quality and the staff's professionalism have been excellent. I look forward to more opportunities to work with WCTE in the future." - Brad Walker, OVC Associate Commissioner/Chief Operating Officer

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.



For the third year in a row, Cookeville and Tennessee Tech University hosted The Blue Cross Bowl, the TSSAA's State High School Football Championships. Hosting the Bowl is a huge community event with significant volunteer support, all in WCTE's back yard. WCTE led the effort to broadcast the games live on The Tennessee Channel, the statewide PBS interconnect, reaching 97% of the households in the state.

"TSSAA has been very pleased to have the opportunity over the past few years to broadcast our state football and basketball championships on PBS. WCTE has been very integral in developing our relationship to what it is today with the PBS affiliates across Tennessee, and we are very appreciative to them for that." - Matthew Gillespie, Assistant Executive Director

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

"WCTE is a community focused station, which offers content that provokes thought and supports and leads the growth of our region." — Allison Fox

Learn more at wcte.org.
