



2011 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

“As farmers, we especially love the “Live Green Tennessee” weekly series, highlighting farms, farmers and markets across the region.

Keep up the GREAT work WCTE.”

- Wendy Williams
Three Sisters Farm



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 region'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.

In 2011, WCTE, Upper Cumberland Public Television provided these key 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 first season taping of Bluegrass Underground.

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

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.



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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 FY2011.

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.

*WCTE captured a local story in the shadow of a national PBS series, ***The Freedom Riders***, with the production of a documentary, ***Everybody's Welcome at John's Place***. This documentary features a local establishment, John's Place, which made history by being one of the first places in this rural southern region that was integrated. WCTE also held preview screenings of the John's Place documentary and ***Freedom Riders*** at John's Place and Tennessee Technological University.

****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*** is a new monthly series that captures the stories of Tennesseans and special guests who have had a positive impact on society.

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

****The American Archives Project*** has allowed WCTE to catalog over 7000 hours of original local content and begin the process of preserving this wealth of community history.

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; WTCL, 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.

****Life of a Farmer*** is an initiative utilizing social media avenues to connect farmers with the consumers who buy their products. This campaign gave 10 area farmers a flip camera, media training and continued education for "life of a farmer" video stories to share with the public through You Tube and WCTE's Live Green website.

*Many events offer a wonderful opportunity for WCTE to take the Live Green show on the road. The following events featured WCTE: ***The Living Well Event; 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 through out 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.

****Komen Reach*** is the latest in a series of community outreach health events that WCTE has conducted throughout the Upper Cumberland. This breast health awareness initiative offers valuable educational information about services available through partners of the Upper Cumberland Komen Foundation.

****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 through out the world.



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***Young Writers and Illustrators Competition** is a great way for WCTE to encourage young writers through the age of grade 3 to participate in expressing themselves through writing and art.

***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.

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. Also along these same lines are the opportunities to feature arts related content such as the program *On the Trail*, featuring numerous local artists.

***Focus On, House Call and 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; The Coach Watson Brown Show and Tennessee Sportsman** serve the outdoor community of this rural region of the state. We produce all home games for football and at least ten basketball games. In addition, we produce a weekly live call in show with the TTU Football coach and a seasonal hunting and fishing show.

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.

***Business Profiles** is a weekly series that features 12 new episodes each year. This season focused on small business.

***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 ***Inauguration and 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 Hippie Jack's**, now in the sixth 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 1) shot on location at Cumberland Caverns in the heart of the Upper Cumberland and scheduled for distribution Fall 2011.

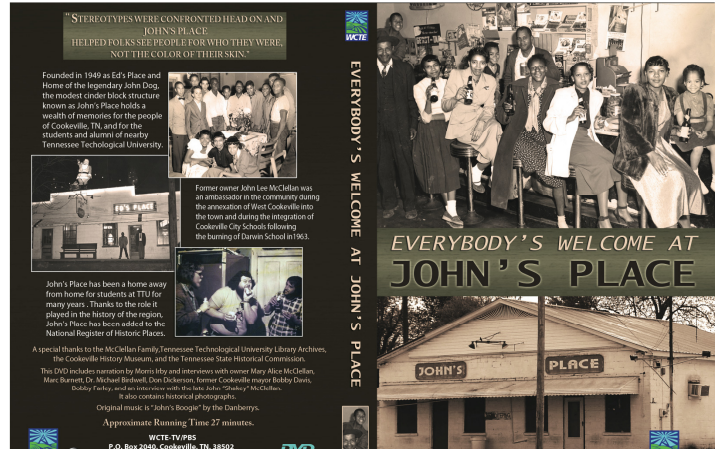
***The Smithville Fiddler's Jamobree** two-hour highlight features the top events from this amateur competition that attracts musicians and interest from throughout the country.



2011 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

Everybody's Welcome at John's Place

The focus of this WCTE produced documentary is a little bar known as John's Place. Founded in 1949 and home of the legendary John's Dog, this modest cinderblock structure was a place in the rural south where stereotypes were confronted head on and people were seen for who they were, not the color of their skin. John's Place holds a wealth of memories for the people of Cookeville, TN and for the students and alumni of nearby Tennessee Tech University. Thanks to the role it played in the history of the region, John's Place has been added to the National Register of Historic Places.



Jammin' at Hippie Jack's

The Jammin at Hippie Jack's series, which first broadcast on WCTE locally, currently airs to almost 40% of the U.S. television audience and features performances and interviews with the singers, songwriters, and musicians of the Americana Roots genre. With this series, WCTE strives to preserve an indigenous art form and educate communities about traditional Appalachian blues, bluegrass, country, folk and Americana music and musicians.



Stations of Imagination

Every year, for the past 17 years, WCTE has teamed up with local businesses, educators and volunteer groups to create over 40 booths dedicated to educating children through play, games, performances, story tellers, and arts activities during Cookeville's Fall Funfest. Totally free of charge, *Stations of Imagination* offers an educational opportunity for children to develop an appreciation for community service, music, dance, art, the environment, and cultural enrichment with many of their favorite PBS programs and characters.





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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 residence 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 hosted community meetings that highlighted our programming and invited the community to participate in Live Green activities. In 2011, WCTE was able to bring our local hospital together with our local University's Teaching Farm. As a result, Cookeville Regional Medical Center is now purchasing 25,000 pounds a year of pasture raised hormone free ground beef from the TTU Oakley Meat Farm.

Partnerships:

This project is a partnership of Tennessee PBS Stations - WTCI Chattanooga, East TN PBS Knoxville, WLJT Martin, WNPT Nashville, and WKNO Memphis, The College of Agriculture and Human Sciences at TTU, The Business Media Center at TTU, Tennessee Department of Agriculture: Pick Tennessee Products, USDA Rural Development, and Local Table: A Guide to Food and Farming in Middle Tennessee – a free publication solely dedicated to the local food movement.

Impact and Community Feedback:

"In the coming year, the CRMC Food and Nutrition Services Department will start exploring more local options as part of its partnership with the community."

"WCTE did more for us with a short segment on their show Live Green Tennessee, broadcasting and posting it on their web and YouTube sites than our own website has done in a year."



"I think there's tremendous opportunity to make Americans more aware of what they're eating, terrific opportunity to expand these small growers... We ought to be about encouraging our kids to be terrific consumers of food; they ought to demand it... and be encouraged to do that. There's tremendous opportunity for us in this energy climate change discussion."

—U.S. Secretary of Agriculture Tom Vilsack..



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Evaluating Outcomes, Measuring Impact



“WCTE makes all the difference in the world. By broadcasting our children’s games, it gets the whole community involved.”

- Sharon Hartman,
whose son played in the TSSAA games.

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.

In FY2010/11, over 1600 families contributed to the financial success of WCTE PBS with their membership gifts equaling over \$390,000.



For the second 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.

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

“WCTE is authentic, innovative and offers a breadth and depth of content that’s immersive, experiential, and interactive.” — Erica Duarte

Learn more at wcte.org.