Explore Your World. Experience WCTE. For over 35 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 service, government, arts and music.

In 2014, 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 FunFest. Designed to educate, entertain and inspire this free day for families features over 40 activity booths based on PBS children's programming, two performance stages and take home materials to continue the learning. This event is based on community partnerships, which WCTE is strong in.

* Featured 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 fourth season taping of Bluegrass Underaround.

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 35 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.
2014 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 2014.

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 30 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 guests from retiring TN State Senator Charlotte Burks to famed singer Brenda Lee to playwright Eve Ensler, this series fulfills a special commitment to bring local, regional and national stories to our viewers.

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

*The Showman and the Hero,* about Sgt. York and film producer Jesse Laskey was produced in party by Crossville filmmaker Dr. John White, in collaboration with Dr. Michael Birdwell of TTU, and Alvin C., York expert and aired on WCTE.

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 a new season each year as well as community engagement events and social media activities.

*Live Green Tennessee* is a weekly series that features 12 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 and feature stories.

*A Tennessee Table* is a *Live Green Tennessee* special about local chefs meeting local farmers at a Nashville farm, culminating in an unforgettable dinner.

*Many events offer a wonderful opportunity for WCTE to take the Live Green show on the road. The following events featured WCTE: Earth Day and Tennessee Ag Day on the Hill,* both in Nashville.

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 21 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 and a new partner, CPAC, brings community members together to learn, discuss, and get involved in key social issues of our time.

*Window 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.

*PBS Kids Mobile Media Lab* allows students to use tablets to access academic content at the PBS Kids website.
"WCTE received two highly competitive grants, Ready To Learn and American Graduate.

"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. Also, WCTE partnered with all Tennessee stations to promote preparedness of the Ready TN mobile app on air, online and in social media.

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 learn about related legislative action.
* TTU Football and Basketball - We produce home games for football and at least six men and women's basketball games.
* Silent Struggles of our Seniors is a local documentary that brings to light the struggles senior citizens are facing and offers solutions.
* Highland Haunts explores facts, myths, legends and folklore surrounding several of the area’s spookiest spots.

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, Earth Day, Upper Cumberland Tourism Membership Dinner, DeKalb County Annual Dinner, Chamber After Hours Business Expo, Fentress County Board Luncheon, Media Day-Granville and Highlands 8th grade 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.

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

* Live statewide Coverage of Governor Bill Haslam's State of the State address.

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, in the eighth 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 4) shot on location at Cumberland Caverns in the heart of the Upper Cumberland.

* The Smithville Fiddlers’ Jamboree two-hour highlight features the top events from this amateur competition that attracts musicians and interest from throughout the country.
American Graduate

WCTE Upper Cumberland PBS was awarded a $200,000 American Graduate: Let’s Make It Happen community service grant from The Corporation for Public Broadcasting (CPB) to help Tennessee’s Upper Cumberland improve youth outcomes for all students from preschool through college and into the career world. The initiative strives to help local communities address the dropout crisis. While Tennessee’s graduation rates are currently above the national average, there is still progress to be made. WCTE is part of the national American Graduate initiative in partnership with 33 other public media stations around the country. In addition, the station has received a $10,000 grant from the Newman’s Own Foundation to increase philanthropic support to the station’s local education service and sustain the American Graduate initiative.

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 second 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 interviews members of the “Peace Panel” for the ISHA World Peace Day celebration: Max Kennedy, Dr. Mark Hyman and Collins Key.

Ready To Learn

WCTE was one of 21 public television stations across the country to receive funding as part of the CPB-PBS Ready To Learn initiative in May 2014. This grant runs through September 2015. Through this project and in collaboration with regional partners, WCTE will reach over 7,000 at-risk students, ages 2 to 8, their families, and educators, to support early learning in math and literacy. Ready To Learn partners include the Putnam County School System, Putnam County Library, Tennessee Tech University STEM Center, L.B.J. & C. Head Start centers, and the Highlands Workforce Development & Education Committee. These partners serve children in school, after school, and throughout the summer. WCTE is facilitating projects that increase awareness of PBS Ready To Learn transmedia content, as well as the importance of the parent’s role as a child’s first teacher. Projects include training for local educators on how to use RTL multi-platform content, training sessions for parents on engaging their children in math and literacy activities at home, and hands-on activities with at-risk children using PBS Kids transmedia. Grant funds also purchased equipment to provide Head Start centers with student internet access, as well as a Ready To Learn Mobile Lab of iPads for the Putnam County Library.
Live Green Tennessee

Making Farm Connections, Growing Local Commodities

WCTE embarked on a campaign to drive widespread 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.livegreen.tv.org 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 2014, 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. And new this year, A Tennessee Table was a special 30 minute production connecting farmers and chefs.

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

“It was such an honor to be involved with A Tennessee Table and it was the COOLEST show ever!! Meeting all those producers – seeing all the chefs preparing their products with such love and respect - and then sharing one of my family’s favorite recipes with the viewers was as close to perfect as it gets for me!!!!.”

Melinda Keifer, Economic Development Coordinator, City of Cookeville and host of “Live Green Tennessee”
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.

"WCTE is a valued broadcast partner of Tennessee Tech Athletics and we appreciate games being shown on our Upper Cumberland PBS station." - Mark Wilson, Tennessee Tech University, Director of Athletics

WCTE will work with Upper Cumberland and statewide organizations to increase understanding of the challenges for at-risk youth and work with a network of community partners to help develop and illuminate long-term solutions, emphasizing the importance of a strong foundation in early education and the need for consistent caring adults. The initiative will feature new locally produced content, including stories from the Upper Cumberland addressing the high school dropout phenomenon and success stories of local people faced with challenges to finish high school and go to college. WCTE will also create new programs informing viewers about important educational opportunities available to our community, such as the Tennessee Scholars program, Tennessee Promise, the Tennessee GED program, Pathways To Prosperity, and other programs in the region. In addition, all national American Graduate productions will air on WCTE throughout the grant period.

The Highlands Workforce Development and Education Committee is an important partner in WCTE’s American Graduate efforts. Lillian Hartgrove, Highlands Workforce Development and Education Vice President says, “Our workforce development and education partnership with the station continues to grow, and with this grant even more exciting opportunities are on the horizon. We cannot underscore the importance of this grant to WCTE and the region. There is nothing more important than preparing all students for future success, and reaching the less fortunate will pay dividends for years to come. Highlands Workforce Development and Education is proud of its association with WCTE, and we look forward to our collaboration on American Graduate.”

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

"I love WCTE's commitment to our community and to offering quality programming. When we watch TV, it is usually a WCTE program - they present things with meaningful content and value. I have also had the chance to work closely with WCTE staff and they are amazing people - so dedicated and so much energy! Thank you, WCTE, and please keep it up!" — Tracy Epps