2016 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

Explore Your World. Experience WCTE. For more than 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 2016, 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 sixth season taping of Bluegrass Underground.

WCTE’s signal reaches 1.3 million throughout middle Tennessee with over the air broadcast, cable and satellite services. With a 39 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.
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 2016.

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 more than 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 hosts this WCTE original series. Incorporating interviews with fascinating guests from retired Tennessee Tech and WNBA Woman’s Basketball coach Marynell Meadors to musician Sierra Hull to local restauranteur Mary Alice McGiellan, 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.

*Over There, Over Here: Tennessans in the Great War* This documentary was produced by WCTE’s Craig Gray, in partnership with Dr. Michael Birdwell, TTU Professor of History and Chair of the Tennessee Great War Commission.

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

*Homegrown for the Holidays* at Governor Haslam's: Join Governor Bill Haslam and First Lady Crissy Haslam for a delicious, "Farm to Table" meal at the Executive Residence.

*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 22 years old and the event that bears testament to his love of educational television is still going strong. With more than 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.

*Indie Lens Pop-Up* 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 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 Mobile Media Lab* allows students to use tablets to access academic content at the PBS Kids website. WCTE also received funding from CPB and PBS for a physical mobile lab unit that will cover the Upper Cumberland region.
"WCTE entered year two of the Ready to Learn grant and are continuing to participate in Community Collaborative for Early Learning Media (CC-ELM).

"WCTE's High School Academic Bowl" features a double elimination tournament and has been active for more than 20 years while 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 and Highlands Workforce Development and Education" offers numerous opportunities for college and high schools 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.

* Legislative Updates - several interstitials produced from interviews with multiple legislators on Capitol Hill, informing the public of key legislation in work affecting their local area.

* TN Capitol Report is a half-hour show interviewing TN government leaders to find out key legislation and government insight. This is a joint effort between the PBS stations across TN.

* TTU Football and Basketball - We produce home games for football and at least six men and women's basketball games.

* Discover the Upper Cumberland invites the audience on location to explore our region and into the studio for discussions about local happenings.

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, Upper Cumberland Tourism Membership Dinner, Chamber After Hours Business Expo, Media Day Granville, Highlands 8th Grade Career Fair, Jackson County Chamber Board Election, Clay County Chili Festival Judging, Industry Grand Opening & plant tours (Academy Sports & Ficosa), Upper Cumberland Women's Club Luncheons.

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 16 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 its ninth 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 WCET to bring to a national audience, Bluegrass Underground 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.
Community Collaborative Early Learning Media

WCTE’s strong partnerships with CC-ELM members Putnam County School System, the Putnam County Library System, TTU Millard Oakley STEM Center, and Highlands Residential creates opportunities for collaboration on implementations of PBS Kids Scratch Jr. Family Creative Learning Workshops, Odd Squad Camps, Pre-service teacher workshops, Teacher Professional Development, and additional PBS KIDS Ready To Learn content services. WCTE conducts parental engagement sessions at Jackson Kayak to support early learners and their families: 11,370 students, 414 families and 627 educators have participated in outreach activities conducted under this initiative.

C.O.A.R.M. and Books for Local Families

WCTE hosted a pool party at Gilley Pool in McMinnville where kids could get in free with the donation of a gently-used book. Then our partner, Council of Americana Roots Music, distributed these books to children and families in need on the Upper Cumberland Plateau. Three hundred and seventy-five book donations were generously given by students all over the Middle Tennessee area.

WCTE On the Radio and WCTE’s Get Ready to Learn

At WCTE, Hannah Rawiszer, Director of Education and Community Engagement, and Cindy Putman, the Ready To Learn Project Manager, are taking it to the airways in the Upper Cumberland of Tennessee.

WCTE has teamed up with NAB Marconi Award-winning producer Brent Carl Fleshman from Zimmer Broadcasting to think outside the box for ways to reach their audience.

Saturday mornings on News/Talk 107.7 and 1400 The Hub, Hannah hosts a 30-minute show called WCTE PBS: On the Radio, followed Cindy hosting a second half-hour called Get Ready to Learn that showcases WCTE’s education work, PBS Kids programs, events, opportunities for learning outside the classroom with community collaboratives for early learning media. WCTE’s Education blog features tips and information for parents, corresponding with topics discussed in WCTE’s weekly Get Ready To Learn radio show. Visit http://www.wcte.org/blogs/education/
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 farmer markets, healthy food preparation, and green/renewable technology. WCTE extends this focus online at www.livegreentv.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 2016, 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 Gardeners in Memphis, Farmers 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. This year, we joined Tennessee Governor Bill Haslam and First Lady Crissy Haslam for a delicious, “Farm to Table” meal at the Executive Residence.

Impact and Community Feedback:

“Once you stay on top of it, it takes very little of your time to have our own garden.” — Keith White, Tenant Gardner at Stoney Creek Farm

“Live Green Tennessee promotes healthy eating, economic development and sustainable farming practices while connecting agriculture to consumers in new ways. The Upper Cumberland is enriched tremendously by this great programming! Thank you, WCTE!”

Melinda Keifer, Economic Development Coordinator, City of Cookeville and host of “Live Green Tennessee”
"I love WCTE's coverage of the Putnam County Fair and the Smithville Jamboree but the TTU sports coverage is the best! I can't get out to the games anymore, but thanks to WCTE I don't miss a thing! Keep up the good work and thank you!" - Elaine Funk

WCTE continued to build strong relationships with the following community partners: Highlands Economic Partnership - Workforce Development and Education Committee including Tennessee Scholars, Parental Engagement, Career Coaches, and Pathways to Prosperity; Putnam County School System including the Adult High School and Adult Learning Services/high school equivalency diploma program; Upper Cumberland Commission on Children and Youth; Highlands Residential Services (public housing); Northside Community Center, a local outreach mission of Covenant Church; StoneCom radio group; Zimmer Broadcasting radio group; Tennessee College of Applied Technology (TCAT) at Livingston; Upper Cumberland Tennessee Reconnect Center; and Cookeville Higher Education Campus.

WCTE American Graduate produced the final episode of Growing Education, titled Standing Tall. This was a 30-minute review of the 18-month, 8-part documentary focusing on education in Putnam County and the Upper Cumberland.

"PBS, in my opinion, is the best educational learning tool. PBS has the largest variety of activities to meet a child’s learning abilities. PBS provides apps for parent and educators to download for free which helps parents that are financially struggling to provide learning activities for their children. PBS also provides workshops to teach parents and educators new ways to make children’s learning fun. It’s amazing how our PBS station has reached out to the public library and offered their iPads to be checked out.” – Anna Jones, Cookeville, TN

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

"I have grown up with WCTE being part of my daily life...watching programs as well as being a volunteer. I truly feel that for a small market WCTE provides a commitment to the Upper Cumberland through their talented staff and wonderful programs that draws you in and makes you to want to be part of the WCTE “family”. Their dedication to the community and wanting to provide local programming, as well as, getting the community involved in events... to be part of their “family” makes WCTE a special place in my heart. So, a huge THANK YOU!" — Kelly Clarkson