2015 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

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 2015, 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 fifth 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 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.

“WCTE has wonderful programming which touches on many important and interesting areas of the Upper Cumberland and beyond. As a WCTE Community Advisory Board member I am excited to give input on and learn what great programming to expect from WCTE in the future. As my 9 month old daughter grows and develops I know that WCTE will have a meaningful impact on her life. With its excellent staff and outstanding programming WCTE is truly a gem to behold in our region.”

- Benjamin Newman, Attorney
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 2015.

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 motivational speaker Tara Brown, former TU President Dr. Angelo Volpe and local physician and Cookeville native, Dr. Walter Derryberry, 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.

*Highland Haunts* explores facts, myths, legends and folklore surrounding several of the area’s spookiest spots.

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 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: Tennessee Ag Day on the Hill, held 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 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 and 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 Cookeville Performing Arts Center, 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.

*Through Ready To Learn, WCTE donated a new Mobile Learning Lab to the Putnam County Library and internet access was provided to Upper Cumberland Head Start classrooms.
“WCTE received a highly competitive grant, round two of Ready To Learn.

“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.

* 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.

* Crafted In Tennessee – a web series that explores a variety of Tennessee based crafting or manufacturing.

* Discover the Upper Cumberland: The Series launched with more in-depth stories of the Upper Cumberland region.

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, DeKalb County Annual Dinner, Chamber After Hours Business Expo, Fentress County Board Luncheon, Media Day-Granville, Highlands 8th grade career fair, Tech Redi conference, Jackson County Chamber board election, and Warren County Rotary Breakfast and Clay County Moonshine Daze tour.

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.

* Ready Tennessee, a documentary in partnership with the Governor and First Lady, which address the importance of emergency preparedness for all Tennesseans with state experts.

7. Local Programming currently in distribution nationally

It’s hard to believe that a station as small as WCTE (only 14 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 5) 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.
Ready To Learn

WCTE presented 50 Ready To Learn training/professional development sessions to 965 area educators, sharing valuable early learning resources from PBS with these audiences. Also during this period, WCTE held or participated in over 66 outreach activities directed at families, which engaged parents, grandparents, and other caregivers of early learners. Over 4000 families and over 6000 children participated in and were exposed to WCTE’s Ready To Learn outreach in this period. WCTE’s community partners benefitted from the Ready To Learn grant in many ways. All Upper Cumberland L.B.J. & C. Head Start centers received routers and network adapters from WCTE to provide internet access to student computers in Head Start classrooms, which allows them to now access PBS Kids online content. Also through this grant, the Putnam County Library Children’s Department received a Ready To Learn mobile lab of 5 iPads containing a variety of educational PBS Kids apps that is housed at the library for patrons, many of whom are impoverished families and at-risk students, to check out and use in the library for free.

Discover the Upper Cumberland: The Series

Like the 2013 WCTE documentary of the same name, WCTE’s new half hour series, Discover the Upper Cumberland, explores our rich heritage of culture, history, music, art, craft, performances, tourism and natural beauty. Where it differs is in the depth and examination of issues that affect us like health and education, people and subcultures that intrigue us, interesting businesses and non-profits, and topics pertaining to our area. “The Discover the Upper Cumberland series takes us on location AND brings us into the studio for interviews with experts about local issues. There are plans to produce at least one segment from each of the 14 counties of the Upper Cumberland each and every season.”

American Graduate

WCTE presented ‘A Community Conversation: Issues in Education & Economics’ on Monday, March 9, 2015, from 5:30-7:30 p.m. at the Leslie Town Centre in Cookeville. Co-sponsored by the Highlands Economic Partnership, this community conversation is part of American Graduate: Let’s Make It Happen, a public media initiative supported by the Corporation for Public Broadcasting to help local communities across America address the dropout crisis. WCTE’s goal is to bring together our area’s educational and economic leaders, as well as community members, for a town hall meeting to incite meaningful discussion around these issues. The discussion will focus on the necessity, challenges, and impact of quality education from birth to career for citizens of our region, as well as education’s role in developing a qualified workforce. WCTE and selected panelists will facilitate conversation, and audience members will have the opportunity to share their thoughts and concerns.
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.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 2015, 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 now this year, A Tennessee Table was a special 30 minute production connecting farmers and chefs.

Impact and Community Feedback:

“We have seen about a 25% increase of business which we feel is directly related to Poultry Hollow’s segment on “Live Green Tennessee”. And we must add that we can also attribute that to the great job you did with the story.” - Judith A. Wood, Poultry Hollow
"WCTE and TTU have a valued partnership in the Upper Cumberland... from Tennessee Tech athletics... to producing music programming featuring both students and facility...to taping the Academic Bowl in Historic Derryberry Hall...WCTE and TTU are both a valuable part of the Upper Cumberland tapestry." - Rick Wells, Video Services Specialist, TTU Office of Communications and Marketing

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.

"Children who begin kindergarten with basic skills developed in the areas of reading and language, math and reasoning, and the social and emotional realms tend to start school "ready to learn." Longitudinal research bears out that children who start ready tend to stay ready, year after year. The one word to answer the question of, "What's all this about?" would be, of course, "literacy." If we know that the "literacy gap" is created before a child starts to school, then it becomes our job to reach a child's very first teacher, which is his or her parents. Putnam County Schools and WCTE, through Cindy Putman and the Ready To Learn Grant, created and produced a video describing to parents, through children's voices, how to get their children ready for kindergarten. The video weaves together the skill strands in parent-friendly language and explains that the first five years of life is when the brain grows the fastest and when essential learning has the best chance of being developed and in place in the right order so that on the first day of kindergarten, their child will start ready, be ready, and stay ready. WCTE and Putnam County Schools work together to equip parents with the knowledge that all media, from crayons and nursery rhymes to books and apps become tools for their child's learning, and this treasured time is to be spent together, in an environment that teaches a child that learning is fun. Children learn through constructive play, or "play with a purpose." What better place than a parent's lap for a book or an app?"

-- Barbara Greeson, Putnam County Schools Early Learning Literacy Facilitator

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

"I love working with WCTE on Run for Your Mama Double Pump 5k and the Upper Cumberland Haunted Half Marathon. WCTE really brings the community together around these races. We have so many first time runners who run their first 5k or half marathon and leave having made a major accomplishment. We also have a large number of volunteers from the community who bring so much enthusiasm every year." – Brant Wheeler