We exist to serve the needs of East Tennessee as a community partner affecting positive change by educating, entertaining and challenging minds.

East Tennessee PBS is an integral part of East Tennessee’s advancement. The station is committed to being an active community partner that affects positive change. We believe that through our programming and services together with our dedicated staff and regional partners, we can achieve anything.

We are a trusted source of entertainment and information regardless of age, sex, race or socio-economic status.

In 2019, East Tennessee PBS provided these key local services:
- **Supporting Our Region**
  Last year, East Tennessee PBS produced and aired over 900 public service announcements for area nonprofit groups.
- **Connecting to the Community**
  East Tennessee PBS utilizes the latest social media tools, newsletters and e-mail to keep viewers informed. We also hold community forums and regional screenings to keep them entertained and engaged with thought provoking ideas.
- **High School & College Courses**
  In 2019, East Tennessee PBS continued its educational mission by holding in-studio High School and College level courses for civic engagement, storytelling and basic studio production techniques.

As a nonprofit viewer-supported television station and the local PBS member station, we provide lifelong learning opportunities to approximately two million homes in East Tennessee, Southern Kentucky, Western North Carolina and Western Virginia.

We connect our viewers with high quality dramas, pre-school and educational programs, independent films, local documentaries, unbiased news coverage and the best in science and nature shows. Our two secondary channels provide arts, crafts, travel,
East Tennessee PBS serves the needs of our neighbors through on-air, and on the-ground programs and projects

Since our inception in 1967, the community has played a vital role in our station's history. We are proud to be our area’s source for quality programming and lifelong learning opportunities.

• **100 Years of Country Music**: In conjunction with the release of Ken Burns’ epic COUNTRY MUSIC documentary series, East Tennessee PBS engaged in a project to research and dig deep into our region's history to tell little-known aspects of our own Country Music history.

• **Mathline**: A daily live series that is broadcast on East Tennessee PBS and Upper Cumberland PBS to almost four million viewers in 4 states. Host Ernie Roberts takes viewers’ calls and solves their math problems live on the television screen.

• **Tennessee Life**: This 30-minute weekly program hosted by station CEO Vickie Lawson introduces viewers to interesting people, places and things that call the Volunteer State home.

• **Live at Lucille’s**: East Tennessee PBS continues its commitment to the arts with Live at Lucille’s, an in studio Jazz concert featuring the best in national touring and regional Jazz musicians. All six of the concerts for Season 2 were hits. Season 3 is being scheduled now.

• **Health & Wellness**: East Tennessee PBS has a long-standing commitment of providing exercise and health programming to our viewing area. **Fit & Fun with Missy Kane** is a half-hour fitness show hosted by fitness expert Missy Kane. Airing each weekday, the program is geared to meet the fitness needs of the young and old. Each 30-minute show combines flexibility, cardiovascular endurance and strength training in a fun, relaxed format.

On **The Dr. Bob Show**, Dr. Bob Overholt and his guests help us learn how to live a healthier, happier life! Each 30-minute Dr. Bob Show segment covers a single health topic such as advances in the treatment of health problems. These topics include allergies and diabetes, causes of back pain ways to find relief, reducing your cholesterol and numerous other medical subjects.

• **Scholars’ Bowl**: Now in its 36th season, East Tennessee PBS’s Scholars’ Bowl had 62 teams vie for the academic championship of our viewing area. The single elimination, trivia-style quiz show challenges teams to answer questions on a variety of topics and areas of academic studies.
100 Years of Country Music

In conjunction with the release of Ken Burns’ epic COUNTRY MUSIC documentary series, East Tennessee PBS engaged in a project to research and dig deep into our region’s history to tell little-known aspects of our own Country Music history. In partnership with the Birthplace of Country Music Museum, Knox County Public Library, the Museum of East Tennessee History and local public radio station, WDVX, we committed to over a year of celebration and recognition of our rich musical heritage. Sometimes tragic, sometimes humorous, but always informative, this initiative builds on our mission to entertain and inform minds in our service footprint.

Live at Lucille’s

Live at Lucille’s brings the tradition of exciting and innovative PBS music programming right here to East Tennessee. Featuring local, regional and national jazz artists performing in an intimate setting, concerts are recorded in front of a live audience at East Tennessee PBS’ studios near downtown Knoxville and broadcast each month for everyone in the viewing to enjoy.

Knoxville’s Red Summer: The Riot of 1919

On August 30, 1919, 27 year old Bertie Lindsey was assaulted and murdered in her home by what was reported to be a Black intruder. The next 48 hours would challenge the city of Knoxville’s highly touted progressive race relations and New South marketing. A would-be lynch mob soon formed and the ensuing violence would solidify Knoxville’s position as another location of our national Red Summer. Through this production, East Tennessee PBS, in partnership with the Tennessee Archive of Moving Image and Sound, was able to locate and preserve locally a copy of the original 1919 newsreel.
East Tennessee PBS’
Black in Appalachia

In 2019, East Tennessee PBS continued to engage residents with our regional initiative to raise the visibility of Black communities in the Mountain South. One component of that work included educational lectures, film screenings and presentations within and outside of our broadcast footprint.

Reach in the Community:

Through East Tennessee PBS’ Black in Appalachia initiative, we’ve been able to provide an ever-expanding curriculum for making localized and regional historic narratives available to students, historical organizations, museums and the general public. Hosted by universities and community groups, we are able to give impactful lectures and film screenings to the public around our research and documentary productions.

One of the things that East Tennessee PBS does well is the production of local stories for distribution on air, online and in person, free and open to the public. In 2019, we were able to exhibit local short film “Knoxville’s Red Summer: The Riot of 1919” to in-person audiences across East Tennessee, North Carolina and Kentucky. Those screening events were followed by post-film discussions with residents and college students at Carson Newman University, University of North Carolina - Asheville and the University of Kentucky - Lexington. An exciting component of this production includes the development of a Teachers’ Guide for use by educators in conjunction with the film in the classroom. Additionally, we have been able to provide physical DVD’s to local schools, libraries and historical museums within our service footprint. All of these small pieces help to fulfill our mission to not only entertain, but to educate and challenge minds.

Partnerships:
Shawnee State University, Laurel County African American Cultural Center, University of Kentucky - Lexington, University of North Carolina - Asheville, University of North Carolina - Chapel Hill, Appalshop, Highlander Research and Education Center, Beck Cultural Exchange Center, George Clem Multicultural Alliance, Kingsport Library, Elizabethton/Carter County Library

“A well-researched and an accurate narrative of the Mountain South, from our perspective is very important for our young people to have access to”

- Katherine Engle
University of Kentucky
East Tennessee PBS’s Mathline

Mathline is part of an ongoing East Tennessee PBS educational initiative and is an attempt to address the need for additional math education to help students succeed in school and prepare for a college career. The program is designed to help guide viewers of all ages through math concepts and solve problems occurring in real-world situations.

East Tennessee PBS’ MATHLINE

• East Tennessee PBS aired 250 episodes of Mathline in 2019.

• Over 150 Mathline programs were live with a call-in format solving the math questions asked by Tennessee students and residents. Other questions were e-mailed or sent by social media.

• More than 1,000 viewer requested math problems were answered from over half of the counties in Tennessee.

• Mathline’s coverage area now reaches viewers in Soutwest Virginia, Eastern Kentucky, deep into Middle Tennessee and South Central Kentucky.

Target Audience

The target audience for Mathline is elementary through high school students who can benefit from extra help understanding math concepts and seeing specific problems worked out and solved. Along with homework-related questions, Mathline also receives many practical math questions from viewers of all ages. For instance a truck driver called with a question regarding piston volume in his truck. Another viewer was trying to cut down a tree and phoned in to make sure they had their measurements correct in regard to the angle of the tree’s fall around their home.

East Tennessee PBS provides opportunities for lifelong learning, gateways to cultural experience and human understanding and tools for engaging with your community and the world.