



2021 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"PBS believes in our vision for our Hispanic Community and is here to support us."

- Sofia Roth
Assistant Principal, Fulton High School
Knoxville, Tennessee

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 programming and services, together with a 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 2021, East Tennessee PBS provided these key services:

- **Health Information**
Last year, East Tennessee PBS produced and aired key local services addressing the challenges of Covid-19.
- **Educational Support**
In 2021, East Tennessee PBS continued its educational mission by teaming up with the Tennessee Department of Education to provide quality instruction to inform and educate Tennesseans of all ages.
- **Connecting to the Community**
East Tennessee PBS utilized the latest social media, newsletters and online tools to keep residents informed. During 2021 we sponsored diverse experiences - community forums , regional screenings and museum tours to provide viewers remaining at home with experiences that are free and easily accessible.

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 health information, high quality dramas, pre-school and educational programs, independent films, local documentaries, unbiased news coverage and the best in science and nature shows.

East Tennessee PBS serves the needs of our neighbors through on-air, online 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.

- **Virtual Museum Tours:** East Tennessee PBS partnered with the Beck Cultural Center and McClung Collection to host Virtual museum Tours! These recordings featured insights, collections, a geneological how-to, as well as answers to questions submitted by attendees.
- **Up Close with Frank Murphy:** A monthly series that is broadcast on East Tennessee PBS to millions of viewers in 4 states. Host Frank Murphy talks with folks with intriguing lives, occupations and stories - all living within our viewing area.
- **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. This is a collaboration with the Knoxville Jazz Orchestra.
- **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.
- **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 38th season, East Tennessee PBS's Scholars' Bowl will have 47 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. The recordings and sets have been revamped for health protocols.

Up Close with Frank Murphy

Enjoy a half-hour with Frank Murphy and fascinating people from East Tennessee, including actors, naturalists, comedians, professors, musicians, journalists, historians, and entrepreneurs.

Media Personality, podcaster and travel vlogger Murphy kicks off the inaugural season of his show by talking with Marble City Opera founder Kathryn Frady, improviser Krisha Brook, experienced backcountry guide and author Joel Zachry, Director of the University of Tennessee Anthropology Department Dr. Dawnie Steadman and Ashley Georgakopoulos, actress and medieval performer.



Scholars' Bowl

In 2021, East Tennessee PBS recorded both the 37th and 38th seasons of Scholars' Bowl. This fast-paced academic competition posed some pandemic challenges all its own. This year, the station introduced new health and safety protocols which included socially-distanced sets and an outdoor waiting area. Everyone who participated met the challenges head on with a positive attitude. Competitors traveled from all over East Tennessee and Southern Kentucky to vie for the Frank Miller Memorial Trophy.



In Defense of Children Podcast

Hosted by Chris Kleiser, the Juvenile Division Team Lead with the Knox County Public Defender's Community Law Office; Kristen Anderson, a public defender focused in education law; and Cashauna Lattimore, a rural-area Assistant Public Defender out of Jefferson County, the In Defense of Children Podcast is a first step towards improving Tennessee's defense systems by developing a free, accessible resource for Southern defenders representing youth in delinquency courts. The podcast format allows the team to bring informative, useful conversations with thought leaders in the field so stakeholders can listen in wherever and whenever is convenient for them.





2021 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

East Tennessee PBS' Reach in the Community:

During the Summer of 2021, East Tennessee PBS celebrated the hope for freedom across our viewing area by commemorating the anniversary of emancipation. During our region's various celebrations of Emancipation from slavery, East Tennessee PBS was on-hand, tabling and providing activities, games and books for attendees of all ages.

Through these efforts, we had a physical presence at five (5) community events; Big Stone Gap and Pennington Gap, Virginia, Knoxville, Morristown and Johnson City, Tennessee. In the urban areas of Morristown and Knoxville, we provided educational materials and children's games to attendees of these newer Juneteenth Celebrations. In Southern Appalachia, we continued our tradition of recognizing the 8th of August as Emancipation Day. At these events in Johnson City and Pennington Gap we engaged with hundreds of supporters at a time.

As we enter into 2022, East Tennessee PBS is excited to continue our presence at community events, fairs, festivals and conferences as we dynamically serve our members and our community.

Partnerships:

Beck Cultural Exchange Center, Birthplace of Country Music Museum, East Tennessee History Center, Knox County Libraries, Knoxville History Project, Tennessee Archive of Moving Image and Sound, UMOJA, Kentucky Educational Television, Appalachian State University, University of Tennessee - Journalism and Electronic Media, Knoxville Jazz Orchestra, Knox County Schools, Union County Schools, Jonesborough Historical Society, The HUB West Virginia, MLK Commission of Knoxville, and West Virginia Public Broadcasting



BBQ vendors at Big Stone Gap, Virginia's Juneteenth Celebration



"Thank you so much for the work you do for our community. I know my family would be lost without your content!"

Tanya Hoard Houseal



Tulsa Fire & Forgotten

East Tennessee PBS participated locally in recognition of the 100th year anniversary of the Tulsa Race Massacre that occurred in Oklahoma City in 1921. We engaged with our audiences through virtual screenings, programming and discussions focused on a history of racial terror that occurred within our own service footprint.

Tulsa: The Fire and the Forgotten

- East Tennessee PBS held a virtual screening event.
- This virtual screening event reached a total of 1,910 people.
- Virtual event promotion had over one thousand views on Facebook.
- This was a collaboration between East Tennessee PBS and our Black in Appalachia initiative.
- Tulsa: The Fire and the Forgotten a documentary reached East Tennessee PBS viewers in Western Virginia, Western North Carolina, Southern Kentucky and Eastern Tennessee



“Tulsa: The Fire and the Forgotten” works best as a learning tool, filling in some of the blanks of American history, details that were purposely redacted by the same types of people who wish to continue that redaction.

- Odie Henderson

Reviewer, RogerEbert.com

Target Audience

The target audience for Tulsa: The Fire and the Forgotten East Tennessee PBS reached out to civic minded community members engaged in equity and race.

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.
