WTCI, Greater Chattanooga Public Television Corporation, is a valuable part of Chattanooga and the Tennessee Valley, serving Southeast Tennessee, Northeast Alabama, North Georgia and the Western tip of North Carolina. The station serves as an educational resource, providing area educators, caregivers and parents the necessary tools to teach and work with children through materials and free workshops. For over 50 years, WTCI has been a staple in the community, committed to telling the untold stories of our neighbors.

During 2019-2020, WTCI provided these services to the community:

- Three 24/7 broadcast channels
- Served over 440,000 households and a total population of over 1.2 million
- Produced and aired 217 hours of local content
- Broadcast quality educational children’s programming 365 days of the year
- Served as a vital part of the emergency response network for the community
- Maintained a 50 year legacy of trust in the Tennessee Valley.

- WTCI's local services impact our community.
- Workshops & station field trips
- Legislative Coverage
- Chattanooga City Council Broadcasts
- Family Day & Kids Day
- Community PBS Screenings
- Educational Outreach
Family Day:
Our annual Family Day event is designed to engage children and families in active learning together. On November 10, 2019, PBS characters like Curious George delighted families. We offered face painting, PBS Kids learning resources, fun with our green screen, and an opportunity to meet Chattanooga Firefighters and learn about their truck. We also featured a ceremony for local veterans as they received Quilts of Valor from our local chapter.

WTCI Studio Tours:
On request, WTCI provides educational tours of the WTCI studios. These tours provide children and adults with a behind-the-scenes look at what it takes to operate a television station.

Kids Club Day at Lake Winnie:
On August 25, members of WTCI's Kids Club and guests enjoyed a day of science and adventure at our community partner, Lake Winnepesaukah Amusement Park. WTCI's Kids Club is a great way to share PBS Kids learning resources and to partners with community partners like Lake Winnepesaukah, Chattanooga Ducks, The Tennessee Aquarium and IMAX, The Creative Discovery Museum, and Rock City.
Repack:
The federally-mandated months-long repack process resulted in an all-new broadcast tower, a new antenna, and a new transmitter for WTCI and our viewers in October, 2019.

Statewide Collaborations:
WTCI, in partnership with the Tennessee Public Television Council, broadcasts State legislative coverage throughout the Tennessee Valley. In addition to legislative coverage, WTCI airs The Tennessee Channel, a collaborative effort to share programs produced by Tennessee PBS stations on a weekly basis. Staff members of WTCI have been integral in statewide initiatives such as Capitol Hill Day, coverage of the Tennessee Gubernatorial Inauguration, and airing of The State of the State across all Tennessee PBS stations.

Chattanooga City Council:
WTCI encourages and supports open government and citizen participation by recording, producing and broadcasting highlights of weekly Chattanooga City Council meetings.

WTCI Learning Lounges:
WTCI partnered with the City’s YFD to host “Learning Lounges” in social services waiting rooms and Head Start centers designed to encourage at-risk families to enjoy and use the free PBS KIDS resources on-air, online and at home to prepare their children for success in school. Designed to connect children and parents with the PBS KIDS programming and online resources that support learning and success in school, these “Lounges” combine TV screens, PBS KIDS Playtime Pads and local resources to provide a safe place in a waiting room setting that inspire families to continue using these resources at home.
Hamilton County Schools Back to School Bash: WTCI attended this August 3rd public event to inform parents and students about all of the education resources WTCI-PBS offers.

Minority Health Fair: On Aug. 17, 2019, WTCI attended the annual Minority Health Fair to share PBS resources and to capture video for inclusion in our Explore Health series, highlighting disparities in health care outcomes in our community.

Ken Burns’ Country Music: The series offered WTCI opportunities to tell local stories by producing a series of interstitials highlighting the rich cultural history of music in the Tennessee Valley. WTCI partnered with Songbirds Guitar Museum and performance venue for a preview screening of the film and a performance by bluegrass group the New Dismembered Tennesseans.
The A List with Alison Lebovitz:
This long-running interview series introduces viewers to local and national personalities. Our season premiered with actor Leslie Jordan in October of 2019. The season also featured conversations with Michael Twitty, Helen Pregulman, and Mark Bennett among others.

Greater Chattanooga:
WTCPBS released nine original stories in our series of short digital-first documentaries. The films included profiles of local businesses, a story about innovation in local public schools, and a look at an arts program for under-served youth in Chattanooga.

Hamilton County Schools Continued Learning Specials:
WTCPBS collaborated with Hamilton County Schools to produce three live hour-long specials in March of 2020, designed to provide answers directly to concerned parents as the school system shifted to online learning due to concerns over coronavirus.

WTCP's Explore Health season was initially scheduled to debut in April of 2020 but the broadcast season was delayed due to COVID restrictions.

WTCP produced new "health minute" interstitials to provide updated COVID-19 information to viewers.
Partnerships

Arts Build
BSA -Cherokee Area Council
BlueCross BlueShield of Tennessee
Chattanooga Convention & Visitors Bureau
Chattanooga 2.0
Chattanooga Theatre Centre
Chattanooga Funeral Home, Crematory & Florist
Chattanooga Football Club
Chattanooga Ballet
Chattanooga Area Chamber of Commerce

CHI Memorial Hospital
Creative Discovery Museum
EPB
First Horizon Foundation
Habitat for Humanity of Greater Chattanooga
Hamilton County Schools
Hunter Museum
Lee University
Songbirds Foundation
Tennessee Aquarium
Urban League of Greater Chattanooga

A Few Words From Viewers Like You

Susan, Fort Oglethorpe, GA: “...informative, entertaining, wholesome programming”

David, Chattanooga, TN: “Thanks a bundle, y'all are great”

Vikki, Ooltewah, TN: “Honesty, Integrity, Relevance”