



2019 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



**KEN BURNS & TEAM VISIT COOKEVILLE ON
COUNTRY MUSIC SERIES BUS TOUR!**

Ken Burns, Dayton Duncan, Julie Dunfey and musical artist Ketch Sector were greeted by more than 400 fans in March 2019!

Explore Your World. Experience WCTE Upper Cumberland PBS.

For more than 41 years, the Emmy award-winning WCTE 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 PBS is an essential resource for the people we serve in middle Tennessee.

On-air, online, in print and in the community, WCTE is middle Tennessee'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 services, government, arts and music.

Increased the WCTE lineup of local content for a national audience with the ninth season taping of Bluegrass Underground. WCTE produced a one-hour documentary on a national health crisis on juvenile opioid addiction titled, Bitter Pill: Youth at Risk. WCTE produced a half-hour documentary on another national health crisis on Adverse Childhood Experiences titled, Arts Over ACEs.

In 2019, WCTE Upper Cumberland PBS, provided these vital local services:

125+ 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 Fun Fest. Designed to educate, entertain and inspire this free day for families features over 30 activity booths based on PBS children's programming, a performance stage 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.

WCTE Upper Cumberland PBS, local services had deep impact in the middle Tennessee area.

WCTE's signal reaches 1.3 million people throughout middle Tennessee with over the air broadcast, cable and satellite services. Not only does WCTE offers broadcasting of local live events, parades, and shows, but also provides livestreaming options online for families to enjoy while traveling or to share their local culture with friends and family that live beyond the reach of broadcast.

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 conducted a 'Listening Tour' and went to all 14 counties in the Upper Cumberland to learn how the station can better support its rural counties.



2019 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

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. Below are brief highlights of some WCTE initiatives and series from 2019.

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 31 years, WCTE has been there to capture the event with a live 10-hour broadcast and a one-hour special that is shared across the nation.
- ***One on One with Becky Magura*** President and CEO Becky Magura hosts this WCTE original series that incorporates interviews with fascinating guests from Ken Burns Ketch Secor and Dayton Duncan from their road tour to Trae Crowder, Drake Fenlon, Tim Ryan, Dr. Reatha King, former Governor and First Last Haslam and Jake Hoot, winner of 'The Voice.' This series fulfills a special commitment to bring local, regional, and national stories to our viewers.
- ***ARTs Over ACES*** is a half-hour documentary that explains how the wonderful world of arts can help children combat high Adverse Childhood Experiences (ACEs) scores.
- ***Upper Cumberland Band Festival*** was streamed live and edited into three episodes that featured high school marching bands from middle Tennessee compete at Cumberland County High School.
- ***A Journey to Recovery is*** a half-hour documentary that was produced about the opioid national crisis to learn about how long-term recovery is not a final destination, focusing on stories throughout middle Tennessee.
- ***Ken Burns in Cookeville*** is a half-hour special produced to showcase Ken Burns, Ketch Secor, Dayton Duncan and Julie Dunfey visit to Cookeville, Tennessee on early morning as part of their bus road trip promoting Ken Burns Country Music Series.
- ***StoryCorps Listening Event & Town Hall on Opioids*** was offered to the community by partnering with the State of Tennessee, StoryCorps and Indie Lens Pop Up to showcase eight storytellers recorded in the region with a panel discussion before a Town Hall on juvenile opioid addiction was introduced as the second half of the presentation.

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.

- ***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.
- ***The Putnam County Agricultural Fair*** is a community tradition that WCTE participates in through live broadcasts and feature stories.

3. Community Engagement and Education

The very foundation of public media and WCTE Upper Cumberland PBS is that of education and engagement in the community. WCTE has over 40 years of service dedicated to the rural families and communities we serve.

- **WCTE is one of 30 public media stations using CPB-PBS Ready To Learn Initiative (RTL) grant funds** to develop a new type of local partnership called a Community Collaborative for Early Learning Media. WCTE's primary CCELM members include the: Putnam County School System Extended Learning Programs, Putnam County School System Students Services, Putnam County Library System, Millard Oakley Tennessee Tech STEM Center, Highland Residential Services (Public Housing) and Food To The Rescue. WCTE and their CC-ELM were able to train 1859 educators, 1276 families, and 7503 children using PBS KIDS Resources.
- **WCTE CC-ELM members were guest on WCTE's Get Ready To Learn weekly radio show** discussing their on-going family engagement and learning programs that focus on children ages 2-8 years old. This information was shared in a weekly education blog that is housed on WCTE's education web page and featured on WCTE's social media.
- **WCTE provided professional development to PreK-2 teachers, and Head Start teachers and staff** from all 14 Upper Cumberland counties. Teacher in-service included science and literacy-based PBS Learning Media, PBS KIDS content and resources, and STEM science materials to increase teacher awareness of PBS resources and improve their quality of teaching science and literacy curriculum.
- **PBS KIDS Mobile Media Lab** allows students to use mobile devices to access academic and social-emotional content on-line utilizing PBS KIDS, PBS Learning Media, and WCTE websites. Rural areas lack access to high speed internet and the lab brings access to their communities. WCTE received funding from CPB and PBS for a physical PBS KIDS Mobile Media Lab that can reach the entire Upper Cumberland region.
- **WCTE, Highlands Workforce Development and Education, and Saint Thomas Hospital** collaborate to offers monthly PBS KIDS parental engagement sessions at Jackson Kayak for their employees who attend during their lunch break. WCTE provides PBS KIDS hands on activities, literacy tools, STEM, and social-emotional information.
- **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 24 years old and the event that bears testament to his love of educational television is still going strong. With more than 30 activity booths, one stage, 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.
- **Ken Burns Country Music** - WCTE partnered with WETA to promote Ken Burns Country Music documentary. WCTE hosted a variety of community engagement events including a Ken Burns visit, a Songwriters Showcase, a country-themed screening event complete with root beer floats, and a book signing event with filmmaker Dayton Duncan. WCTE was proud to partner with many local musicians, songwriters, music stores, and non-profit organizations from neighboring communities. Over 1000 people attended this series of events.
- **WCTE partnered with the Warren County Community Center Gilley Pool** for the 4th annual free PBS KIDS celebration to raise awareness about the importance of reading with a child for 20 minutes each day. During this event, children were asked to bring gently used books to donate in place of an admission fee. WCTE is proud to report that over 512 books were donated from students from across the Upper Cumberland.
- **Window on the World** at Tennessee Technological University brings attention to diversity within this rural region of middle 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.
- **WCTE's High School Academic Bowl** features a double-elimination tournament and has been active for more than 21 years while recognizing the accomplishments of outstanding scholars in the fourteen-county region of the Upper Cumberland and throughout Middle Tennessee. WCTE partners with Tennessee Tech University to host this educational community event.
- **WCTE Partnered with the State of Tennessee** to produce a one-hour long documentary on juvenile opioid addiction titled, Bitter Pill: Youth at Risk. WCTE offered a Town Hall at Tennessee Tech University streamed live with an esteemed panel moderated by journalist Demetria Kalidimos.
- **PBS Kids multimedia room at Cookeville Children's Museum** - In March of 2019, WCTE partnered with the Cookeville Children's Museum to host a multimedia PBS Kids room within the museum. The exhibit features PBS Kids Playtime Pads loaded with games and PBS Kids shows, a television tuned to the PBS Kids 24/7 channel via antenna, books and stuffed characters based on PBS Kids programming. The exhibit also has a featured show & related hands-on activity that rotates

bi-monthly. Some featured exhibit activities have been: Nature Cat (Nature-based learning & exploration), Sesame Street (Social-Emotional Learning), and Molly of Denali (Informational Text & Patterns). The Cookeville Children's Museum regularly hosts non-paying children in partnership with local foster care agencies, domestic abuse centers, and homeless shelters.

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 the works 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 Basketball** - We produce and broadcast home football games and at least six men and women's basketball games live.
- **Upperman and Cookeville High Schools football game** at Tennessee Tech University broadcasted and streamed live.
- **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 businesses. This important fundraiser for WCTE serves an equally important role for local businesses.
- **Community engagement events** that bring this service to light are the Upper Cumberland Tourism Membership Dinner, Putnam County Chamber After Hours Business Expo, Highlands 8th Grade Career Fair, and 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 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 Lee'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 and rural could produce relevant, locally produced, quality programming that is distributed for a national audience. Much of this is possible through collaborating with independent producers.

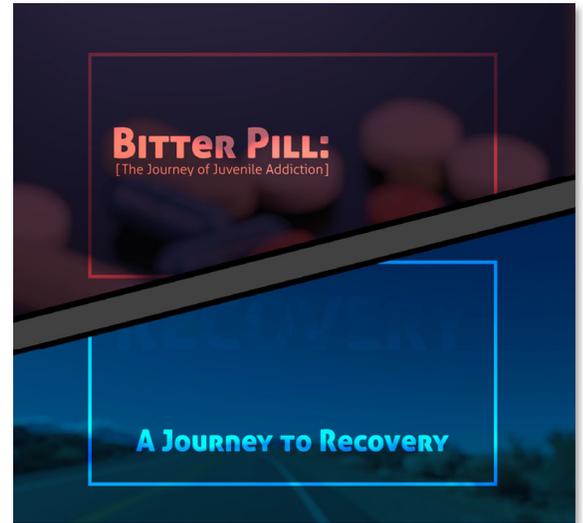
- **Presenting Station National Offerings: Bluegrass Underground, Barnegie Hall, Ray Stevens CabaRay, and Songwriting with Soldiers**
- **The Smithville Fiddlers' Jamboree** one-hour highlight features the top events from this amateur competition that attracts musicians and interest from throughout the country.



2019 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

WCTE Produces Documentaries on Opioid Addictions and Adverse Childhood Experiences to Combat National Crises

WCTE's produced three documentaries in 2019 to reflect current public health national crises that have impacted the Upper Cumberland region. *Bitter Pill: Youth at Risk* was produced in association with Todd Jarrell to highlight addiction issues with our youth population, funded by Commission on Children & Youth. WCTE streamed live a Town Hall discussion at Tennessee Tech University in Bell Hall Auditorium to help educated the community on this national epidemic. Second, WCTE produced a second documentary focusing on the opioid national crisis to learn about how long-term recovery is not a final destination. And third, WCTE produced a documentary titled, *Arts Over ACEs* (Adverse Childhood Experiences), that focuses on how the arts can help children combat high ACEs scores.



WCTE Celebrates Rural Voices with StoryCorps

WCTE collaborated with StoryCorps and *Independent Lens*' Indie Lens Pop-Up screening series to facilitate dialogue about health care challenges faced in the Upper Cumberland. The engagement events were inspired by "The Providers," a national public media documentary and an ITVS production presented on *Independent Lens* exploring rural healthcare. To support the participation of rural communities in the national dialogue, CPB provided a grant to ITVS to support to engage its community in conversation on topics discussed in the film such as health care gaps, challenges presented by addiction, and ways to bring new rural healthcare providers to the field. The stories are located on WCTE's website under "Podcasts."

KEN BURNS COMES TO COOKEVILLE!

WCTE PBS welcomed Ken Burns, Executive Producer of the popular 2019 documentary *Country Music* on the first press tour stop promoting the film. The very early stop occurred Sunday, March 24th at 7 AM but didn't stop the community from coming out in huge numbers. Burns, Dayton Duncan, Julie Dunfey and musical artist Ketch Sector were greeted by more than 400 fans very excited to hear from Ken and his talented team. Prior to their arrival that morning, the WCTE production and engineering team performed a first for the station. Along with Becky Magura, the production team recorded an interview while on the bus from Nashville which later became a *One on One with Becky Magura* special that aired on WCTE in September. To celebrate the airing of this much-anticipated documentary, WCTE took the opportunity to host five singer-songwriters during the WCTE



Annual Dinner held April 1. The sold-out dinner themed around the COUNTRY MUSIC documentary presented five award-winning singer-songwriters: Darrell Scott, Verlon Thompson, David Kent, Ellen Britton, and newcomer Ethan Ballenger. The artists, many of which are Grammy Award winners, performed in the round bringing the crowd to their feet and leaving them excited about the fall documentary. In September, the community of Cookeville was given a second chance to meet Dayton Duncan, the writer of the film *Country Music*, during his visit for a screening of the film and panel discussion. Since the book COUNTRY MUSIC premiered during his visit, screening guests were able to purchase books where Duncan visited with them and autographed each copy.



Commitment to Safety

WCTE's relationship with the Upper Cumberland's public safety community has always been strong, and it continues to grow, and the station continues to find new ways to work with law enforcement personnel, firefighters, first responders and others to ensure the Upper Cumberland is a safe place to live and work.

Reach in the Community

Putnam County provided WCTE with space inside its Emergency Services headquarters for a small television studio that will allow remote broadcast from that hardened facility. Emergency personnel will be able to broadcast live messaging directly to the public over WCTE's main channel in the event of an emergency. Putnam County paid for the acquisition of the equipment, which, thankfully, has only been needed for periodic testing since installation. Plans for 2020, however, include broadcasting live interstitial programming to during children's programming to introduce viewers to "community helpers," like police, deputies, firefighters and other first responders.

Partnerships

Many of the station's partnerships are based on shared infrastructure. WCTE's broadcast tower property, for instance, is also home to a second tower operated by Putnam County Emergency Services for antennas from various public safety agencies. Power for the site is hardened by WCTE's backup generator, and WCTE's fiber connection can and has been used to back up the county's microwave internet. This infrastructure relationship will grow even stronger in 2020 as WCTE donated a surplus generator that will allow the county to complete a hardened ring network, and for which the county, in return, will create off-site satellite and microwave redundancy to feed WCTE's transmitter in the event of a fiber cut.

In 2019, WCTE initiated with SpectraRep, a service that will allow public safety agencies across the region to use a portion of WCTE's broadcast bandwidth to reach responders in remote locations with video, audio or data transmissions. Invisible to TV viewers, agencies with the dashboard software and an internet connection will be able to send encrypted information, such as helicopter video, school blueprints, maps and messaging, to anyplace within WCTE's mostly rural coverage area. Installation and operation of this system, which has been up and running at WCTE since early 2019, was made possible by a grant to the Tennessee Public Television Commission.

"We are excited to partner with WCTE on providing a higher level of critical information to our citizens in times of emergencies and disasters. Having the capability to broadcast live on WCTE from our Emergency Operations Center is a dream come true. WCTE and Putnam County share a common goal, the safety and well-being of our citizens. Putnam County has always enjoyed a great working relationship with WCTE and have partnered in projects that have brought emergency communications and disaster preparedness to a new level in our community."

Randy Porter
Putnam County Executive





2019 LOCAL CONTENT AND SERVICE REPORT COMMUNITY EDUCATION



WCTE is a PBS full-member 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 is also on YouTube TV.

WCTE.org receives approximately 64,500 pageviews annually.

Through our outreach efforts in schools, head start centers, and community events we reach nearly 30,000 people with tools and resources.

"When we get to do PBS KIDS stuff with Miss Cindy it helps me learn better in school."

Sylvia

Age 8

Kids Matter, CC-ELM Highlands Residential Services

WCTE continued to build strong relationships with the following educational 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; **Tennessee 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**.

"This is my second year to attend Playful Learning For Educators. I used all the free PBS materials from last year and I am glad Ready To Learn is on PBS Learning Media. I love WCTE and PBS Kids!"

Mrs. Chrissy Maynard

LEAPs staff, Parkview Elementary School.

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

"Since the partnership with Ready To Learn, I have saved thousands of dollars not having to purchase curriculum for camps and after-school. The PBS KIDS resources are perfect for the at-risk kids that we serve."

Brenda Hughett

Director of Extended Learning Putnam County School System
