



## 2018 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



*"WCTE's Ready to Learn grant has been a vital component of the local initiative to educate parents and the community about the importance of early literacy.*

*Jill Ramsey, Curriculum Supervisor: PK-5*

**Explore Your World. Experience WCTE.** For more than 40 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.

Increased the WCTE line up of local content for a national audience with the seventh season taping of Bluegrass Underground. WCTE produced and a national health crisis on a six-part documentary series called ACEs. WCTE received the Making Kids Count Media Award from TCCY and The Governor's Award for Achievement in Early Learning from Governor and First Lady Haslam.

**In 2018, 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 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 Public Television, local services had deep impact in the middle Tennessee area.**

WCTE's signal reaches 1.3 million throughout middle Tennessee with over the air broadcast, cable and satellite services.

WCTE celebrated its 40-year Anniversary and started an endowment campaign to sustain Ready to Learn. 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.



## 2018 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. 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 2018.

#### **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 incorporates interviews with fascinating guests from PBS President & CEO, Paula Kruger, U.S. Senator Lamar Alexander, singer and songwriter Mandy Barnett, singers and songwriters Kathy Matteau from the and Mary Gauthier from the current season of Bluegrass Underground. This series fulfills a special commitment to bring local, regional, and national stories to our viewers.

**\*Adverse Childhood Experiences: A Public Health Crisis** is a six-part documentary series shot from one end of the state to the other featuring the Governor and First Lady Haslsm, and experts in clinical, law enforcement, juvenile judicial, and community programs that included educational and social media cutdowns as a turn key initiative for local and national PBS stations who have aired the series.

**\*MasterSingers: A Jubilate Deo** This one-hour show was a partnership MasterSingers who enrich cultural life of the Upper Cumberland with quality choral presentations.

**\*Something to Cheer About!** This documentary was produced to showcase a team in Crossville, Tennessee who made it all the way to the national competitions in Orlando, Florida and landed in the top 10 in the country.

**\*Stories from the Stage** WGBH partnered with WCTE for its first pilot in shooting stories from rural America to create a total of two episodes.

**\*Rural Tennessee: Inspiring Future Educators** This documentary focuses on the shortage of educators in the Upper Cumberland region and what tactics and strategies are being used to encourage high school students to go into education for their career.

**\*Shakespeare in the Park** WCTE partnered with the Cookeville Performing Arts Center with streaming live "Much Ado About Nothing" and then airing an edited air copy version.

#### **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 agri-tourism. 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; WTCL, Chattanooga and East Tennessee PBS, Knoxville.

**\*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 and Media. The CC-ELM members include Putnam County School System LEAPs, Putnam County Library System, L.B.J. & C. Head Start, Tennessee Tech University's Millard Oakley STEM Center, and Highlands Residential Service (Public Housing)

**\*PBS Kids Mobile Media Lab** allows students to use mobile devices to access academic and social-emotional content at the PBS Kids, PBS LearningMedia, and WCTE. 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 unit that cover 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 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 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.

**\*The Great American Read** kick-off event was held with CC-ELM member Putnam County Library System. This educational community event introduced the Putnam County Library Summer Reading program and reintroduce the CC-ELM Mobile PBS KIDS Playtime Pads and Live streaming capabilities for the PBS KIDS 24/7 KIDS Channel. Five more iPads were added to the PC Library mobile lab along with additional PBS Kids Mobile Labs at Monterey, Algood, and Baxter Public Library Branches

**\*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 ticket. 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 based upon a PBS KIDS program.

**\*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 Internship Program with TTU and Highlands Workforce Development and Education** offers numerous opportunities for college and high school students to work in their field of study. It is a collaborative effort that provides wonderful on the job training for selected students.

**\*WCTE Partnered with the State of Tennessee** to produce a six-part documentary series on ACEs (Adverse Childhood Experiences) that is being aired across the State of Tennessee with the other PBS stations. WCTE was awarded multiple Telly Awards.

**\*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** - several interstitials produced from interviews with multiple legislators on Capitol Hill, informing the public of key legislation in work 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 Football and Basketball** - We produce and broadcast home football games and at least six men and women's basketball games 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 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, Chamber After Hours Business Expo, Highlands 8th Grade Career Fair, Jackson County Chamber Board Election, 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 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.

#### 7. Local Programming currently in distribution nationally

It's hard to believe that a station as small as WCTE (only 16 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 Hippy Jack's**, now in its tenth season, has grown unbelievably and promotes the preservation of Americana music thanks to producer Jack Stoddart.

**\*Bluegrass Underground**. Todd Jarrell and Todd Mayo have joined forces and worked with WCTE to bring to a national audience this series 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.



## 2018 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

### Ready To Learn Community Collaborative Early Learning Media

WCTE's strong partnerships with CC-ELM members Putnam County School System, Putnam County Library System, TTU Millard Oakley STEM Center, and Highlands Residential services creates opportunities for collaboration and implementations of PBS KIDS Family Community Learning Workshops, PBS KIDS Camps, PBS Edcamp, Teacher Professional Development, and additional PBS KIDS Ready To Learn content services. WCTE and the CC-ELM partners presented 19 Ready To Learn CC-ELM training/professional development sessions to 863 area educators, sharing valuable early learning resources from PBS with these audiences. WCTE held or participated in over 61 outreach activities directed at families, which engaged parents, grandparents, and other caregivers of early learners. More than 2,618 families and over 20,658 children participated in WCTE's Ready To Learn outreach.



### WCTE is an educational leader in the Upper Cumberland

WCTE received the 2018 Tennessee Governor's Awards for Excellence in Early Foundations. Governor and First Lady Bill and Crissy Haslam presented the award during the Tennessee Commission On Children and Youth Statewide Advocacy Day. WCTE's Ready To Learn Community Collaborative Early Learning Media is a community educational leadership organization that engages a broad range of partners to help our community meet the indicators of a Ready Community, listed in the Tennessee School Readiness Model.



### WCTE 40<sup>th</sup> Year Anniversary

WCTE celebrated its 40-year anniversary in 2018. It included a 40 X 22 campaign to raise \$1,000,000 over the next five years to sustain Ready To Learn through an endowment fund. WCTE raised approximately \$250,000 this inaugural year. WCTE celebrated all year with a special exhibit at the Cookeville History Museum for community members throughout the Upper Cumberland region to see the very beginnings of WCTE and 40 years of its history highlighting retro equipment, pictures, and memorabilia WCTE has collected over the last 40 years. As part of its 40-year anniversary, WCTE had a mural painted and installed on the side of a downtown building owned by WCTE's partner, Biz Foundry, showcasing the wonderful PBS content through the many years. WCTE year of success also included Bob Ross Painting events and a Julia Child Inspired Dinner to connect with the communities in the Upper Cumberland region.





## 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 farmer markets, healthy food preparation, and green/renewable technology. WCTE extends this focus online at [www.livegreentv.org](http://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 2018, 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 Gardeners in Memphis, Farmers 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.

### **Impact and Community Feedback:**

*"Once you stay on top of it, it takes very little of your time to have our own garden."* – Keith White, Tenant Gardener at Stoney Creek Farm

*"Ten seasons ago we started with this little movement with Farm to Table and Live Green Tennessee to support local producers and we thought it was important to support local farm producers and WCTE's Board members agreed. It was also a national movement so our WCTE is timely, current, trendy, and today the Farm to Table movement is a way of life."*

*Melinda Keifer, Economic Development Coordinator, City of Cookeville and host of "Live Green Tennessee"*





*"My favorite part was watching PBS KIDS live and playing on the Playtime Pad. Now I can help my mother learn English, at the library, when I check out a PBS Playtime pad." Juana, age 8*

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; **Upper Cumberland 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**.

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 30,000 people with tools and resources.

*"I wanted to thank WCTE for the opportunity to attend the PBS Edcamp. I have been in the school system for years and I believe this training was the first time that teachers were encouraged to collaborate and share ideas. It was beneficial to me that I attended."*

*Principal Thomas Fuhrman, Jere Whitson Elementary*

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**As a PBS affiliate 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*

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