

WCTE-TV, CHANNEL 22, COOKEVILLE, TENNESSEE
COMMUNITY CONCERNS FROM APRIL 1, 2010 TO JUNE 30, 2010

The following subject areas were recognized as areas of concern and interest in the WCTE-TV broadcast area during the time period.

1. ANIMAL WELFARE
2. HEALTHY LIFESTYLES FOR SENIORS
3. LOCAL AGRICULTURE
4. THE REGIONAL ECONOMY
5. FLOOD RELIEF

1. **ANIMAL WELFARE**---The problem of pet overpopulation exists in the Upper Cumberland region just as in other areas of the country. Cookeville's existing animal shelter took in 4,779 dogs and cats in 2009; 3,595 of them, or 75 %, had to be euthanized. Several concerned citizens partnered to address this problem in WCTE's viewing area: The City of Cookeville, Putnam County, Tennessee Tech University, the Humane Society of Putnam County and the Friends of Cookeville/Putnam County Animals. This partnership planned and proposed the P.E.T. Care Campus (acronym for Pet Education & Training). In order to highlight the efforts of these community partners, WCTE profiled the subject on its May edition of *Focus On*. Host Mark Dudney welcomed Dr. Pat Bagley, Dean of TTU's College of Agricultural & Human Sciences, and Linda Westin, the President of the Friends of Cookeville/ Putnam County Animals. The guests discussed the partnerships' efforts in raising funds for the proposed campus and its benefits to the community, including drawing visitors, increasing adoptions, lessening euthanasia and the provision of more affordable spay/neuter services. The show aired live at 7 pm on May 17, 2010 and repeated at 8 pm on May 21st.
2. **HEALTHY LIFESTYLES FOR SENIORS**---Maintaining an active and healthy lifestyle is a recognized area of interest in WCTE's broadcast area, which contains a significant number of retirees and retirement communities, especially in Cumberland County. Age 50 and up is the fastest growing demographic in the country, with someone turning 50 every 7 seconds for the next 6 years. WCTE profiled the Upper Cumberland Senior Olympics on its June edition of *Focus On*. Host Mark Dudney welcomed the following guests, who are both leaders and participants in the competitions: Frank Baker, Chairman of the Board of the Tennessee Senior Olympics and Co-Coordinator of the Upper Cumberland Senior Olympics; Wanda Shanks, State Champion 3-on-3 Basketball competitor; and Wayne Matthews, Upper Cumberland Ambassador for the USA Pickleball Association. The guests discussed the benefits of maintaining an active lifestyle and how to become involved in the Senior Olympics, which boasts some

participants in their nineties. The show aired live at 7 pm on June 21, 2010 and repeated on June 25th at 8 pm.

3. **LOCAL AGRICULTURE**---The Upper Cumberland is a rural, agricultural region and WCTE has tapped into huge community interest with its year-long *Live Green and Prosper* initiative. Part of the initiative is the stations' monthly program *Live Green Tennessee*, which explores how growing, buying, selling and eating locally supports healthy living, boosts the local economy and creates a better quality of life. In May host Melinda Keifer introduced segments covering "From the Medicine Garden," with Dr. Op Walker explaining the nutritional value of sprouts, as well as a guided tour through Cookeville Regional Medical Center's "Healing Garden" for cancer patients. This program first aired on May 10th at 7 pm and repeated on May 14th at 8 pm. April's edition of *Focus On* explored our regional reaction to "Food, Inc.," an Academy-Award winning documentary critical of the U.S. food industry. Host Mark Dudney welcomed the following guests to discuss "Where Your Food Comes From" in the Upper Cumberland region and the state of Tennessee: Eddie Clark, Regional Field Services Director of the Tennessee Farm Bureau; Dr. Pat Bagley, Dean of TTU's College of Agricultural & Human Sciences; and Margie Hunter, Food and Dairy Inspector for the Tennessee Dept. of Agriculture and a beef/egg producer in White County. Roll-ins included segments from leaders on the subject of agriculture in the state legislature, Sen. Charlotte Burks and Rep. Stratton Bone. The show aired live on April 19th at 7 pm and repeated on April 23rd at 8 pm.
4. **THE REGIONAL ECONOMY**---The economy continues to be a subject of concern in the Upper Cumberland region, as well as nationally and internationally. WCTE's program *Business Profiles* traveled to several counties in our region to highlight successful businesses and interview community leaders. Host Amy New introduces the segments. The April edition highlighted Cumberland County, included an interview with County Mayor Brock Hill and profiled Crossville, Inc., America's largest domestic porcelain stone tile manufacturer. The show aired at 7 pm on April 5th and repeated on April 9th at 8 pm. In May *Business Profiles* headed to Jackson and Clay counties, where County Mayors (respectively) Charlie Hix and Dale Reagan were interviewed and the following businesses were profiled: Dutch Craft Mattress Company, Honest Abe Log Homes, Sutton's General Store and Hidden Springs Nursery. This show aired on May 3rd at 7 pm and repeated on May 7th at 8 pm. The June show covered Pickett and Fentress counties and included interviews with County Mayors (respectively) Stephen Bilbrey and John Mullinix. The businesses highlighted on the June edition were Specialty Woodworking, Micro Metals and Wolf River Valley Growers. This program aired June 5th at 7 pm and repeated on June 9th at 8 pm.
5. **FLOOD RELIEF**---A "thousand-year" flood struck Middle Tennessee and other parts of WCTE's viewing area in early May. Torrential rains caused flooding for

several days which resulted in multiple deaths, widespread property damage and school closings. WCTE responded to this crisis by discussing “Flood Relief” on its May edition of *Housecall*. Guest host Kristin Wells welcomed local experts in the emergency management field to educate our viewers about what was being done to prevent injury and illness from the flooding. The experts were Tyler Smith, Director of the Cookeville Putnam County Emergency Response Agency (CPCEMA); and Mike Hellman, the Public Information Officer for the CPCEMA. The discussion provided much-needed information for viewers on this important and timely local topic. The program aired live on May 24th at 7 pm and repeated at 8 pm on May 28th.