

WCTE-TV, CHANNEL 22, COOKEVILLE, TENNESSEE
COMMUNITY CONCERNS FROM JULY 1, 2010 TO SEPTEMBER 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. **THE LOCAL ECONOMY**
2. **BREAST CANCER AWARENESS**
3. **SUSTAINABLE AGRICULTURE**
4. **HIGHWAY SAFETY**
5. **MENTAL HEALTH ISSUES**

1. **THE LOCAL ECONOMY**—The local economy continues to be a matter of great concern in the Upper Cumberland area. WCTE’s program *Business Profiles* traveled to Macon County on the western side of our viewing area, then to Van Buren County on the eastern end. There we met with Clay Morgan and Dennis Wolford of the Macon County Chamber of Commerce, as well as Ann McCormick of the Van Buren County Chamber of Commerce. WCTE visited and heard from the following businesses about their economic impact in the region: Cozy Cabins and Cottages, Fleetwood Homes and the Rocky River Resort. The show aired first at 7 pm on August 2nd, followed by an encore at 8 pm on August 6th.
2. **BREAST CANCER AWARENESS**---During September’s *House Call* program, host Becky Magura welcomed guests to discuss the topic of breast cancer. WCTE partners with the Susan G. Komen for the Cure Upper Cumberland Affiliate to promote awareness of the disease through educational workshops and media campaigns. This show aired the day after the 2nd Annual Race for the Cure event in Cookeville. Guests included Eileen Stuber, the President of the Susan G. Komen for the Cure Upper Cumberland Affiliate; Dr. Harry Stuber, Ob/Gyn physician, and Nashville plastic surgeon Dr. George Maxwell. The show aired live on September 27th at 7 pm and repeated on October 1st at 8 pm.
3. **SUSTAINABLE AGRICULTURE**---WCTE’s award-winning series *Live Green Tennessee* profiled examples of sustainable agriculture in the region. Host Melinda Keifer covered how the City of Crossville recently invested in a bio-diesel program, combining both penny-pinching and long-term sustainability practices. WCTE staffer Amanda Collier demonstrated how to preserve and can peaches. Cookeville Interior Designer Ellie Lenhart showed how she incorporates “green” themes into her sought-after design work, including eco-friendly lighting, paint, tiles, etc. She also re-purposes items so they’re not wasted and end up in a

landfill. The show 1st aired on September 13th at 7 pm, repeating at 8 pm on September 17th.

4. **HIGHWAY SAFETY**---Host Kristin Wells welcomed guests in July's *Focus On* segment to discuss highway safety. They were: Jim Williams of the Tennessee Department of Transportation, and Lt. R.C. Christian of the Tennessee Highway Patrol. Wells and the guests discussed the organizations' collaborative *Between the Barrels* Program, an outreach and public service project aimed at educating the public about highway safety, with a particular emphasis on teens. The show aired live on July 19th at 7 pm and repeated at 8 pm on July 23rd.

5. **MENTAL HEALTH ISSUES**---WCTE featured the subject of depression in its August segment of *House Call*. Host Becky Magura welcomed a distinguished panel to discuss depression, with an emphasis on depression and aging. The guests included two psychiatrists: Dr. Donald Akenson, MD, of the Volunteer Behavioral Healthcare Assistance program in Cookeville; and Dr. Richard Thompson, MD, Psychiatric Director at Livingston Regional Hospital's Oak Point Center. Also joining the panel was Patsy Cronk, Director of Friends and Company Support Center in Cookeville. The show aired live on August 23rd at 7 pm and repeated at 8 pm on August 27th.