

WCTE-TV, CHANNEL 22, COOKEVILLE, TENNESSEE COMMUNITY CONCERNS FROM JANUARY 1, 2011 TO MARCH 31, 2011

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

1. PUBLIC AFFAIRS AND LOCAL HISTORY

WCTE strove to highlight several issues affecting the public interest locally, statewide and nationally. Co-producers Mark Dudney and Rick Wells began conducting new *Legislative Updates* segments on the Tennessee General Assembly and state government in January, with the commencement of the legislative session. They interviewed the following officials during this time period: State Senator Charlotte Burks, State Representative Ryan Williams, Speaker of the House Beth Harwell, (Interim) Commissioner of Education Patrick Smith, Commissioner of Agriculture Julius Johnson, State Senator Mae Beavers, State Representative Charles Curtiss and State Representative John Mark Windle. The purpose of these spots goes to one of public media's central missions—to inform and educate its viewers regarding civic affairs, their public institutions and how they are governed. These informational spots ran from early January through May, 2011, with the end of the session. Topics included priorities of the incoming Haslam administration, education reform, balancing the state budget, the debate over teacher's unions, legislation to combat methamphetamine manufacturing, profiles of officials and how the feral hog problem affects rural areas.

As America nears its second decade embroiled in the wars in Iraq and Afghanistan, WCTE assembled on *Focus On* an expert panel to discuss American Foreign Policy in the Middle East. Host Mark Dudney welcomed retired Naval Intelligence Officer LCDR Pat Ryan and TTU Professors Dr. Michael Gunter and Dr. Jeff Roberts to discuss this important issue. The program broadcast live on January 17 at 7 pm and repeated January 21 at 8 pm. In February WCTE celebrated Black History Month by profiling the subject on *Focus On*. Host Mark Dudney welcomed local leaders Marc Burnett, VP of Student Affairs at TTU, Dr. Wali Kharif, TTU History Professor and Morris Irby, Senior HR official with Cummins Filtration. The guests discussed the debate over Black History Month itself and the African American experience in the Upper Cumberland, including the role of John's Place in race relations. The segment aired live on February 21 at 7 pm and repeated February 25 at 8 pm.

2. LOCAL BUSINESSES

WCTE partnered with the *Cumberland Business Journal* to feature local businesses on the February installment of *Business Profiles*. Host Heather Sallee profiled the businesses Space Age Machine and Simply Southern Quilts, with *CBJ* spotlighting Readyville Mill. The program also featured advice from the field from Allan Tatum, pharmacist and owner of Payless Family Pharmacy. It originally aired February 10 at 7 pm and repeated February 11 at 8 pm.

3. LOCAL ACADEMICS

WCTE hosted its popular Upper Cumberland High School Academic Bowl during the time period. Several teams from the region competed in the challenging program, which was judged by local educators and moderated by a TTU professor. The shows originally aired twice on the following days: March 21-April 1; April 4-8. These corresponding programs repeated twice on these dates: April 11-15; April 18-22; April 25-April 29.

4. LOCAL ATHLETICS

WCTE continued its tradition of broadcasting local high school and college athletic events. In February the station aired the following Tennessee Tech basketball games live:

- Austin Peay at TTU-women February 19 at 5:30 pm
- Austin Peay at TTU-men February 7 at 7 pm
- Eastern Kentucky at TTU February 3 at 5:30 (w) and 7 pm (m)
- Morehead State at TTU February 5 at 5:30 (w) and 7 pm (m)

WCTE broadcast the BlueCross Basketball Championships live on March 5, 12 and 19:
March 5 from Lipscomb Univ., Nashville, TN

- Division 2, Class 1A Girls 11 am
- Division 2, Class 1A Boys 1 pm
- Division 2, Class 2A Girls 3 pm
- Division 2, Class 2A Boys 5 pm

March 12 from MTSU, Murfreesboro, TN

- Division 1, Class 1A Girls 2 pm
- Division 1, Class 2A Girls 4 pm
- Division 1, Class 3A Girls 6 pm

March 19 from MTSU, Murfreesboro, TN

- Division 1, Class 1A Boys 2 pm
- Division 1, Class 2A Boys 4 pm
- Division 1, Class 3A Boys 6 pm