

**WCTE-TV, Channel 22, Cookeville, Tennessee**  
**Community Concerns from January 1, 2008 to March 31, 2008**

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

1. Digital Transition
2. Business
3. Methamphetamine Abuse
4. Music and Art
5. Sporting Events
6. Local History

1. **DIGITAL TRANSITION** - People in this region are concerned about the transition from analog TV to digital TV. On Thursday, Feb. 21 at 7:30 p.m., WCTE president Becky Magura hosted an on-air discussion with special guest Chuck McConnell, director of field services for NETA. The digital transition also arose as a topic when Magura interviewed Peggy O'Brien, senior vice president of CPB, at 7:30 p.m. on Feb. 28. O'Brien was in Cookeville as the keynote speaker for the Upper Cumberland Broadcast Council's annual meeting. The interview was repeated Saturday, March 1 at 6:30 p.m.

2. **BUSINESS** - Upper Cumberland Business Profiles, a popular program for focusing on business, airs each Friday at 8:30 p.m. on WCTE. This locally produced program deals with entrepreneurs and business owners who discuss how they operate. During this time period 12 new programs aired.

3. **METHAMPHETAMINE ABUSE** – On Monday, Jan. 7, at 7 p.m., WCTE aired local producer Todd Jarrell's award-winning documentary, *Crank: Darkness on the Edge of Town*. The show documents the prevalence of methamphetamine in the Upper Cumberland, tracing its origins, manufacture and effects. Jarrell featured local users, law-enforcement professionals and legislators in this hard-hitting documentary. It aired again on March 4 at 7 p.m.

4. **MUSIC AND ART** - During this time period, WCTE produced a program entitled "Prelude and Coffee: Conversations with the Conductor." This program was a preview of the upcoming concert performed by the Bryan Symphony Orchestra and featured Conductor Dan Allcott and Executive Director Gail Luna.

5. **SPORTING EVENTS** - Because sports are very important to the residents of the region, and they are especially proud of their children participating in sports, WCTE produced both the High School Basketball Game of the Week and Golden Eagle Basketball replays. On Saturday, Jan. 5, at 7 p.m., WCTE featured a TTU doubleheader with a women's game hosting Austin Peay and a men's game hosting Samford University. In the Feb. 9 broadcast, TTU teams hosted Jacksonville State. On Saturday, Feb. 2, at 7 p.m., WCTE featured the high school game between York Institute and Upperman.

6. **LOCAL HISTORY** – WCTE's "Focus On..." live call-in show features a different topic each

month and airs at 7 p.m. on Monday nights and the following Saturday at 4 p.m. For February 4, host Donna Castle interviewed special guests Earl Lloyd, the first African American to play in the NBA, and Marc Burnett, Tennessee Technological University Vice President for Student Affairs, who grew up in Cookeville's small African American community, in an episode dedicated to Black History Month. On Feb. 18, Jimmy Worley hosted an episode about local genealogy.