

WCTE-TV, Channel 22, Cookeville, Tennessee
Community Concerns from July 1, 2009 to September 30, 2009

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

1. THE ECONOMY
2. HEALTH CARE REFORM
3. EDUCATION
4. PUBLIC HEALTH
5. SPORTING EVENTS

1. THE ECONOMY---The economy continues to be a subject of concern in the Upper Cumberland region. WCTE's program *Business Profiles* featured subjects which addressed local economic issues. On July 17th, host Don Weinrauch interviewed guest George Halford and discussed The Role of the Chamber of Commerce. Mr. Halford, of the Putnam County Chamber of Commerce, discussed the Chamber's role in developing and maintaining an economic climate that creates and retains jobs, as well as enhances the quality of life for area residents. On July 31st, Don Weinrauch and guest Vicky Henley, from the Small Business Development Center, discussed the subject of entrepreneurship. Specifically, they talked about programs and opportunities for local entrepreneurs in the Upper Cumberland region. In August, WCTE kicked off its year-long *Live Green and Prosper* Initiative, one element of which is its monthly series *Live Green Tennessee*. This series explores how growing, selling, buying and eating local foods can help the local economy and stretch the family dollar. Mark Dudney hosted *Focus On* on August 17th and the subject matter was Pick Tennessee Products. Guests included Cynthia Kent of Pick Tennessee Products and Pat Bagley, Dean of Tennessee Tech's College of Agricultural and Human Sciences. This show also discussed the impact of agriculture on the area's economy.
2. HEALTH CARE REFORM---The debate over some form of change in national health care policy has dominated the public discourse for months. Emotional town meetings throughout the Upper Cumberland have definitely reflected concern on the part of area residents about the issues involved. To meet this concern, WCTE featured a distinguished panel of local guests on its September *House Call* program. We emphasized how health care delivery impacts the patient and our panel answered questions from local callers. Our guests included 3 prominent local physicians: Dr. Doug Dycus, Dr. Thomas Jenkins and Dr.

Joseph Tokaruk. We were also joined by 2 attorneys that are experts in health care policy: Tony Garr, the Executive Director of the Tennessee Health Care Campaign, and Marie Ferran, the Director of Aging Services for the Upper Cumberland. We intend to continue these discussions as events develop regarding health care reform.

3. EDUCATION---In July WCTE continued to use *Business Profiles* as a platform to highlight local businesses which utilize Science, Technology, Engineering and Mathematics (STEM). On July 3rd, Don Weinrauch interviewed Ben Brady and Jason Duke of Ciphertek Systems. They discussed running their full service IT company, which includes networking, computer sales and repair, Web site design, as well as training and consulting. On July 10th, Mr. Weinrauch welcomed Rick Larsen of Flexial Corporation, the 2nd largest broad spectrum manufacturer of welded metal bellows in the United States. Both these shows demonstrated the relevance of STEM education to local industry. On August 17th, host Cindy Putman welcomed guests to discuss STEM generally on *Focus On*. Her guests included Sally Pardue of Tennessee Tech's STEM Center and Mike Meiahl, STEM Curriculum Coordinator at Cookeville High School. During the July 20th *Focus On* program, the subject was the Putnam County School Budget. Host Mark Dudney interviewed Director of Schools Dr. Kathleen Airhart and several members of the Putnam County Commission about the challenges in funding education in light of the economic downturn.
4. PUBLIC HEALTH---Public health issues continue to be a matter of concern for area residents. On July 27th Cindy Putman hosted *House Call* and discussed the subject of School Prep and Screening. This program was timely because local schools started back 2 weeks later. The guests were pediatrician Dr. Satya Chakrabarty and Putnam County Coordinated School Health Supervisor Lori Paisley. They discussed best practices in terms of prevention of sickness for children returning to school.
5. SPORTING EVENTS---Sports continue to be of great interest to residents of the Upper Cumberland and WCTE continues to respond. *The Watson Brown Show*, featuring 3rd-year Tennessee Tech football coach and Cookeville native Watson Brown, enables fans to directly participate by calling in with questions and e-mails. The program aired live every Monday night in September, giving TTU football fans a chance to question and congratulate their coach and team. WCTE also filmed and broadcast the TTU/Pikeville game during the month of September.