

WCTE-TV, CHANNEL 22, COOKEVILLE, TENNESSEE
COMMUNITY CONCERNS FROM JANUARY 1, 2010 TO MARCH 31, 2010

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

1. EDUCATION

WCTE hosted and broadcast the 24th Annual Academic Bowl during this time period. The Academic Bowl is an academic competition attended by teams from area high schools. It is a double-elimination tournament and selected professors from Tennessee Tech University serve as moderators and judges for the competition. There were 14 shows total, which began airing on February 15, 2010 and continued through March 4, 2010. The shows ran at 11 am and 5 pm during those weeks. This exciting competition engages young minds and is a community favorite in the Upper Cumberland.

2. SPORTING EVENTS

WCTE continued its tradition of covering local sporting events by taping and broadcasting several home basketball games, featuring the Tennessee Tech Golden Eagles Womens' and Mens' teams. WCTE broadcast the following games during January and February of 2010, with the womens' game always played in the early time slot:

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| • TTU vs. Morehead State | Jan. 7 th | 10:00 & 11:30 pm |
| • TTU vs. Austin Peay | Jan. 21 st | 10:00 & 11:30 pm |
| • TTU vs. Tennessee State | Jan. 23 rd | 5:30 & 7:30 pm |
| • TTU vs. Murray State | Feb. 11 th | 10:00 & 11:30 pm |
| • TTU vs. UT-Martin | Feb. 13 th | 5:30 & 7:30 pm |

Tennessee Tech Sports are followed with great interest by the Upper Cumberland community, and WCTE is proud to bring the excitement to its viewers.

3. STOPPING UNDERAGE DRINKING

WCTE partnered with Mediation Services of Putnam County and Tennessee Tech University and successfully applied for a grant from the Tennessee Commission on Children and Youth. This grant's purpose is to stop underage drinking. The problems of underage drinking and its consequences have a significant impact on the families in our area and on our community as a whole. The fact that Cookeville is a college town exacerbates the problem and results in students regularly violating the law. As with many social problems, we believe education to be key in preventing and fighting underage drinking. In addition to public service announcements, we featured this subject on our live public affairs show, *Focus On*. We broadcast the program live on February 15, 2010 at 7 pm and replayed it on February 19th at 8 pm. Mark Dudney hosted the show and welcomed the following experts in the field: Dr. John Averitt, Psychologist and Police Officer; Bob Kelsey, licensed alcohol and drug counselor; and Ed Boucher, Dean of

Students at Tennessee Tech University. The panel did an excellent job addressing the issue and we received several calls from members of the community.

4. HAITI DISASTER RELIEF

WCTE responded to the humanitarian crisis in Haiti by substituting a show addressing that issue in place of its already scheduled subject for *HouseCall*, its live medical call-in show. Upper Cumberland citizens, like people everywhere, wanted to know what they might do to help Haitians during this tragedy. Host Becky Magura welcomed the following guests with experience in disaster relief and humanitarian aid: Dr. Sullivan Smith, M.D., Emergency Services Board-Certified local physician with experience in Hurricane Katrina relief; John Nisbet, Cookeville attorney and Communications Director for Rebuild Haiti; and Pam Ealy, Executive Director, Putnam County Habitat for Humanity. In addition to an informative discussion by the panel, the Red Cross ran call-in numbers so that viewers could respond with their support. This show aired live on January 25, 2010 at 7 pm, and repeated January 29th at 8 pm.

5. THE 2010 DECENNIAL CENSUS

To inform its viewership about the 2010 Decennial Census, WCTE featured the subject on its live call-in show *Focus On*. Host Mark Dudney welcomed the following guests on this timely program: Kathie Ferrari, the Cookeville local Census Office Manager; and Cameron Parrish, a Partnership Specialist for the Charlotte Regional Census Center of the U.S. Census Bureau. The guests did an excellent job in describing the history and importance of the U.S. Census. Topics included the Founders express provision for the Census in the U.S. Constitution, how the data is used for both legislative apportionment and economic considerations, as well as a practical guide to filling out the simple census form. Viewer feedback on this subject was significant. WCTE broadcast the show live on March 22, 2010 and replayed it on March 26th at 8 pm.