

WCTE-TV, Channel 22, Cookeville, Tennessee
Community Concerns from April 1, 2009 to June 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 AND PUBLIC SAFETY
 3. EDUCATION
 4. MUSIC AND ART
 5. LOCAL HERITAGE
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1. THE ECONOMY—The economy continues to be an area of great concern in the Upper Cumberland region, as well as nationally and globally. WCTE’s program *Business Profiles* featured several subjects which addressed local economic issues, including Career Planning and Job Opportunities in the Upper Cumberland, Rural Economic Development Sources, Issues in Human Resources, The Economic Impact of Tourism in the Upper Cumberland and the activities of the Upper Cumberland Development District. Such programming keeps our viewers abreast of our regions’ economic condition and informs them of opportunities unique to the area.
 2. HEALTH AND PUBLIC SAFETY---WCTE remains steadfast in its commitment to local health concerns. Our monthly medical program *House Call* features local physicians and other healthcare professionals during a live discussion and call-in show related to a particular subject. During this time period our topics included Childhood Obesity, Diabetes and Summer Health issues such as Melanoma. Our public affairs program *Focus On* featured a program in April dealing with Teen Drinking and Driving Fatalities. WCTE scheduled this program to air just before the springtime prom and graduation season. The guests for this show were state officials tasked with educating the public about this problem, as well as local law enforcement officers.
 3. EDUCATION---Broadly defined, education is the core of WCTE’s mission. One of only nine PBS stations chosen nationally to participate in CPB’s STEM Initiative (Science, Technology, Engineering, Mathematics), WCTE regularly produces programs to motivate children and parents toward these areas of study.

During June, WCTE highlighted two local STEM-related businesses on its program *Business Profiles*. The first profile featured Steve Garner, owner of LTA Projects in Cookeville. Mr. Garner discussed his business, which manufactures airships, aerostats and air structures for a national market. The second featured paleontologist Jerry Jacene, the owner of the Highlands Prehistoric Museum in Cookeville. Mr. Jacene has established relationships with area high schools and Tennessee Tech University, enabling students to receive credits for work-study programs. His museum contains real and cast replicas of dinosaur fossils.

4. MUSIC AND ART---Music and the arts are of particular interest to WCTE's viewers. WCTE continues to produce local programming covering diverse areas of the arts. In April we aired *Bryan Symphony Orchestra Backstage: A Concert Preview*. This show profiles Tennessee Tech University's upcoming symphony performances. Hosted by Heather Koslin, *BSO Backstage* features Gail Luna, Executive Director of the Orchestra, and BSO Music Director Dan Alcott.. This show previews upcoming performances by the Bryan Symphony Orchestra, very popular with local music enthusiasts. Also in April, local independent producer Todd Jarrell and WCTE premiered *Tuba U: Basso Profundo*. This collaboration features Tennessee Tech tuba maestro R. Winston Morris on his personal musical journey with this unique instrument. It follows him and his students, the 22-member Tuba Ensemble, into the studio and across the country to Carnegie Hall. The May subject of *Focus On* was Independent Producers, profiling three local, diverse talents in this field. Guests were Todd Jarrell, Emmy-award winning writer and producer; Jack Stoddart, whose collaborative efforts with WCTE have resulted in the nationally syndicated *Jammin at Hippy Jack's* Americana music series; and Barbara Jackson, an accomplished producer, director and author of a graphic novel.
5. LOCAL HERITAGE---In June *Focus On* covered Historical Happenings in the Upper Cumberland region. The first half of the program dealt with efforts by the White County Heritage Museum to raise funds to buy the personal pistol of a noted Civil War general from the region. The second half of the show covered the Cookeville Depot's Centennial Celebration. Local history shows always generate interest by our call-in viewers.