

WCTE-TV, CHANNEL 22, COOKEVILLE, TENNESSEE COMMUNITY CONCERNS
FROM OCTOBER 1, 2009 TO DECEMBER 31, 2009

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

1. HEALTH CARE POLICY REFORM

Following up on the community feedback from our Health Care Reform program on September's House Call program, WCTE continued the discussion on its live public affairs program Focus On in October. Host Becky Magura welcomed the following guests on the show: Dr. Kathy Bertram, Cookeville physician and Board-Certified Internal Medicine specialist; Susan McKay, Communications Director for the Tennessee Health Care Campaign; and Marie Ferran, Attorney and Executive Director of Aging Services for the Upper Cumberland. The panel discussed opposing views and concerns of the debate, including the possible consequences of the proposed changes in national health care policy. This program aired live on Oct. 19 at 7 p.m. and repeated on Oct. 23 at 8 p.m.

2. FLU SEASON

WCTE addressed a timely public health concern on its November House Call program. Two strains of the flu, seasonal flu and the H1N1 flu are currently circulating in the Upper Cumberland region. Host Becky Magura welcomed two medical guests to discuss prevention and treatment of the flu, as well as the debate regarding the efficacy of flu shots. The guests were: Dr. Satya Chakrabarty, Cookeville pediatrician; and Dr. Mark Pierce, Infectious Disease Specialist. The show aired live on Nov. 23, 2009 at 7 p.m. and repeated on Nov. 27 at 8 p.m.

3. SEAT BELT SAFETY

WCTE featured Seat Belt Safety and Tennessee's Ollie the Otter program on its November Focus On public affairs program. Ollie the Otter is the mascot for this extremely successful educational program, which provides outreach to schools statewide in Tennessee. Host Mark Dudney welcomed several guests to discuss various aspects of the program, including: Carol Coleman, President of the Tennessee Roadbuilders' Association Womens Auxiliary and the driving force behind the initiative; Kevin Liska, Director of Tennessee Tech University's Business Media Center; Melissa Roberson, Alex Cassetty Intern at TTU's Business Media Center; Julie Brewer, Manager of the Ollie Otter program; and Public Safety Education Officers Lt. Robert Christian and Darrell Winningham of the Tennessee Highway Patrol. Our panel discussed current laws in Tennessee related to child restraints and seatbelt safety, marketing efforts by TTU and the Ollie the Otter program and education outreach to schools. The program aired live on Nov. 16, at 7 p.m. and repeated on Nov. 20 at 8 p.m.

4. LIVE NASA VIDEOCONFERENCE DOWNLINK

WCTE authored the inaugural broadcast of the statewide Tennessee Channel with history-making coverage of the live downlink from the International Space Station on Nov. 22. NASA shuttle pilot and TTU alumnus Barry Wilmore and his fellow astronauts held a live question and answer session with Upper Cumberland students at TTU's Nursing Building. The students that participated had won the right to join the Q & A session by winning their categories in the Soaring Eagle Question Contest, sponsored by TTU's STEM Center. To follow up on this event, WCTE featured NASA as the subject on Focus On in December. Host Mark Dudney welcomed the following guests to discuss the live videoconference, as well as the history of NASA personnel from the Upper Cumberland region: Dr. Stephen Parke, Professor and Chairperson of TTU's Department of Electrical and Computer Engineering; and Dr. Sally Pardue, Director of TTU's Oakley Center for the Teaching of Science, Technology, Engineering and Mathematics. The program aired live on Dec. 21 at 7 p.m. and repeated on Dec. 25 at 8 p.m.

5. TSSAA STATE HIGH SCHOOL FOOTBALL CHAMPIONSHIPS

In December, Cookeville and Tennessee Tech hosted the Blue Cross Bowl, the Tennessee Secondary School Athletic Association's State High School Football Championships. One day before the games began, the TSSAA granted WCTE permission to broadcast two Division 2 games live. This broadcast marked the first time that a Division 2 High School Championship Game had ever been televised. This statewide broadcast allowed high school football fans from east to west Tennessee to watch and cheer on their teams. The games aired live on Dec. 3 and repeated in December. WCTE received enormous positive feedback from the community for this broadcast.