

WCTE-TV, Channel 22, Cookeville, Tennessee
Community Concerns from January 1, 2007 to March 31, 2007

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

1. Environment / Health
2. Business
3. Education
4. Music and Art
5. Heritage

1. ENVIRONMENT/ HEALTH - People in this region are always concerned about the environment and health issues. On Monday, Jan. 29, WCTE produced a program dealing with winter health on "House Call." Dr. Harry Stuber, Dr. Katherine Bertram and Dr. Thomas Tompkins answered questions about flu, colds and more. In March the program talked about "Childhood Obesity," an important issue here in the Upper Cumberland and in Tennessee as well.

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. EDUCATION - When the Jere Whitson Elementary School burned here in Cookeville, the staff decided that something needed to be produced to tell people what was going to happen with the students, the buildings and the curriculum. On Friday, March 23 at 10 a.m. and 9 p.m. and on Saturday, March 24 at 4 p.m., WCTE aired a program entitled "Forum: The Effects of The Jere Whitson Elementary School Fire." This program was designed to give information to parents (many Hispanic) about what was going to happen in the aftermath. The program was produced in both Spanish and English.

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. During this same period of time, WCTE conducted a logo art contest with area artists. One artist was featured each month on Station Breaks, Good News Breaks and in the WCTE program guide.

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. During this time period, the staff traveled throughout the Upper Cumberland region to bring viewers games that included White Co. at Cookeville, Monterey vs. Red Boiling Springs, Jackson Co. vs. Clay County and many more. Tennessee Tech games were also featured during this time period.