

**WCTE-TV, Channel 22, Cookeville, TN**  
**Community Concerns from January 1, 2009 - March 31, 2009**

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

1. Economy
2. Digital Transition
3. Presidential Inauguration
4. Black History
5. Music

1. Economy- The state of our nation's economy is arguably the most pressing issue currently at hand. The citizens of the Upper Cumberland are taking precautions to ensure their life savings are being protected, and that their children can look forward to a bright future. WCTE aired several programs in March that taught viewers how to invest wisely and how to budget properly. Those programs were "Suze Orman: Women & Money" and "Ed Slott's Stay Rich for Life."

2. Digital Transition- WCTE, after much thought and debate, decided to transition to Digital earlier than the designated cut-off date. This was a very difficult decision that had to be made, considering many of WCTE's viewers are located in extremely rural areas, and predominately receive TV broadcasts over the air via rabbit-ear antennas. To be considerate of its viewers the station decided to dedicate January's "Focus On" to the Digital transition. "Focus On" is a live call-in show that is truly driven by the viewer. Wayne Rosberg and Becky Magura were available to answer any questions that came in related to the transition.

3. Presidential inauguration- The inauguration of the United States' 44 president was a very hot topic in the Upper Cumberland. The thought of America voting an African American President of the country seemed unreal. WCTE aired a special on Barack Obama entitled "Dreams of Obama."

4. February is Black History month, and WCTE's monthly public affairs show, "Focus On" featured several successful African-Americans who reside in the Upper Cumberland. Dr. Wali Kharif, Carl Owens and Morris Irby were the guests.

5. Music- The Upper Cumberland is heavily influenced by the arts and music.

Local photographer, Jack Stoddart, produces a 13-part series entitled "Jammin' at Hippy Jack's." This series features local, up-and-coming musicians. "Jammin' at Hippy Jack's" is a favorite amongst WCTE's audience.