

WCTE-TV, CHANNEL 22, COOKEVILLE, TENNESSEE COMMUNITY CONVERNS FROM APRIL 1, 2012 TO JUNE 30, 2012

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

1. PROFILES OF INTERESTING PEOPLE

WCTE President/CEO Becky Magura continued interviewing interesting people during the time period. *One On One with Becky Magura* featured new interviews in April and May. On April 19th at 8:30 pm, Becky interviewed Cynthia Fitzgerald, an accomplished attorney and education activist. Fitzgerald literally worked her way out of the housing projects in Nashville to pursue a college education and a better life. A graduate of MTSU and Vanderbilt Law School, she and her husband now dedicate their lives to helping inner city/at-risk youth do the same with *In Full Motion*. IFM is a non-profit organization they founded to provide academic tutoring, ACT preparation and much more. This inspirational show repeated at 9:30 pm on the 21st, 6:30 pm on the 22nd and 9:30 pm on the 28th. On May 17th WCTE broadcast Becky's interview with Dr. Bob Bell. Set to retire in July of 2012, Bell took time to reflect on his twelve-year tenure as President of Tennessee Tech University. The leader of a number of successful initiatives during his Presidency, Bell discussed TTU's growth in STEM Education, Nursing, Athletics, Economic Development, Community Involvement and more. First Lady Gloria Bell provided insight to her husband's personal side during the interview. The program aired at 8:30 pm on the 17th, repeating at 9:30 pm on the 19th and at 5:30 pm on the 20th.

2. LOCAL MUSIC

WCTE broadcast the seventh season of its enormously popular national show *Jammin' at Hippie Jack's* during the time period. Shot on location on an Overton County farm, the seventh season featured talented artists of Americana music such as Marshall Chapman, Town Mountain, Shaun Murphy, Bawn in the Mash, Sam Baker, Jimmy Lafave & Stonehoney, Grayson Capps, Jim Lauderdale, Renaissance Rodeo with Matt Urme, and Amy Speace. These artists represent several genres of Americana music, including jamgrass/bluegrass, blues, contemporary bluegrass, blues/rock/Cajun, country/folk/folk rock and acoustic/country/folk. The episodes aired on the following dates at 8 pm, each repeating two days later at 9 pm: April 5th, 12th, 19th, and 26th; May 3rd, 10th, 17th and 24th; and June 21st and 28th.

3. WCTE'S COMMUNITY IMPACT

WCTE's *Great TV Auction* is definitely a subject of interest for our viewership, as it remains the most-watched local program the station broadcasts. On May 30–June 3 and June 7-10 from 7 pm-midnight, WCTE aired the popular auction and community event. 2012 marked the 30th year of the Auction, which has become a fun family tradition for many in the region. Viewers tune in to bid on items from local donors and dedicated volunteers come together year after year to work toward a common goal—a stronger local PBS station. The auction is a true community event and benefits everyone involved.

