



2019 LOCAL CONTENT AND SERVICE



WTCI enriches lives through quality programs and services that educate, engage, and inspire a lifetime of learning and exploration.



WTCI, Greater Chattanooga Public Television Corporation, is a valuable part of Chattanooga and the Tennessee Valley, serving Southeast Tennessee, Northeast Alabama, North Georgia and the Western tip of North Carolina.

The station serves as an educational resource, providing area educators, caregivers and parents the necessary tools to teach and work with children through materials and free workshops.

For nearly 50 years, WTTCI has been a staple in the community and committed to telling the untold stories of our neighbors in the Tennessee Valley area.

During 2018-2019, WTTCI provided these key local services to the community:

- Provided 3 broadcast streams 24/7
- Served over 440,000 households and a total population of over 1.2 million
- Produced and aired over 200 hours of local content
- Aired quality, educational children’s programming 365 days of the year
- Produced local programming and an award-winning online series
- Served as a vital part of the emergency response network for the community
- Maintained a 50 year legacy of trusted programming for the Tennessee Valley

WTTCI’s local services had deep impact in Chattanooga and the Tennessee Valley.

- Workshops & station field trips
- Legislative Coverage
- Chattanooga City Council Broadcasts
- Hamilton County School Board Debates
- Family Day & Kids Day
- Remake Learning Days
- Community PBS Screenings
- Educational Outreach
- Teacher Workshops & Professional Development Series

As the Tennessee Valley's source for local programming and national PBS content, WTCL continues to be a community resource that promotes our region and serves our citizens in the following ways:

Educational Resources: WTCL values the education of young children by preparing them to arrive at school ready to learn and assisting their parents, caregivers and teachers with ideas on how to be ready to teach. All WTCL educational programs and materials incorporate the latest research about the most effective ways for kids to build reading skills, with a special emphasis on the needs of children from low income families. As a vital educational resource, WTCL provides area parents, caregivers and teachers with basic training on child development, age-appropriate programming, limited television viewing, reading strategies and hands-on activities.

PBS LearningMedia Field Trips and Workshops: WTCL enjoys a strong partnership with the Hamilton County Department of Education. In collaboration with HCDE educators, WTCL is developing a series of field trip workshops, engaging students in PBS LearningMedia content in the classroom, exploring that content and national social studies and science standards through field trips at WTCL and area sites and attractions. WTCL hosts field trips and workshops for educators and parents to go through all of PBS's educational resources and ensure a bright future for every student.

Book Drives: WTCL partners with local schools and other community organizations on book drives and PBS Kids character visits, collecting books for four Title I elementary schools (East Lake, Clifton Hills, Hillcrest and Chattanooga Charter School of Excellence) and PBS Kids characters make visits to these and other schools throughout the year. WTCL gives hundreds of books to children and teens through use of our Jo Ann Yates Education Center.

WTCL's Media Lab: Through funding from the Gordon Street, Jr. Foundation, WTCL installed an on-site media lab to include a Promethean board, iPads and iPad minis, computer and editing stations and video equipment. Working with the Hamilton County Department of Education, WTCL is providing professional development workshops for teachers on the use of technology in the classroom. The training sessions for HCDE teachers are offered at no cost to the teachers through additional foundation and local funding. Along with the general course offerings, sessions are being developed to meet the needs of specific schools. Video equipment will be used to capture sessions and have them available online for further reference.

Family Day: WTCL sponsors an annual Family Day event each fall that is designed to engage children and families in active learning together, featuring special guests from PBS Kids, interactive science activities, an arts and crafts room, storytelling, and more. Offered free to the community, the event was attended by over 1,500 guests. Clifford, Curious George, and Word Girl were available to meet children. A "Bookmark Fairy" provided story time experiences and The Cleveland Storytellers Guild shared historical stories with attendees. Dozens of local exhibits from our education partners engaged children and families. Resources, free books, and handouts encouraged families to use PBS LearningMedia and PBS KIDS apps as they prepare their children for success in school.

WTCL Studio Tours: On request, WTCL provided educational tours of the WTCL studios. These tours provide children and adults with a behind-the-scenes look at what it takes to operate a television station, as well as interactive activities in the studio. WTCL has provided station tours to children enrolled in Girls, Inc. programs, scouting groups, home school students, university journalism, and media classes along with nonprofit, retirement and other school groups.

WTCL & RISE Levitt Music Festival Outreach: WTCL and RISE partner to host outreach at the annual Levitt AM Concert Series hosted on MLK Boulevard at the Bessie Smith Cultural Center. This 10- week event features live music each Thursday with vendors, community outreach and engagement.

WTCL Production Intern Program: The WTCL production team provides education, mentoring and workforce development training to students enrolled in college programs on an ongoing basis. These unpaid interns learn all aspects of production and engage in workforce development training designed to support their postsecondary education attainment and career goals.

WTCL STEP-UP Intern Program: WTCL is a part of the Chattanooga 2.0 initiative to support success in school through workforce development training and programs to support post-secondary education attainment. WTCL partners with the Public Education Foundation (PEF) to provide qualified teen students with paid internships that support success in school and workforce development skills through experiences in all departments of the station's operations. Students engage in a competitive application process and learn production, engineering, media relations and membership services during this summer internship experience.

Kids Club and Kids Day at Lake Winnie: Members of WTCL's Kids Club and guests enjoyed a day of science and adventure at our community partner, Lake Winnepesaukah Amusement Park. Guests enjoyed QR codes that guided them with smart phones to the PBS Learning Media elements that described the science of the roller coasters and other Lake Winnepesaukah adventures. WTCL's Kids Club also partners with Chattanooga Ducks, The Tennessee Aquarium and IMAX, The Creative Discovery Museum, and See Rock City. Currently, there are 65 Kids Club members.

WTCL Learning Lounges: WTCL enjoys a strong relationship with the City of Chattanooga Youth and Family Development Department. When a recent study illustrated that 60% of students arrive to begin Kindergarten not prepared to learn WTCL launched an initiative to address this community challenge. WTCL partnered with the City's YFD to host "Learning Lounges" in social services waiting rooms and Head Start centers designed to encourage at-risk families to enjoy and use the free PBS KIDS resources on-air, online and at home to prepare their children for success in school. Designed to connect children and parents with the PBS KIDS programming and online resources that support learning and success in school, these "Lounges" combine TV screens, PBS KIDS Playtime Pads and local resources to provide a safe place in a waiting room setting that inspire families to continue using these resources at home.

Statewide Collaborations: WTCL, in partnership with the Tennessee Public Television Council, broadcasts State legislative coverage throughout the Tennessee Valley. In addition to legislative coverage, WTCL airs The Tennessee Channel, a collaborative effort to share programs produced by Tennessee PBS stations on a weekly basis.

Staff members of WTCL have been integral in statewide initiatives such as Capitol Hill Day, coverage of the Tennessee Gubernatorial Inauguration, and airing of The State of the State across all Tennessee PBS stations.

Chattanooga City Council Highlights & Broadcast: WTCL encourages and supports open government and citizen participation by recording, producing and broadcasting highlights of weekly Chattanooga City Council meetings.

PBS at the Palace Free Screening Series: WTCL partners with the community's only independent art theater to host a free, monthly screening series. 'PBS at the Palace' invites the community to celebrate the diversity of content available through WTCL in a free public screening series. Members enjoy priority seating and community partners support conversations that emphasize social justice, arts and cultural themes.

Educational Resource Events: WTCL partners with the Hamilton County Department of Education as well as other nonprofits like the Ronald McDonald House, MainStreet Cleveland, and various festivals to provide resources, materials and information for parents and guardians. Stickers, printed resource materials, online links and locally-produced lesson plan sheets support learning through access to on-air programming and online resources are provided by WTCL.

Chattanooga 2.0 Coalition Partnership: WTCL partners with the Chattanooga 2.0 coalition, the United Way of Greater Chattanooga, the Chattanooga Chamber of Commerce and other mission-based community partners to host events, outreach and online support and promotion toward the goal of preparing students for success in school and supporting families to engage in learning together.

Government Relations and Engagement: WTCL hosted the Hamilton County School Board debates, in partnership with The Lions Club, in the fall of 2018 at the WTCL studios. With over 150 community members in attendance, the production allowed citizens of Hamilton County to engage with their local school board elections in a meaningful way. In addition to the school board debates, WTCL also produced "Conversations with the Candidates", individual interviews with both gubernatorial candidates for the state of Tennessee in 2018 and an interview between Senator Bob Corker and Pulitzer Prize-winning political author, John Meacham.

FCC Repack: WTCL replaced its 16-year-old Harris UHF transmitter as part of the FCC's nationwide repack. Over 1000 stations across the country are being 'repacked' – moving to a lower frequency and freeing up RF spectrum for other uses as defined by the FCC. A new GatesAir UHF transmitter that is 3 times as efficient was installed in February and is saving WTCL over \$3,000/month in electricity costs. WTCL will be replacing its antenna and tower next year as part of the same nationwide repack project.

Datacasting: WTCL entered into a 30-month pilot project with the State of Tennessee to provide Datacasting services. WTCL, as part of the Tennessee Public Television Council (TPTC) is offering statewide 1 Mbps of data services over the TV airwaves to first responders and public safety groups. Datacasting will allow these groups to share CCTV feeds, video clips, building plans, and other data services needed during emergencies that do not rely on public cell networks. TPTC stations cover 99% of the population of the State of Tennessee

The A List with Alison Lebovitz

The A List with Alison Lebovitz is a weekly interview series that profiles local and national personalities. It debuted in February 2009 and has developed a loyal following. In 2018-19, WTCT broadcast eight original episodes featuring interviews with Phillip Fulmer, Clark White, Gary Vaynerchuk, Col. Jack Jacobs, Laura Turner Seydel, and Fabien Cousteau among others.



Explore Health

Explore Health is dedicated to examining the health-related issues that matter most to residents of the Tennessee Valley. Each episode begins with a mini-documentary exploring a given health topic, which provides context for the conversation that follows in the studio. During 2018-2019, WTCT produced twelve episodes for broadcast and online distribution. Topics included adverse childhood experiences, diabetes, veterans' health, vaping, and women's heart health.



Greater Chattanooga

WTCT's series of short, digital-first documentary films released ten new stories online in 2018-19 and four half-hour broadcast compilations. Among the stories told was a profile of a nonprofit in Cleveland, Tennessee helping women transition out of challenging circumstances like homelessness and addiction. Another piece told the story of the Miracle League of Whitfield County, offering an opportunity for young people with special needs to experience the joy of baseball.



Remake Learning Days

Remake Learning Days Across America is a national celebration of free, innovative learning experiences for youth and families across nine national regions. In May of 2019, WTCT was proud to partner with The Public Education Foundation and the City of Chattanooga to host educational events throughout the community. Remake Days CHA focused on hands-on learning in community spaces like the Chattanooga Libraries, Youth & Family Development Centers, Hamilton County schools, and more. WTCT was recognized as an integral part of the city of Chattanooga’s educational initiatives with a proclamation presented at the Nightfall summer concert series by City Council Chairman Erskine Oglesby honoring the week-long learning celebration.



Partnerships

WTCT has a strong history of partnering with community leaders, businesses, museums, libraries, nonprofits and schools. 2018-2019 partnerships include:



- Arts & Education Council
- Chattanooga 2.0
- Chattanooga Area Chamber of Commerce
- City of Chattanooga Youth and Family Development
- Chattanooga Public Library
- Chattanooga Theatre Centre
- Chattanooga Times Free Press
- Creative Discovery Museum
- Hamilton County Department of Education
- The First Tennessee Foundation
- The Lions Club
- The Public Education Foundation
- RISE
- Read20
- See Rock City
- Songbirds Guitar Museum
- Tennessee Aquarium
- United Way Project Ready for School
- University of Tennessee at Chattanooga
- Venture Forward



Quality programming makes our PBS station **outstanding!**

-Emma from Chattanooga

Family Day was such a fun experience!
Thank you for such great programming for our kids!

-Chasney from Chattanooga



WTCL is committed to telling untold stories, promoting lifelong learning, and sharing the most trusted programming in television, free of charge.
