



## 2016-2017 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

educate ♦ engage ♦ inspire



**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. WTCI is an essential educational resource committed to providing a wide range of learning opportunities to all people. The station serves as a “Ready to Learn” station, providing area educators, caregivers and parents the necessary tools to teach and work with children through free workshops.

During 2016-2017, **WTCI** 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 3,400 hours of quality, educational children’s programming
- WTCI PBS KIDS 24.7 channel aired over 4,328 hours of quality, educational children’s programming
- Produced local programming and launched online series
- Served as a vital part of the emergency response network for the community

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

- Ready to Learn and Raising Readers Workshops & Field Trips
- Launched the all-new 27/7 PBS KIDS Channel
- Legislative Coverage
- Chattanooga City Council Broadcasts
- Family Day & Kids Day
- PBS KIDS Writers Contest
- Community Screenings
- Masterpiece Premiere Screenings
- Educational Outreach
- Teacher Workshops & Professional Development Series





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

**Ready to Learn (ongoing):** The nationally recognized and award-winning PBS Ready to Learn initiative supports WTCT's mission of education by preparing young children to arrive at school ready to learn and assisting their parents, caregivers and teachers with ideas on how to be ready to teach. All Ready to Learn 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 Ready to Learn station, WTCT provides area parents, caregivers and teachers with basic training on child development, age-appropriate programming, limited television viewing, reading strategies and hands-on activities. Through our Ready to Learn initiative, WTCT also distributes thousands of free books to children in our community.

**Ready to Learn/PBS Learning Media Field Trip Workshops (ongoing):** WTCT enjoys a strong partnership with the Hamilton County Department of Education. In collaboration with HCDE educators, WTCT is developing a series of field trip workshops, engaging students in PBS Learning Media content in the classroom, exploring that content and national social studies and science standards through field trips at WTCT and area sites and attractions.

**Book Drives (ongoing):** WTCT 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.

**WTCT's Media Lab (Ongoing):** Through funding from the Gordon Street, Jr. Foundation, WTCT began installing 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, WTCT is providing professional development workshops for teachers on the use of technology in the classroom. Current sessions include basic knowledge on the use of a Promethean board and iPads to integrating current technology resources into lesson plans. Sessions are being developed for digital storytelling and will be available to teachers, students and area nonprofits. The training sessions for HCDE teachers are offered at no cost to the teachers through additional foundation and local funding. WTCT's education committee is overseeing the project and has great support from the HCDE's leadership, principals and teachers. 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 (November 2016):** WTCT 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, puppet shows and more. Offered free to the community, the event was attended by over 2,500 viewers. Clifford, Super WHY!, Curious George, and Word Girl were available to meet children. A "Bookmark Fairy" provided story time experiences and members of a choral group entertained all ages. A petting zoo and exhibits from our education partners engaged children and families. Resources, free books and handouts encouraged families to use Ready To Learn games and PBS KIDS apps as they prepare their children for success in school.

**WTCT Studio Tours (ongoing):** On request, WTCT provided educational tours of the WTCT studios as part of our Ready to Learn initiative. These tours provide children a behind-the-scenes look at what it takes to operate a television station, as well as interactive activities in the studio. WTCT averages several tours each month and has



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provided station tours to children enrolled in Girls, Inc. programs, Cub scouts, home school students, university journalism and media classes along with nonprofit, retirement and other school groups.

**Family Free Night (ongoing):** WTCI shares Ready To Learn resources at the Creative Discovery Museum's monthly Family Free Nights. Each month, CDM and the Chattanooga Gas Company host between 1,000 and 1,800 children and their families. WTCI's staff provides access to RTL resources on iPads and Kindle Fires and shares information on RTL resources and PBS LearningMedia.

**Read Across Chattanooga (February, March, 2017):** WTCI partners with the United Way, Hamilton Place Mall, WRCB, the Creative Discovery Museum and the Chattanooga Public Library to bring literacy events and the Cat in the Hat to the Hamilton Place Mall. A celebrity reader will read to children each evening from 6-7 pm and a partner will provide literacy-based activities. The Cat in the Hat will also be available to meet the children and take photos. On Saturday, several celebrity readers will be on hand to read to the children and all of the partnering organizations will have hands-on activities and giveaways for the children. WTCI will also provide a large number of books to be given out each day. During the day, WTCI's staff provides resources, reading talent and a workshop activity for guests.

**WTCI & Jazzanooga Screening Series Celebrating Black History Month (February, 2017):** WTCI and Jazzanooga partner to host preview screenings of PBS programs at Jazzanooga on MLK Blvd (the street famous for Bessie Smith's childhood busking) in a partnership designed to animate the "Big Nine" and celebrate the unique history of our community.

**HCDE Classroom Outreach / History Makers Series (Fall 2015, ongoing)**

Online resources were shared with teachers and students using the local *History Makers* series to illustrate lessons in science, technology, culture and history.

**WTCI Production Intern Program (ongoing):** The WTCI 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 post-secondary education attainment and career goals.

**WTCI STEP-UP Intern Program (June, July, August, 2017):** WTCI 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. WTCI partners with the Public Education Fund (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.

**PBS Kids GO! Writers Contest (January 2017 through May, 2017):** WTCI hosts the writing contest each year for students in kindergarten through third grade. The contest and supporting materials are designed to help children explore their world in a creative way by writing their own original story and creating illustrations. Outreach promoting the contest and the online resources that supports it is distributed through classrooms, web sites and social media.

**WTCI's Summer PBS KIDS Events (July, 2016 - September 2016):** WTCI hosted monthly outreach based on PBS KIDS series with PBS LearningMedia.org resources, book giveaways and activities celebrating PBS summer reading charts.



**Kids Day at Lake Winnie (August, 2016)**

Members of WTCI's Kids Club and guests enjoyed a day of science and adventure at our community partner, Lake Winnie. 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 Lake Winnie Amusement Park adventures.

**Monthly TNV Parent Outreach (August, 2011 to September, 2016)**

WTCI contributes a monthly column to the Tennessee Valley Parent, a monthly magazine that is distributed through public schools and other public venues. WTCI uses local venues and attractions and PBS LearningMedia elements to introduce educational opportunities and connect them with local places and PBS resources. This magazine is distributed to over 40,000 households per month through HCDE schools and to 100,000 per month through Sunday newspaper distribution. *[This publication was discontinued but our columns continue to be shared online with updated links and PBS resources.]*

**Educator Open House & Workshop (November, 2016)**

WTCI hosted an educator open house attended by representatives from over 30 area schools. This included professional development opportunities, resources and materials that educators took back to their classrooms and shared with their schools and colleagues.

**Ready to Learn and Raising Readers (ongoing):** The nationally recognized and award-winning PBS Ready to Learn initiative supports WTCI's mission of education by preparing young children to arrive at school ready to learn and assisting their parents, caregivers and teachers with ideas on how to be ready to teach. All Ready to Learn 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 Ready to Learn station, WTCI provides area parents, caregivers and teachers with basic training on child development, age-appropriate programming, limited television viewing, reading strategies and hands-on activities. Through our Ready to Learn initiative, WTCI also distributes free books to children in our community.

**Ready to Learn and Raising Readers/WTCI Learning Lounges (ongoing):** WTCI 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 WTCI launched an initiative to address this community challenge. WTCI 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. These Lounges include workshops for staff and parents to guide them in how to use PBS resources at home and on the go.



**Live Televised State Legislative Session Coverage (ongoing):** WTCL, in partnership with the Tennessee Public Television Council, broadcasts State legislative coverage throughout the Tennessee Valley.

**WTCL Studio Tours (ongoing):** On request, WTCL provides educational tours of the WTCL studios as part of our Ready to Learn initiative. These tours provide children, adults, school groups and organizations a behind-the-scenes look at what it takes to operate a television station, as well as interactive activities in the studio. WTCL averages over 3 tours each month and has provided station tours to children enrolled in Girls, Inc. programs, Cub scouts, home school students, and other school groups.

**WTCL's Lunch & Learn Series at UNUM (Quarterly Beginning March, June 2016):** WTCL has partnered with UNUM to provide quarterly experiences for UNUM employees. Hosted by our membership department, this engaging community outreach reaches between 30 and 50 people each session. Employees enjoy a screening of a Greater Chattanooga episode and participate in a Q & A session with the producers of the program. This format celebrates local content and allows the audience to explore the dynamics that go into creating and producing a program.

**Chattanooga City Council Highlights & Broadcast (ongoing):** WTCL encourages and supports open government and citizen participation by filming, producing and airing highlights of weekly Chattanooga City Council meetings.

**Educator Open House Resource Events & Workshops (ongoing):** WTCL hosts recurring educator open house resource events and workshops to share best practices in using PBS LearningMedia, online educator resources and PBS Kids Writers Contest elements in the classroom and beyond. Annually the station hosts resource events and workshops specifically designed to meet the resource needs of early childhood education specialists and daycare providers.

**Billboard Campaign (ongoing):** WTCL solicited donations of time, materials and billboard space to launch an awareness campaign to promote PBS programming.

**LIFE Academy/100 Black Men of Chattanooga Partnership (ongoing):** WTCL partners to provide ongoing training to the 5<sup>th</sup> through 12<sup>th</sup> grade at risk, underserved young men in collaboration with station event partners and organizers so that the students experience real-life roles in tv production and management.

**Community Literacy Partnerships & Events (ongoing):** WTCL provides resources, books, materials, outreach and storytelling at events in partnership with Read 20, the Hamilton County Fair, the United Way's Project Ready for School program, Chattanooga's Parking Day and Read Across America.

**MidTown Chamber & Brainerd High School Mentoring (June, 2017):** High School students from Brainerd High (approximately 40 students) engage with WTCI staff in a professional mentoring experience highlighting the careers in public media and broadcasting. Students are able to engage in hands-on activities at WTCI and several other locations throughout Chattanooga.

**Make, Read, Learn, Play (May, June, July, August, 2017):** WTCI partnered with the City of Chattanooga Public Library and community organizations dedicated to engaging students in literacy-based programming throughout the summer in order to support kids in not losing track of their learning objectives during the summer. WTCI hosted families and groups weekly each Wednesday at 2 PM. Attendance varied from 15 participants to 50 each week.

**Jazzanooga (ongoing):** WTCI develops a curriculum of educational jazz programming and hosts monthly OVEE screenings online with live web chat features for underserved students in a Title I outreach and education program to inspire students and supplement the art programming missing in their schools.

**Viewfinder Program Guide (August 2015 to September, 2017)**

WTCI produced a bi-monthly program guide celebrating events, pledge opportunities, outreach activities and local and national programming. Educational and community partnerships are spotlighted in this printed guide, mailed to each WTCI member and available throughout the community and online. This guide is transitioning into a digital resource with a PDF and online version.



## THE A LIST WITH ALISON LEBOVITZ

Have you ever wondered what it would be like to sit down and have a conversation with one of the creative minds of our time, like Pulitzer Prize winner Doris Kearns Goodwin, government officials Senator Bob Corker and Governor Bill Haslam? Then tune into WTCL-TV (PBS) on Thursday nights at 8:30 pm for ***The A List with Alison Lebovitz***.



## EXPLORE HEALTH

***Explore Health*** is independent, comprehensive, up-to-date, and reliable. It's everything you expect from PBS and WTCL. Hosted by Ron Harr, the series provides engaging conversation on a variety of topics, with informative guests who are experts in the episode's featured subject matter. Tune in to WTCL and join Ron Harr for ***Explore Health*** each Thursday night at 8 PM, Saturday at 4 PM and Sunday morning's at 10:30 AM.



## PBS NEWSHOUR REPORTING LAB

The WTCL production team partners with Dalton High School's PBS NewsHour Reporting Lab to support success in school and workforce development for students engaged in production, reporting and digital strategy. As mentors, the WTCL team provides guidance of producing stories, editing, and interviewing.





## Greater Chattanooga

*Greater Chattanooga* is a short film series that explores the people and ideas that make us all more aware, happier, and stronger as a community. Viewers can find these online videos both through [wtciTV.org](http://wtciTV.org) and [greaterchattanooga.org](http://greaterchattanooga.org) as well as watching on-the-go with phones, computers and tablets via YouTube, Facebook and the websites. At home our viewers can also enjoy these films on their HD televisions using products like Apple TV and Roku and the free, easy-to-use PBS app.

Since the series debuted, *Greater Chattanooga* has explored fascinating stories of innovation, entrepreneurial vision, history and culture from around this region.



## Partnerships:

WTCI has a strong history of partnering with community leaders, businesses, museums, libraries, nonprofits and schools. 2015-2016 partnerships include:

*100 Black Men of Chattanooga*

*Allied Arts, Arts & Education Council*

*Barnett and Company*

*VentureForward, ArtsBuild*

*Chattanooga Area Chamber of Commerce*

*City of Chattanooga, Youth and Family Development*

*Chattanooga History Center, Chattanooga Public Library*

*Chattanooga State Community College*

*Chattanooga Theatre Center, Chattanooga Times Free Press*

*Creative Discovery Museum*

*Girls, Incorporated of Chattanooga*

*Hamilton County Department of Education*

*Hunter Museum of American Art*

*Jazzanooga*

*Read20, Tennessee Valley Parent Magazine*

*Tennessee Aquarium, United Way Project Ready for School*

*University of Tennessee at Chattanooga*

*Urban League*

## Local History Outreach

A city's soul is inextricably connected to the human endeavor of its citizens. They are the lifeblood of the community and their stories are a part of the city's history. WTCI supports success in school and our community's connection to history with online access and learning resources connected to this locally produced series honoring the people and organizations that have made a difference in Chattanooga. The programs have featured:

*Senator Bob Corker*

*John P. Franklin, Sr.*

*(This film was nominated for an Emmy® Award in 2015)*

*The Heritage of the McCallie Family*

*The Legacy of Mose and Garrison Siskin*

*Chattanooga Venture & Vision 2000*

*The Brock Family*

*Fletcher Bright & the Dismembered*

*Tennesseans*

*Howard High School, Class of 1960*

*Jack & Alice Lupton, the Lyndhurst*

*Foundation*

*The Ground Beneath Us*

*From Lookout Mountain to the Valley Below:*

*Our National Park*



*Being able to introduce students to concepts at home with PBS LearningMedia resources has made exploration of the subject in the classroom more productive.*

Lisa  
Hamilton County Teacher  
4<sup>th</sup> Grade

PBS is such a great resource for my children and our whole family enjoys Family Day. The games and apps have been great for our kids and our homeschool group's tour of the station was wonderful and informative!

Thank you!

Beth  
Homeschool Parent

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*Thank you for your partnership with our school... We have enjoyed participating in many of the educational opportunities that WTCL offers the community of educators.*

Barbara Lamb  
Curriculum Coordinator

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