

2018 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

*“Whether they are covering local events, providing educational programming, or partnering with other community organizations, WLJT is a leader in making West Tennessee more successful.
- Jake Bynum, Mayor of Weakley County*

WLJT’s Vision: On the air, online, and in the community, WLJT uses media for good, delivering exceptional programs and services that expand knowledge, celebrate the world around us, and enrich lives.



WLJT is a valuable part of the West Tennessee area’s advancement.

- * WLJT offers the communities it serves a voice, entertainment, and access to unique partnership opportunities to reflect the diverse culture of our viewership.
- * From local chambers of commerce to public schools, head starts, public libraries and youth organizations, WLJT works with each program to support their needs and goals to help carry out their missions in West Tennessee.

In 2018, WLJT provided these vital local services:

- * Inspired and encouraged, with the help of area educators, children in grades K-5th create their own books through the annual Young Writers & Illustrators Contest.
- * Traveled throughout West Tennessee and produced over 60 hours of collegiate and high school sports productions for on-air and online use for community members.
- * WLJT collaborated with a seven-county Head Start program to provide free books and resource trainings for staff members and parents.

WLJT’s local services had deep impact in the West Tennessee area.

- * 82% of Households in West Tennessee are considered rural.
- * WLJT is able to work in partnership with business leaders, college professors, and respected members of the community to provide a reach to those who may not be able to attend events or discover the free educational resources available through WLJT and PBS.

WLJT participates in numerous city and county events honoring our West Tennessee heritage and the people that call it home.

- Countdown to Kindergarten
- UT Martin Spring College Rodeo Finals
- Gospel Showcase
- World's Biggest Fish Fry Parade
- Tennessee Iris Festival Parade
- West Tennessee Strawberry Festival Parade
- Annual June Library Tour with a PBS character
- Milan Dawg Daze
- Tennessee Soybean Festival
- Obion County Cornfest
- Gibson County Senior Fair
- Santa's Village – Martin
- December PBS character tour to Head Start centers



WLJT offers STEAM activities for West Tennessee schools

- * Throughout the year, WLJT travels to different counties across West Tennessee as an education partner to various school systems with its Rocky T Fun Zone.
- * Utilizing the help of educators and school volunteers, WLJT is able to bring a variety of fun learning activities focusing on science, technology, engineering, arts, and math (STEAM) to students and their family members.
- * These events are free and participation is encouraged through partnerships with the local school systems, volunteers and PTO's.



WLJT encourages summer reading

- * WLJT travels to public libraries throughout West Tennessee each summer offering a PBS KIDS character meet and greet for libraries to help boost their Summer Reading programs.
- * Staff members put together Summer Learning packets using station materials and activity booklets provided by PBS KIDS to distribute to Summer Reading program participants each year.



K- 5th grade students are aspiring novelists in the annual Young Writers & Illustrators Contest

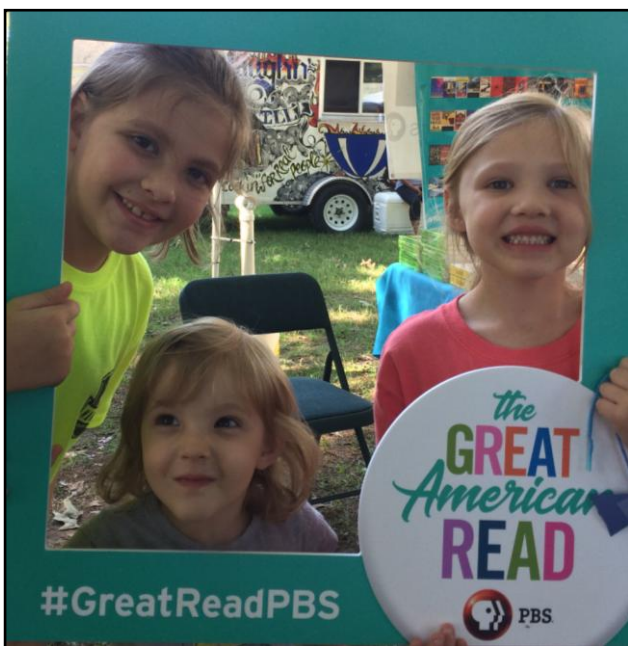
- * The annual Young Writers & Illustrators Contest continues to grow year after year in West Tennessee. Since inception, over 5,000 entries have been received.
- * With the help of area educators, students in grades K-5th are encouraged to write and illustrate their very own story.
- * Local sponsors are eager to donate prize packages for not only first and second place winners in each grade category, but teachers of winners receive prizes as well.
- * The winners recorded reading their stories for on-air and on-line use for the next 12 months.





“WLJT-TV plays a critical role in rural areas such as West Tennessee. Our station, at its core, has always strived to fulfill an important educational role by providing commercial free educational programming to children in our area. As part of that educational mission, the station continues to provide educational materials, such as books and classroom resources, to thousands of children and teachers in our viewing area. I’m proud of the work this station has done in our area and the quality of programs we are able to provide our viewing audience with the support of our viewers and the Corporation for Public Broadcasting.”

- Rodney Freed, President, WLJT Board of Directors



WLJT team members have a compassion for the promotion of good health, children’s literacy, and continue to be good stewards in their communities

WLJT’s Values

We believe in the power of information, exploration and imagination to fill our lives with wisdom and purpose. Our passion to enlighten, inspire, and entertain knows no bounds. Our work ensures that lifelong learning is an opportunity for all and that our children have a safe, welcoming place to come as they grow and prepare for the future.

From generation to generation, our mission at WLJT is to serve West Tennessee by providing a world of learning and discovery through quality programming, educational services, and online information that educates, inspires, and entertains.