

West TN PBS

2023 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



“Whether they are covering local events, providing educational programming, or partnering with other community organizations, West TN PBS is a leader in making West Tennessee more successful.”

Jake Bynum, Mayor of Weakley County

LOCAL VALUE



2023 KEY SERVICES



LOCAL IMPACT

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

- West TN PBS offers the communities they serve 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, West TN PBS works with each program to support their needs and goals to help carry out their missions in West Tennessee.

In 2023, West TN PBS provided these vital local services:

- Inspired and encouraged with the help of area educators, children in grades K-5th to create their own books through the annual Young Writers & Illustrators Contest.
- Traveled across West TN to bring viewers 21 hours of local broadcast and 17 hours of local streaming for a total of 38 hours that includes sports, arts, cultural events, and community events.
- West TN PBS collaborates with head starts to provide resources and books for families.

West TN PBS’ local services had deep impact in the West Tennessee area.

- 82% of households in West Tennessee are considered rural.
- West TN PBS is able to work with partnerships 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 West TN PBS and PBS.



2023 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

West TN PBS participated in numerous city and county events honoring our West Tennessee heritage and people that call it home.

- West TN PBS hosted its annual Young Writers and Illustrators Contest. With the help of educators, students in grades K-5th are encouraged to write and illustrate their own story. Local sponsors are eager to donate prize packages for winners.
- The winners are recorded reading their stories for online use the next 12 months and the station produced Young Writers Showcase 2023.



WEST TN PBS covers local Mayoral Debate and local community members.

- West TN PBS produced Jackson Mayoral Forum and Jackson Mayoral Runoff Election Special
- Jackson Rotary Club: Dr. Yancy Freeman
- Jackson Rotary Club: Peter Noll
- Jackson Rotary Club: Dr. Carol Rothstein
- Jackson Rotary Club: Bruce Goddard
- Jackson Rotary Club: Jerry Smith
- Jackson Rotary Club: Will Beyer



West TN PBS presents Retiring Old Glory!

- West TN PBS begins a new 4th of July tradition with a special new local program Retiring Old Glory. Join hosts Julie Cooke and Steve Beverly from a Flag Retirement Ceremony from Casey Jones Village. Watch as dignitaries and special guests pay tribute to the American Flag.



West TN PBS covers local parades and cultural events!

- West TN PBS captures local parades
- 2023 World's Biggest Fish Fry Grand Parade
- West TN PBS presents A Sweet History
- 43rd Annual Tennessee Iris Festival Parade
- 42nd Annual Trenton Teapot Festival Parade
- 85th Annual West TN Strawberry Festival Junior Floats Parade
- West Tennessee's Festival Spectacular
- 30th Annual Tennessee Soybean Festival Parade
- 2023 Banana Festival Parade



West TN PBS celebrates our communities!

- The Greater Jackson Chamber Celebration 2023
- 72nd Annual Dyersburg Christmas Parade
- 2023 City of Medina Christmas Parade
- 2023 Twin Cities Christmas Parade
- 2023 Jackson Christmas Parade
- 2023 Savannah Christmas Parade
- 2023 Milan Christmas Parade
- 2023 Union City Christmas Parade
- 2023 Dyersburg Choral Society Christmas Concert



West TN PBS honors our Veterans.

- West TN PBS presents Honoring Our Veterans in partnership with the West Tennessee Veterans Coalition, West TN PBS is proud to present "Honoring Our Veterans". This locally-produced program was filmed on location in Jackson at the Celebrating Our Veterans program at Englewood Baptist Church. Hosted by Julie Cooke and Steve Bowers, the program also showcases the Downtown Jackson-Madison County Veterans Parade.
- West TN PBS Honors a Hero: Remembering Jack Claiborne- West TN PBS invites you to join us as we share a never before seen interview honoring World War II Veteran Jack Claiborne.



West TN PBS supports local schools and libraries!

- West TN PBS promotes summer learning with a tour with the famous PBSKIDS Arthur this year. This is great opportunity for all members of the family since Arthur has 25 seasons and 3 podcast series now to promote summer reading. The meet and greet across West Tennessee public libraries and even a stop at a school for summer learning. West TN PBS promotes reading and donated books to students and resources to use at home from our great PBS materials.
- West TN PBS' own mascot Rocky T, the reading ranger, also traveled across West TN promoting reading and does literacy and STEM activities for free.



West TN PBS covers our diverse culture in West TN!

- The Jackson International Food & Art Festival aims to remind the community that despite differences in appearance, how we worship, or where we come from, there is far more that unites us than divides us.
- 2023 Lane College Homecoming Parade, one of West Tennessee's Historical Black Colleges.
- West TN PBS' Year in Review



MISSION

West TN PBS's mission 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.

VISION

On the air, online, and in the community, West TN PBS uses media for good—delivering exceptional programs and services that expand knowledge, celebrate the world around us, and enrich lives.

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 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.