

WLJT-TV STAFF SPOTLIGHT

Name: Julie Cooke

Position: Corporate Underwriting and Sponsorships

Describe what you do at Channel 11:

Offer opportunities for West Tennessee businesses to enrich their communities by supporting WLJT programming

Why did you choose to work at Channel 11:

West Tennessee is my home and during my years in radio and television I have had the chance to meet city leaders, business owners, volunteers, fundraisers, and others from across the region who work for the good of their hometowns. It is exciting that WLJT has placed a priority on local programming and provides coverage of the events that bring the people of these communities together.

Where do you live? Jackson.

Where is your hometown? Alamo, TN.

What is your favorite part of working at WLJT?

I am excited about the team that has been put together to take WLJT to the next level in local programming, viewership, and donor support. There is also the task of helping to raise public awareness that WLJT has representation in Jackson now with our studios and some of the offices here.

What's the most surprising thing you learned about Channel 11 after you began working there?

Probably the variety of programs that are offered and how many areas of interest are addressed.

What are your favorite shows on WLJT Channel 11?

I would have to say Tennessee is Talking because I have the opportunity to host some of the programs and interview people who have an impact on West Tennessee. Other than that, Tennessee Crossroads, Austin City Limits, and Finding Your Roots, to name a few.