



West TN  PBS

## 2024 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



*"I am most proud of the local coverage WLJT provides that highlights and preserves the regional history, the culture, and the important issues that matter most to the citizens of West Tennessee."*

- Angela DeMaris, Executive Director, The Dixie Carter Performing Arts Center

### LOCAL VALUE



### 2024 KEY SERVICES



### LOCAL IMPACT

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

- West TN PBS offered 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 worked with each program to support their needs and goals to help carry out their missions in West Tennessee.

**In 2024, 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 26 hours of local broadcast and 23 hours of local streaming for a total of 49 hours that includes arts, cultural events, and community events.
- West TN PBS collaborated with head starts to provide resources and books for families.

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

- West Tennessee is mainly rural, with an estimated 17% of Tennessee residents living in rural areas in West Tennessee.
- West TN PBS was 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.



## 2024 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

### West TN PBS produced a broadcast special focusing on young authors!

- West TN PBS hosted its annual Young Writers and Illustrators Contest. With the help of educators, students in grades K-5th were encouraged to write and illustrate their own story. Local sponsors were eager to donate prize packages for winners.
- The winners were recorded reading their stories for online use for the next 12 months and the station produced Young Writers Showcase 2024, a half hour broadcast special focusing on these young authors.



### West TN PBS covered local news and public affairs!

- *Tennessee is Talking* is a weekly local program where West TN PBS brings people together for great conversations about issues and topics that are important to West Tennesseans. People from all over West Tennessee share new ideas, different perspectives, and local happenings.



### West TN PBS showcased and celebrated minority businesses in West TN!

- West TN PBS presented, for the first time on television, the Jackson Madison County African American Chamber of Commerce 23rd Annual Jewel Awards to showcase and celebrate minority owned businesses in the Jackson area.





## 2024 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

### West TN PBS celebrated the diversity of our area through our coverage of local parades and cultural events!

- 2024 World's Biggest Fish Fry Parade
- 44<sup>th</sup> Annual Tennessee Iris Festival Parade
- 86<sup>th</sup> Annual West TN Strawberry Festival Junior Floats Parade
- 86<sup>th</sup> Annual Strawberry Festival Grand Floats Parade
- 2024 West Tennessee's Festival Spectacular
- 30<sup>th</sup> Annual Tennessee Soybean Festival Parade
- 2023 Banana Festival Parade



### West TN PBS celebrated the diversity of our area through our coverage of local Christmas parades and cultural events!

- 2023 Dyersburg Christmas Parade
- 2023 Medina Christmas Parade
- 2023 Twin Cities Christmas Parade
- 2023 Savannah Christmas Parade
- 2023 Jackson Christmas Parade
- 2023 Milan Christmas Parade
- 2023 Union City Christmas Parade
- 2023 Dyersburg Choral Society Christmas Concert



### West TN PBS celebrated the diversity of our area through our coverage of a local college parade!

- West TN PBS presented the 2023 Lane College Homecoming Parade, one of West Tennessee's Historical Black Colleges.





## 2024 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

### West TN PBS celebrated the diverse culture in West TN!

- West TN PBS covered the 9th Annual Jackson International Food & Art Festival, which 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.



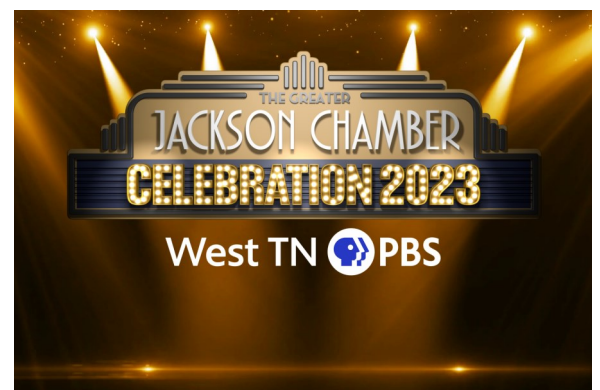
### West TN PBS celebrated our communities!

- West TN PBS presented, for the first time on television, the 61st Jackson-Madison County NAACP Freedom Fund Banquet, a time to honor diversity, equality, and inclusion.



### West TN PBS celebrated businesses and individuals in the Jackson community!

- West TN PBS presented the Jackson Chamber Celebration 2023 where they recognized businesses and individuals in their community who had a great 2023 and have caused Jackson and West Tennessee to be one of the best places in the world.





## 2024 LOCAL CONTENT AND SERVICE REPORT SUMMARY

### West TN PBS presented Honoring Our Veterans!

- In partnership with the West Tennessee Veterans Coalition, West TN PBS was proud to present "Honoring Our Veterans". This locally produced program was filmed on location in Jackson at the Celebrating Our Veterans program held at Englewood Baptist Church. Hosted by Julie Cooke and Steve Bowers, the program also showcased 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 supported local schools and libraries!

- During the summer, West TN PBS' own mascot Rocky T, The Reading Ranger, traveled across West Tennessee promoting reading and conducting literacy and STEM activities for free at area libraries. West TN PBS also promoted reading by donating books to students and resources to use at home from our great PBS materials.



#### 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.