



Dear Neighbors.

WTCl's 2024 fiscal year prioritized service, programming, and events for our community. Our inaugural "Be My Neighbor Day", celebrating Mr. Rogers's values, welcomed families and community organizations to our station.

A grant from the Corporation for Public Broadcasting supported our educational programs, and supported our education team's sharing of PBS Kids and PBS Learning Media resources throughout our community.

Our production team celebrated the fifteenth season of "The A List with Alison Lebovitz", featuring guests like Reverend Naomi Tutu, Alan Cumming, and Alex Paul Loza. "Chattanooga: Stronger Together" entered its third season, telling the stories of our area nonprofits. "Greater Chattanooga" continues to share engaging local stories. We remain committed to our mission.

The WTCI Board of Directors and staff finalized and implemented our Strategic Directives. The Board, Community Advisory Board, and staff thank our supporters and audience. This report highlights a productive year at WTCI. We look forward to continued service to our community.

Julie Brandao Chair, WTCI Board of Directors

Julia B Brandao Jot Luthon

Bob Culkeen WTCI President/CEO





WTC! (P) PBS ORGANIZATIONAL SUMMARY

WTCl began broadcasting on March 4, 1970. In 2024, we celebrated our 54th year of service to our community.

WTCI PBS consistently provides the highest quality of educational, informational, and entertaining programs without regard for commercial concerns, every day. We believe in excellence and integrity in public broadcasting, built upon respect for diverse ideas and cultures, which is essential to building a well-informed society and strong community. This station thrives on the robust partnerships it has built with local and regional organizations, schools, businesses, and government offices.

Stories create community. They connect us, reflecting who we are and what's most important to us. For over 50 years, we've been telling the stories of the Tennessee Valley. We are grateful to our supporters, partners, and viewers, for helping us to live our mission every day.

OUR MISSION

WTCI PBS enriches lives through quality programs and services that educate, engage, and inspire a lifetime of learning and exploration.



WTCI-PBS is an essential public institution that fuels positive change in the Tennessee Valley by telling the stories of our community.

OUR IMPACT

WTCI PBS serves Southeast Tennessee, Northeast Alabama, Northwest Georgia, and the western tip of North Carolina as a community-licensed PBS member station.

WTCI PBS transmits across a 60-mile broadcast radius, providing quality, trusted local and national programming to over 440,000 households and more than 1.1 million viewers.

Additionally, 35 cable systems in the four-state region carry WTCI PBS.







FY 2024 Board of Directors

Julie Brandao, Chair Cindy Todd, Vice Chair David Barrett, Treasurer Florence Pipkins, Secretary Deborah Arfken, Ed.D Jo Coke Dr. James Fedusenko, DDS Daniel Fell Steve Gatlin Dr. Jeffrey Gefter, MD Yousef Hamadeh Bonnie Hathcock Kerry Haves Paula Henderson Sheryl Jaggers David Martin Chloé Morrison Azurae Redmond Adam Schreader T. D. Scott James Tanner

Martin Trimiew

FY 2024 Staff Members

Bob Culkeen, President/CEO Bryan Fugua, Senior VP of Technical Services Linda McReynolds, Director of Development Shaun Townley, VP of Production & Distribution Cindye Valentine, Chief Finance & HR Officer David Balch, Producer Noah Bynum, Broadcast Operations Assistant Emily Compton, Executive Producer Beth Dorsey, Business Development Associate Scott Gemeinhardt, Mgr. of Broadcast Operations Kimberly Gray, Accounting Assistant Jeff Holland, Master Control Tracy Ingram, Ready to Learn Assistant Sawver Locke, Education Producer Phyllis Maynor, Major Gifts Associate Lisa McDowd, Manager of Shared Services Brenda Orrell. Executive Assistant Josh Reedy, Assistant Director of Development Robyn Stringfellow, Mgr. of Educational Content Katie Sutton, Ready to Learn Assistant Bo Wheeler, Senior Producer

FY 2024 Community Advisory Board

Janice Cornett
Robert Gagliano
Anna Harrington
J. Michael Hemsley
Kevin Kibble
Susan Kuemmel

Deborah Levine Maurice Lewis Jocelyn Loza Gay A. Moore Jenny Wells, Chair

Education



Our education team and our community partners are acutely focused on the early learning needs of children and their families. Our "Ready to Learn" community workshops are designed to foster multigenerational learning, access, and equity for children ages 2 through 8 in the areas of functional literacy and career readiness.





In addition to our 'Ready to Learn' workshops, WTCI PBS serves students, educators, and families through school visits, field trips & station tours, career days, library visits, and more. In this fiscal year alone, WTCI PBS served over 1,000 local families through our family and community learning sessions and through our work with partners.





Local Content

WTCI PBS is committed to sharing the stories of our community. We produce series, documentaries, and specials for broadcast audiences and for audiences on digital platforms. In December, 2023, WTCI PBS received three Midsouth Regional Emmy Award nominations. These nominations remind us that quality local programming matters to the community we serve. That's what makes us unique and vital to the members who support us.

GREATER CHATTANOOGA



Greater Chattanooga is WTCI's series of short digital-first documentaries. Our team visited the Charles H. Coolidge Medal of Honor Heritage Center, the International Towing and Recovery Museum, YCAP's Youth Boxing Program, Chattanooga Public Library, and we produced two profiles of local artists: Matthew Dutton and Seven. We also broadcast an arts-focused special in June.





The A List with Alison Lebovitz is an engaging one-on-one interview series that highlights a diverse array of local and national personalities.





Alison interviewed actor Alan Cumming, songwriter Alice Randall, the sculptor Alex Paul Loza, broadcaster Van Earl Wright, and Wheeler Parker Jr., who shared his experience with the history of hate as the cousin of Emmett Till.

Local Content



Chattanooga: Stronger Together is a celebration of service in our community. Six episodes of the third season aired in this fiscal year, along with the final three episodes from season two. The series provides information to viewers about local service organizations and the impact they're having for our neighbors in the Chattanooga area.





Because knowledge is power, transparency builds trust, and rights come with responsibilities, we co-created **Our Voices | Chattanooga**, a non-partisan, bilingual voter education series that is focused on increasing civic engagement among young people in our region. WTCI PBS partners with WUTC, Chattamatters, La Paz Chattanooga, and The Enterprise Center to reach viewers in their teens and twenties on the platforms that matter to them.







WTC! PBS

"The people who work for WTCI have their hearts in the right place. They care about pulling it all together for the people who listen and watch."

-Shawn



















OUR CHANNELS

wtci 45.1



Our flagship channel offers the best of PBS's national programs, as well as other public media programming, plus local programs on regional topics.

wtci 45.2

Wici OPBS Ocreate

Public television's best lifestyle series and specials on cooking, travel, home improvement, gardening, arts and crafts, and other interests.

wtci 45.3



PBS KIDS® is the number one educational media brand for kids. Our 24/7 children's channel features online streaming, interactive gaming features, and weekend family nights.

wtci 45.4



From 6 AM - 6 PM each weekday, WTCI Educate broadcasts engaging standards-aligned PreK-12th grade programming on all subjects, created by local and state educators and national PBS partners.



After 6 PM, we switch over to feature PBS' acclaimed WORLD Channel for lifelong learners, devoted to sharing news and documentaries from all around the globe.

Events & Partnerships

WTCI produces events throughout the year to serve our community and celebrate partnerships. Events this year included:

Legislative Wrap Up

WTCI PBS partnered with the Chattanooga Chamber of Commerce to host an end-of session "wrap-up" event with our Tennessee state lawmakers. They share their perspectives on outcomes from the legislative session.





Be My Neighbor Day

In April, WTCI PBS celebrated **Be My Neighbor Day** with a variety of community partners. This free family-friendly event centered around community, features engaging educational activities and creative exploration.

Gospel Screening

WTCI PBS partnered with the Bessie Smith Cultural Center to present a preview screening of **Gospel**, an examination of the history and the cultural impact of gospel music from Henry Louis Gates Jr.



Corporate Support and Community Partnerships

WTCI is grateful for the support of organizations throughout our area. Our partners include:

Art 120 Arts-Based Collaborative at UTC ArtsBuild BASE Bessie Smith Cultural Center Bridge Innovate Buntin Group / TN Lottery BlueCross BlueShield of Tennessee City of Chattanooga Chattanooga 2.0 Chattanooga Airport Chattanooga Area Chamber of Commerce Chattanooga Football Club Chattanooga Lookouts Chattanooga Public Library Chattanooga Red Wolves SC Chattanooga Symphony & Opera Chattanooga Theatre Centre Chattanooga Trolley Tour Chattanooga Zoo City of Chickamauga Community Foundation of

Greater Chattanooga

Cox Concrete Creative Discovery Museum Dalton Junior High Delta Dental Erlanger First Horizon Foundation Goodwill Industries of the Greater Chattanooga Area Grandview Foundation Hamilton County Schools HHM Certified Public Accountants Houston Museum of Decorative Arts Hunter Museum of American Art JHM Certified Public Accountants Kohl's La Paz Chattanooga McConnell Foundation Miles Straight Baptist Church Coolidge National Medal of Honor Heritage Center Party Bites Catering The Pop-up Project

Read 20 The Read House Ready, Set, Sew Reflection Riding Arboretum & Nature Center Rhyme N Chatt Schillhahn-Huskey Foundation Signal Centers Southern Adventist University Splash Youth Arts Workshop Tennessee American Water Tennessee Aquarium Tennessee Department of Education Tennessee Department of Homeland Security The Dalton Academy The Good Dentist Tivoli Theatre Foundation University of Tennessee at Chattanooga Vital Buffalo Farm Wanderlinger Brewing Company Weldon F. Osborne Foundation

WUTC

Our Year at a Glance

















