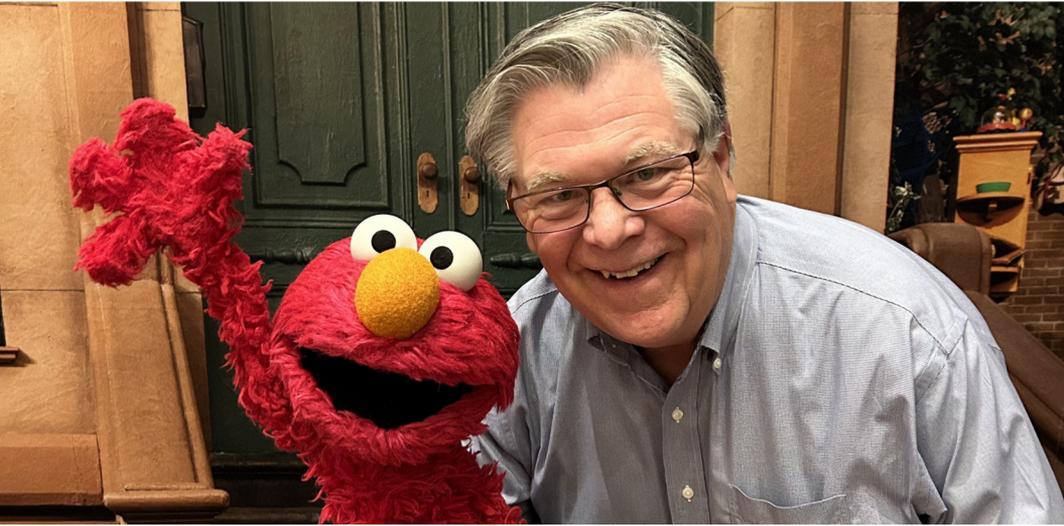


WTCL  PBS

# FY 2024 ANNUAL REPORT





Dear Neighbors,

WTCT'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 WTCT 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 WTCT. We look forward to continued service to our community.

Julie Brandao  
Chair, WTCT Board  
of Directors

Bob Culkeen  
WTCT President/CEO





## ORGANIZATIONAL SUMMARY

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

WTCL 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

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



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

## OUR IMPACT

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

WTCL 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 WTCL 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 Geftter, MD  
Yousef Hamadeh  
Bonnie Hathcock  
Kerry Hayes  
Paula Henderson  
Sheryl Jagers  
David Martin  
Chloé Morrison  
Azurae Redmond  
Adam Schreader  
T. D. Scott  
James Tanner  
Martin Trimiew

## FY 2024 Staff Members

Bob Culkeen, President/CEO  
Bryan Fuqua, Senior VP of Technical Services  
Linda McReynolds, Director of Development  
Shaun Townley, VP of Production & Distribution  
Cindy 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  
Sawyer 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

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## 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

**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.



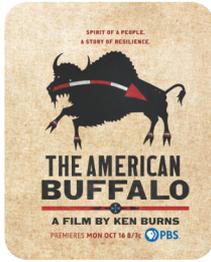
Because knowledge is power, transparency builds trust, and rights come with responsibilities, we co-created **Our Voices | Chattanooga**, a non-partisan, bilingual voter education series that is focused on increasing civic engagement among young people in our region. WTCI PBS partners with WUTC, Chattamatters,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





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

-Shawn



# OUR CHANNELS

## wcti 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.

## wcti 45.2



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

## wcti 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.

## wcti 45.4



From 6 AM - 6 PM each weekday, WTCT 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.



# Our Year at a Glance

