

WTCL  PBS

FY 2023 ANNUAL REPORT





Dear Friends,

WTCT's fiscal year 2023 was full of exciting programming, productions, and activities supporting our mission: "WTCT enriches lives through quality programs and services that educate, engage, and inspire a lifetime of learning and exploration."

We began strategic direction activities that will be carried into next year. We engaged our staff, board, and community members in creating the plan. Our local content included the thirteenth season of *The A List* with Alison Lebovitz, 24 creative education-themed programs for *Raise Your Hand*, a second season of *Chattanooga: Stronger Together* featuring the works of area nonprofits, and informative and engaging stories from Greater Chattanooga. One of the Greater Chattanooga segments was even featured on PBS NewsHour.

WTCT was awarded a Ready To Learn planning grant from the Corporation for Public Broadcasting. The WTCT Education team eagerly engages with children, families, schools, and educators throughout the Tennessee Valley.

We are proud of our achievements and welcome you to review this report. We thank you for your continued interest in and support of WTCT PBS.

Daniel Fell
Chair, WTCT Board
of Directors

Bob Culkeen
WTCT President/CEO





ORGANIZATIONAL SUMMARY

WTCI began broadcasting on March 4, 1970. In 2023, we celebrated our 53rd year of service to our community.

WTCI 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 COMMITMENT

WTCI is committed to advancing inclusion, diversity, equity, and accessibility (IDEA) across all levels of our organization. To do this, we are working to increase our representational diversity, to create welcoming and inclusive environments for our staff and community members, to ensure our content and programming is accessible, and to include the voices and experiences of everyone in our community.

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



OUR MISSION

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

OUR IMPACT

WTCI, the community PBS station, serves Southeast Tennessee, Northeast Alabama, North Georgia, and the western tip of North Carolina as a community licensed public television station, PBS affiliate.

WTCI 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 the station's signal.





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FY 2023 Staff Members

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Lisa McDowd, Manager of Shared Services
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Emily Compton, Executive Producer
Bo Wheeler, Senior Producer
David Balch, Producer
Sawyer Locke, Education Producer
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James Colvard, Broadcast Operations Specialist
Jeff Holland, Master Control
Noah Bynum, Broadcast Operations Assistant

FY 2022 Community Advisory Board

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Kevin Lusk
Gay A. Moore
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Local Content

WTCI

EDUCATE

WTCI Educate [45.4] broadcasts engaging local and national content created by teachers, students and community leaders. Families can find academic content in Math, Literacy, Humanities and the Sciences, informed by national and state standards, and vetted by certified educators. To serve our students' social, emotional and physical well-being, we also feature programming that supports non-academic skills, offered by community experts and educational professionals. WTCI Educate encourages students at any age to think globally, learn locally.



WTCI PBS collaborated with local educators to produce 24 new segments for **Raise Your Hand**. The series offers learning lessons and educational support in a variety of subjects, including math, reading, science, social studies, and health and wellness. The segments are published online for enrichment when students are away from the television and packaged for broadcast as well.

In November, 2022, WTCI PBS was awarded a planning grant to develop a Learning Neighborhood plan to engage local partners and extend the reach and impact of PBS KIDS early learning resources in our community. WTCI is one of only 24 PBS stations across the country to receive this planning grant.



World on Wheels is a half hour program, designed to bridge the humanities and the arts. This episode focused on sixth grade social studies standards related to the Indus River Valley.

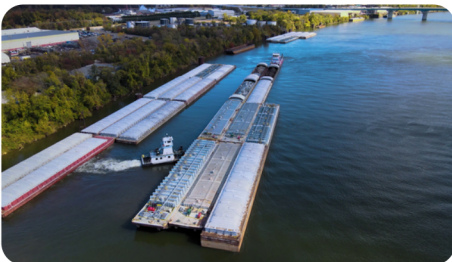
Local Content

In September, 2022, WTCL PBS was nominated for two Public Media Awards and in November, 2022, WTCL PBS was nominated for two MidSouth Regional Emmy Awards. These nominations are a reminder that we are committed to producing quality local programming. Our connection with the community is what makes us unique and vital to the members who support us.

GREATER CHATTANOOGA



Greater Chattanooga is WTCL's series of short digital-first documentaries. WTCL-PBS released six original stories online during FY 22-23. Among them, "Unsheltered" explored how agencies & citizens alike work to fight homelessness. "Before and After" tells the story of two Ukrainian artists who arrived in Chattanooga within hours of the beginning of a war back home and how the Chattanooga community supported them. "The Walk Home" shares the story of an organization that provides hospice care for people who are experiencing homelessness. In "Life on the River", we learn about the lives of a towboat crew, determined to ensure that supply chains are resilient in the face of global upheaval. "Dreaming of Chocolate" is a profile of a small family business and their efforts to survive in the aftermath of a pandemic.



the A List with Alison Lebovitz

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

Season 14 premiered May 4, 2023 with recording artist Ruben Studdard.



The season also featured conversations with race car driver Lyn St. James, artist Genesis the Greykid, television personality and author Matt Paxton, entrepreneur and philanthropist Juanita Ingram, Alabama's Poet Laureate, Ashley M. Jones, composer and educator Dr. Roland Carter, and Broadway star Montego Glover.

Local Content



Chattanooga: Stronger Together is a celebration of service in our community. Nine of the 12 half-hour episodes in the second season aired in this fiscal year, along with the final three episodes from season one. The series provides information to viewers about local service organizations and the impact they're having for our neighbors in the Chattanooga area.



Chattanooga City Council

WTCL produced a weekly half-hour program featuring highlights from the Chattanooga City Council meetings. The broadcasts inform citizens about decisions that drive economic growth, provide for public safety, and serve the needs of our community. 47 council meetings were covered during the fiscal year.



Political Coverage

WTCL encourages and supports open government and citizen participation. In July of 2022, Ray Bassett hosted a forum with candidates for Hamilton County Mayor. Democrat Matt Adams and Republican Weston Wamp discussed their ideas for the future of Hamilton County in this hour-long broadcast.

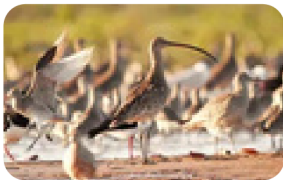
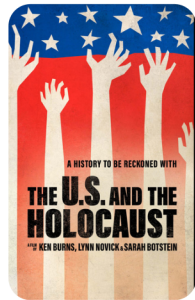


"I go to PBS to restore my very soul at times; to be inspired and informed; to revive my spirit for the next day's toil. I am so very grateful that there is this hometown lifeline to tap into! Thank you, WTCL."

- Patricia



"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

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, 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:

Dalton One Minute Film Festival

WTCI PBS hosted a one minute film festival in December, 2022, with student filmmakers from Dalton Junior High and The Dalton Academy. These students honed their technical skills and storytelling prowess with help from WTCI staff.



Gratitude Gathering

In late November, 2022, WTCI PBS held the annual Gratitude Gathering at the National Medal of Honor Heritage Center. This event was established to show appreciation to those who support the work we do at WTCI PBS throughout the year.

Blues, Brews, & Hues

Our Blues, Brews, & Hues fundraiser was held at Wanderlinger Brewing Company. Attendees enjoyed live music as they learned to paint with artist and teacher Kaleb Knowles.



Corporate Support and Community Partnerships

WTCI is grateful to work with many dynamic businesses and organizations throughout Greater Chattanooga and beyond. Our partners include:

Art 120
Arts-Based Collaborative at UTC
ArtsBuild
Ballet Esprit
BASF
Bridge Innovate
Bud Floral
Buntin Group / TN Lottery
Chattanooga 2.0
Chattanooga Airport
Chattanooga Area Chamber
of Commerce
Chattanooga Family Practice
Travel Medicine
Chattanooga Football Club
Chattanooga Funeral Home,
Crematory & Florist
Chattanooga Hip-Hop Summit
Chattanooga Public Library
Chattanooga Red Wolves SC
Chattanooga Theatre Centre
Chattanooga Zoo

City of Chickamauga
Community Foundation of
Greater Chattanooga
Cox Concrete
Creative Discovery Museum
Dalton Junior High
Delta Dental
First Horizon Foundation
Goodwill of Chattanooga
Grandview Foundation
Hamilton County Schools
Houston Museum of Decorative Arts
Hunter Museum of American Art
JHM Certified Public Accountants
La Paz Chattanooga
McConnell Foundation
Miss Ladybug LLC
MOCA Logistics
Mountain Opry
National Medal of Honor
Heritage Center
Party Bites Catering
Pop-Up Project

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

Our Year at a Glance

