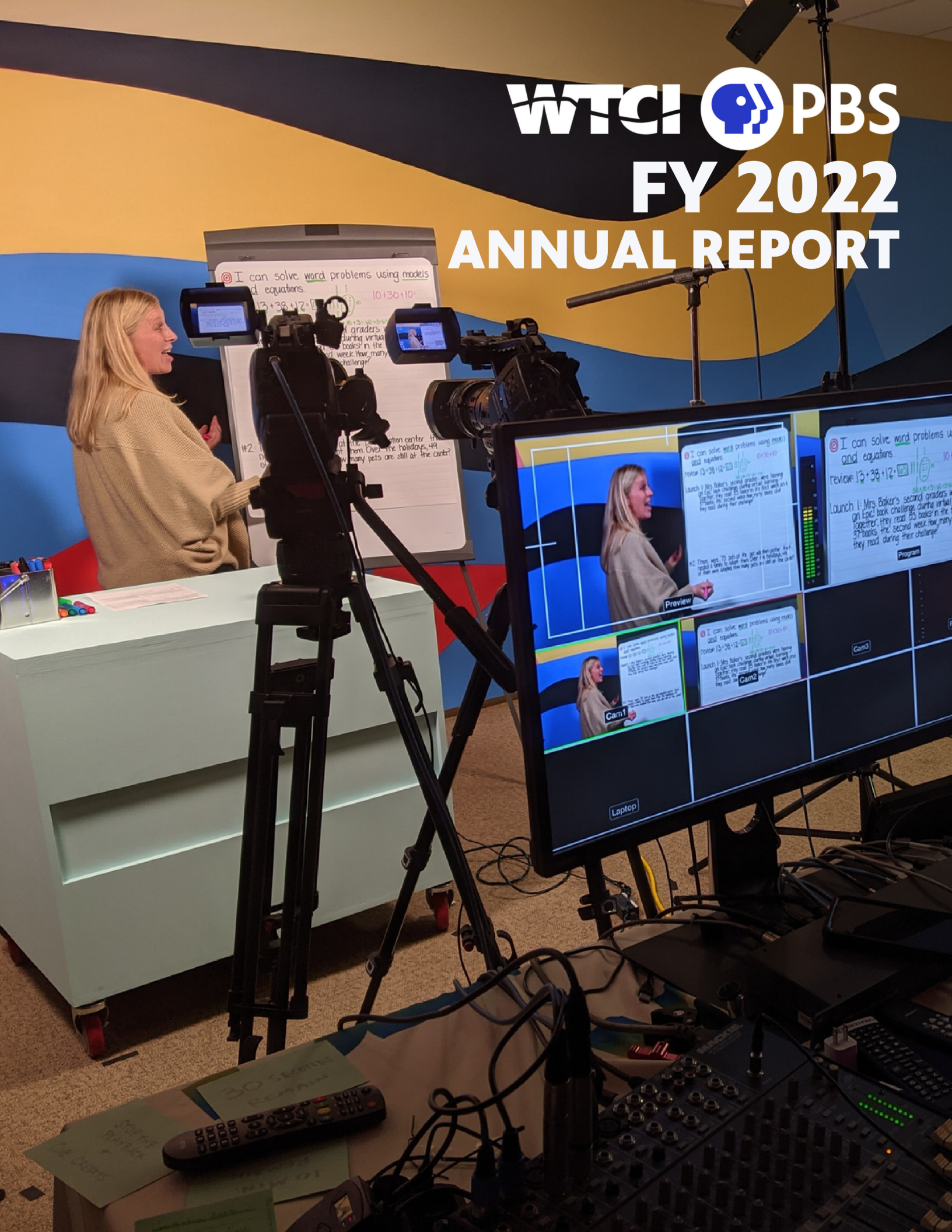


WTCL PBS FY 2022 ANNUAL REPORT



Ⓢ I can solve word problems using models and equations.

review: $13 + 38 + 12 = 10 + 30 + 10 =$

#2: ...
Launch 1: Mrs. Baker's second graders were having an epic book challenge during virtual school. Together, they read 85 books in the first week and 37 books in the second week. How many books did they read during their challenge?
#3: There were 72 sets of the set and their partner. The set is likely to adapt from their holiday, and if they were slumped how many sets are still at the center?

Preview
Ⓢ I can solve word problems using models and equations.
review: $13 + 38 + 12 = 10 + 30 + 10 =$
Launch 1: Mrs. Baker's second graders were having an epic book challenge during virtual school. Together, they read 85 books in the first week and 37 books in the second week. How many books did they read during their challenge?

Cam1
Ⓢ I can solve word problems using models and equations.
review: $13 + 38 + 12 = 10 + 30 + 10 =$
Launch 1: Mrs. Baker's second graders were having an epic book challenge during virtual school. Together, they read 85 books in the first week and 37 books in the second week. How many books did they read during their challenge?

Cam2
Ⓢ I can solve word problems using models and equations.
review: $13 + 38 + 12 = 10 + 30 + 10 =$
Launch 1: Mrs. Baker's second graders were having an epic book challenge during virtual school. Together, they read 85 books in the first week and 37 books in the second week. How many books did they read during their challenge?

Laptop



Dear Friends,

As a PBS member station, WTCI serves the thirty-five counties of our coverage area with free content and services. We strive to enrich lives through quality programs and services that educate, engage, and inspire a lifetime of learning and exploration.

Looking through the pages of the WTCI Annual Report, we are reminded of the impact WTCI makes throughout the communities we serve.

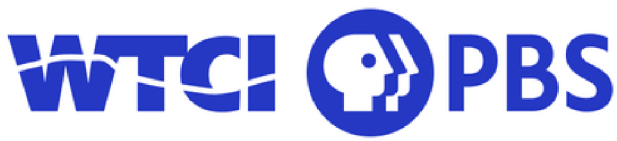
In this annual report, you will learn about the programs, productions, and activities that enhanced the quality of life for people in our area during the 2022 fiscal year. All were made possible by the support of generous individuals and organizations, those who believe in the value of public television providing everyone with access to quality programs and educational resources as a community service. We thank you for supporting WTCI.

Thanks,

Jim Tanner
Chair, WTCI Board
of Directors

Bob Culkeen
WTCI President/CEO





Organizational Summary

WTCL began broadcasting on March 4, 1970. In 2022, we celebrated our 52nd year of service to our community.

WTCL 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 52 years, WTCL has been telling the stories of the Tennessee Valley. We are grateful to each and every one of you, our supporters, partners, and viewers, for helping us to live our mission every day.

OUR COMMITMENT

WTCL 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.

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



OUR MISSION

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

OUR IMPACT

WTCL, 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.

WTCL 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.





FY 2022 Board of Directors

| | |
|-----------------------------|----------------|
| Jim Tanner, Chair | Jerre Haskew |
| Danny Fell, Vice Chair | Kerry Hayes |
| Cole Powell, Treasurer | Sheryl Jagers |
| Florence Pipkins, Secretary | Kevin Lusk |
| Steve Gatlin, Past Chair | Meredith Perry |
| David Barrett | TD Scott |
| Julie Brandao | Cindy Todd |
| Justin Dumsday | Martin Trimiew |
| Dr. James Fedusenko | Edna Varner |
| Dr. Jeffrey Gefer | Jo Ann Yates |
| Barbara Haskew | |



FY 2022 Staff Members

Bob Culkeen, President/CEO
 Cindye Valentine, Chief Finance & HR Officer
 Bryan Fuqua, Senior VP of Technical Services
 Shaun Townley, VP of Production & Distribution
 Marianne Monoc, VP of Development
 Antine Rieger, Development Manager
 Chandler Custer, Manager of Donor Services
 Ryan McCulloch, Corporate Support Manager
 Alea Tveit, Education Outreach Coordinator
 Robyn Stringfellow, Mgr. of Educational Content
 Lisa McDowd, Manager of Shared Services
 Brenda Orrell, Executive Assistant
 Emily Compton, Executive Producer
 Bo Wheeler, Senior Producer
 David Balch, Producer
 Corey Knollinger, Education Producer
 Sawyer Locke, Education Producer
 Scott Gemeinhardt, Mgr. of Broadcast Operations
 James Colvard, Broadcast Operations Specialist
 Jeff Holland, Master Control

FY 2022 Community Advisory Board

| | |
|--------------------|-----------------|
| Jenny Wells, Chair | Deborah Levine |
| Janice Cornett | Maurice Lewis |
| Robert Gagliano | Jocelyn Loza |
| Anna Harrington | Kevin Lusk |
| J. Michael Hemsley | Gay A. Moore |
| Kevin Kibble | Angela Sehstedt |
| Susan Kuemmel | |



Local Content



WTCL 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. WTCL Educate encourages students at any age to think globally, learn locally.

In January of 2022, WTCL proudly received a Division 2 Public Media Award for Innovation in Education for WTCL Educate.



In 2021, WTCL-PBS collaborated with dozens of local educators to produce a new series for WTCL EDUCATE 45.4 called "Raise Your Hand". The series offers educational lessons and academic support in a variety of subjects, including math, reading, science, social studies, and health and wellness. The segments are broadcast in a half-hour series and published on YouTube.

Education Manager Alea Tveit was instrumental in advancing WTCL's community engagement initiatives, both locally and nationally. When given the opportunity to partner with Tyner Academy high school students enrolled in UTC's Institute for Teaching and Learning, we knew something magical would happen. These students are on the path to becoming future classroom educators and, with the pandemic limiting their options for opportunities to obtain field hours, we collaborated to empower student voice, giving them a space to create engaging educational experiences and teach them on-air.



In November of 2021, we collaborated with WETA to host "What's My Name? A Virtual Community Event" inspired by the Ken Burns film, MUHAMMAD ALI and featuring a participatory discussion with community panelists inspired by the themes of Muhammad Ali's life and story.

Local Content

WTCI is committed to offering unique local programming because, as a PBS station, our connection with the community is what makes us different and vital to the members who support us. In January of 2022, WTCI proudly received a Division 2 Public Media Award in the Military Chronicles category.



Greater Chattanooga is WTCI's series of short digital-first documentaries. The following subjects were covered during the fiscal year: "Root for the Home Team", the story of determined students who worked to build a baseball program at their high school; "Finding Hope", a look at how COVID-19 changed two local businesses; "All Truths Will Out", a profile of the Ed Johnson Project and their mission of remembrance, reconciliation, and healing; "Who We Are" focused on efforts to preserve the endangered Cherokee language; "A Swinging Retirement Community" tells the story of a sanctuary for former research chimpanzees in the North Georgia mountains; "Backyard Rescue" profiles the unique individuals dedicated to the rehabilitation of wildlife in our region; and "Art of Steel" tells the story of Chattanooga-based sculptor, Isaac Duncan, III.



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 13 aired from May 5, 2022 to June 29, 2022, and was comprised of eight original episodes.



The season featured conversations with Corky Coker, owner of the Coker Museum and Honest Charley Speed Shop; artist Dr. Fahamu Pecou; Fawn Weaver, the founder and CEO of Uncle Nearest Premium Whiskey; performing artist Louise Mandrell; artist Jim Collins; actor Dylan Kussman; former Secretary of Housing and Urban Development, Dr. Ben Carson; and Vanderbilt law professor, Samar Ali.

"WTCI-PBS has a wide variety of quality programming. They have high quality in-depth reporting on cutting edge issues and some of the best acting in the business in their period dramas and mysteries. Their news reporters are outstanding. I don't believe any station can rival them."

-Patricia Branham

Local Content



In October, 2021, Chattanooga: Stronger Together premiered. Nine of the twelve episodes in the first season aired in this fiscal year. The series is a celebration of charitable service in our community and provides information to viewers about local nonprofit organizations and the impact they're having for our neighbors in the Chattanooga area. Season One profiled the following nonprofit organizations:

Chattanooga Room in the Inn; Welcome Home of Chattanooga; NAMI Chattanooga; Sleep in Heavenly Peace Chattanooga; Crabtree Farms; Scenic City Clay Arts; Walter E. Boehm Birth Defects Center; Volunteers in Medicine; Mark Making; Sculpture Fields at Montage Park; Purpose Point Community Health; The Net Resource Foundation; CWLI; Junior Achievement of Chattanooga; Chattanooga Ballet; Splash Youth Arts Workshop; Love's Arm; Women's Fund of Greater Chattanooga; SoundCorps; RISE; MOMentum Network; Restore 6:34; Barking Legs Theater; East Lake Expression Engine.



Chattanooga City Council

WTCI produces a weekly half-hour program featuring highlights from Chattanooga City Council meetings. The broadcast informs citizens about decisions that drive economic growth, provide for public safety, and serve the needs of our community.



Political Coverage

WTCI encourages and supports open government and citizen participation. In April, 2022, WTCI produced an hour-long forum, moderated by Ray Bassett, featuring candidates in the contested Republican primary for Hamilton County Mayor. A general election forum was held three months later.



"I appreciate WTCI-PBS more than I can express! Everything you do is, and has always been, top notch. You are an important part of our lives, and we have nothing but the utmost respect for the contribution you make to a well-educated and informed society. " - Leigh Lockhart

Local Content

In collaboration with the Ed Johnson Project, WTCI-PBS produced a conversation between Dr. Eddie Glaude, Jr., one of the nation's most prominent scholars, and Pulitzer Prize-winning biographer Jon Meacham about the legacy of lynching and the soul of America.

The program took place in the week leading up to the dedication of the Ed Johnson Memorial and was moderated by Donovan Brown.



In collaboration with the Ed Johnson Project, WTCI PBS produced a special, historically-focused

conversation between Judge Curtis Collier and author Peter Canellos about the legal questions surrounding the events of Ed Johnson's trial. The conversation was moderated by Donovan Brown, Chair of the Ed Johnson Project.

WTCI partnered with String Theory at the Hunter, to bring world-class chamber music performances to WTCI-PBS audiences. String Theory @ Home broadcasts aired November 20, 2021, December 18, 2021, and March 18, 2022.

String Theory
AT THE HUNTER



Ask the Experts: Combating COVID-19

This Explore Health special aired on February 3, 2022. Created in partnership with Get Vaccinated Chattanooga, host Ron Harr spoke about the importance of vaccination with Dr. Mary Lambert, Director of Community Health for Chattanooga, LaDarius Price, Community Outreach Manager at Cempa Community Care, Dr. Mark McKenzie, Medical Director at ClinSearch & Dr. Matthew Kodsi, VP of Medical Affairs at CHI Memorial.



In March, 2022, WTCI produced a half-hour special featuring a panel of artists and historians discussing the themes of the POV documentary "The Neutral Ground" related to the idea of which histories we choose to remember and why. Funding support was provided by POV, the Grandview Foundation, and the Community Foundation of Greater Chattanooga.

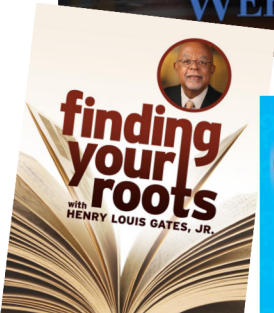


"I love WTCI-PBS. Thank you for a wonderful, educational station that enriches my life."

- K. Kennedy



PBS
National Content



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



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



WTCI Educate provides free, standards-aligned educational content created for our community, by our community.

From 6 AM - 6 PM each day, WTCI Educate broadcasts engaging 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.

Special Projects



During the 2022 fiscal year, WTCI-PBS was proud to partner with Chattanooga-based dance company, The Pop-Up Project, to unveil the world premiere of their documentary, "The Light We Share".

At the beginning of 2020, the Pop-Up Project had the idea to host a live, immersive art event that would span 7 weeks. Then Covid happened and everything stopped. Pop-Up Project Directors Mattie Waters and Jules Downum decided to adjust their plans and turned the concept from a live event into a film entitled "The Light We Share", putting dozens of unemployed artists to work during a time when everything was shutting down.

For months, a WTCI film crew, headed by Executive Producer and Editor Emily Compton, followed the creative process of "The Light We Share", a collaboration that resulted in the original production, "Essential: The Making of The Light We Share", a half-hour documentary that follows The Pop-up Project as they brought together a wide variety of local artists to share the deeply personal stories of their company members through film, music, poetry, and visual arts. "Essential" gives viewers a behind-the-scenes look at this creative undertaking filmed during the pandemic, while shining a light on the resilience of the arts, the power of collaboration, and the essential nature of human connection, especially during a time when so many forces kept us apart. Both films premiered on January 12th, 2022, at The Tivoli Theatre in Chattanooga.



On September 18, 2022, WTCI was honored to receive a Public Media Award in the "Content - Performing Arts" category for "Essential". The Public Media Awards, presented by NETA (National Educational Telecommunications Association), honor member stations' work at the highest caliber of programming, education, marketing, and engagement.



Jules Downum, Emily Compton, and Mattie Waters at the movie premiere

Events & Partners

The 3rd Annual Big Birdie Open

On September 9, 2021, WTCl hosted its 3rd Annual Big Birdie Open at Top Golf Chattanooga. With entertainment courtesy of Playful Evolving Monsters, the Big Birdie Open was attended by more than 120 guests and was generously sponsored by the following companies and individuals:

| | |
|----------------------------|---------------------------|
| UBS | Springhill Suites |
| Chattanooga Allergy Clinic | Pro Logo Depot |
| Tinker Ma | Farmers Insurance |
| Elder's Ace Hardware | RJ Young |
| Elizabeth Moyer Homes | Yogi's Primo Promo |
| Valley Oil | Thomas Bros. Construction |
| Smith Perry Berries | HHM |
| First Horizon | Cindy Todd |
| BASF | Jim Tanner |
| Mutual of America | Edna Varner |
| Events with Taste | Paula Henderson |
| Coeo | Trudy Harper |
| JHM | Mark Ingle |



Corporate Support and Community Partnerships

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

| | | |
|---------------------------------------|-------------------------------|-------------------------------------|
| Art 120 | First Horizon Foundation | Splash Youth Arts Workshop |
| Ballet Esprit | Goodwill of Chattanooga | Stove Works |
| BASF | Grandview Foundation | Tennessee Aquarium |
| Bernina Sew n' Quilt | Habitat for Humanity | The Good Dentist |
| Bess T. Shepherd Elementary School | of Greater Chattanooga Area | Tivoli Theatre Foundation |
| Case Antiques | Hamilton County Schools | TN Department of Education |
| Cempa | Houston Museum | Tyner Academy |
| Chattanooga 2.0 | Hunter Museum | United Way of Greater Chattanooga |
| Chattanooga Allergy Clinic | Intersign | Urban League of Greater Chattanooga |
| Chattanooga Area Chamber of Commerce | Keeody Gallery | UTC School of Education |
| Chattanooga Ballet | Lee University | Vital Buffalo Farm |
| Chattanooga Football Club | Lone Star Catering | WCTE |
| Chattanooga Funeral Home | Miss Ladybug LLC | West TN PBS |
| Chattanooga Public Library | Peak Performance | |
| Chattanooga Theatre Centre | Playful Evolving Monsters | |
| Coeo Public Affairs | POP-UP Project | |
| Community Fdn. of Greater Chattanooga | POV | |
| Creative Discovery Museum | Read 20 | |
| Debbie Jones | Ready Set Sew | |
| Digital Equity Alliance | Renew Exterior Cleaning Svcs. | |
| Downton Abbey Exhibition | Rivercity ACT Workshops | |
| East TN PBS | Signal Centers | |
| Erlanger Health Systems | Songbirds Foundation | |

"I grew up watching PBS. As an engineer, I have learned and imagined by watching shows like Nova. Very few stations can teach and inspire children the way PBS can. By instilling imagination, curiosity and knowledge in generation after generation of adults and children, the institution is as priceless as it is a staple in American society."
- Kendrick Hudson

A Snapshot of Our Year



WTCL  **PBS**



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