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

WTCI began broadcasting on March 4, 1970. In 2022, we celebrated our 52nd 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 52 years, WTCI 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 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.

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.
FY 2022 Board of Directors

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Bo Wheeler, Senior Producer
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Corey Knollinger, Education Producer
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Scott Gemeinhardt, Mgr. of Broadcast Operations
James Colvard, Broadcast Operations Specialist
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FY 2022 Community Advisory Board

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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.
WTCL 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, WTCL proudly received a Division 2 Public Media Award in the Military Chronicles category.

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.

Greater Chattanooga is WTCL'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 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.

"WTCL-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
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
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 Donivan 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 Donivan 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.

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

**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.
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.
Events & Partners

The 3rd Annual Big Birdie Open

On September 9, 2021, WTCI 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  
Chattanooga Allergy Clinic  
Tinker Ma  
Elder’s Ace Hardware  
Elizabeth Moyer Homes  
Valley Oil  
Smith Perry Berries  
First Horizon  
BASF  
Mutual of America  
Events with Taste  
Ceeo  
JHM  

Springhill Suites  
Pro Logo Depot  
Farmers Insurance  
RJ Young  
Yogi’s Primo Promo  
Thomas Bros. Construction  
HHM  
Cindy Todd  
Jim Tanner  
Edna Varner  
Paula Henderson  
Trudy Harper  
Mark Ingle

Corporate Support and Community Partnerships

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

Art 120  
Ballet Esprit  
BASF  
Bernina Sew n’ Quilt  
Bess T. Shepherd Elementary School  
Case Antiques  
Cempa  
Chattanooga 2.0  
Chattanooga Allergy Clinic  
Chattanooga Area Chamber of Commerce  
Chattanooga Ballet  
Chattanooga Football Club  
Chattanooga Funeral Home  
Chattanooga Public Library  
Chattanooga Theatre Centre  
Ceeo Public Affairs  
Community Fdn. of Greater Chattanooga  
Creative Discovery Museum  
Debbie Jones  
Digital Equity Alliance  
Downtown Abbey Exhibition  
East TN PBS  
Erlanger Health Systems  

First Horizon Foundation  
Goodwill of Chattanooga  
Grandview Foundation  
Habitat for Humanity of Greater Chattanooga Area  
Hamilton County Schools  
Houston Museum  
Hunter Museum  
Intersign  
Keedey Gallery  
Lee University  
Lone Star Catering  
Miss Ladybug LLC  
Peak Performance  
Playful Evolving Monsters  
POP-UP Project  
POV  
Read 20  
Ready Set Sew  
Renew Exterior Cleaning Srvcs.  
Rivertowne ACT Workshops  
Signal Centers  
Songbirds Foundation  

Splash Youth Arts Workshop  
Stove Works  
Tennessee Aquarium  
The Good Dentist  
Tivoli Theatre Foundation  
TN Department of Education  
Tyner Academy  
United Way of Greater Chattanooga  
Urban League of Greater Chattanooga  
UTC School of Education  
Vital Buffalo Farm  
WCTE  
West TN PBS

"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