



## 2015 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



**“WLJT is the place to be!!! Friendly staff, great shows, impacts the community in a positive manner, relationship builder, and so much more!” – Sharon Clark, Eastside Intermediate School in Brownsville 4<sup>th</sup> grade teacher and WLJT Board member**

**WLJT’s Vision:** On the air, online, and in the community, WLJT uses media for good, delivering exceptional programs and services that expand knowledge, celebrate the world around us, and enrich lives.



**In 2015, WLJT provided these vital local services:**

- \* Workshops for educators - from PreK and beyond - and parents to educate them about the tools and resources available from PBS and WLJT.
- \* Worked with public libraries within its 16-county market area to help promote literacy and summer learning.
- \* Provided free books to children in low-income families for five Boys and Girls Clubs thanks to a partnership grant with PBS and Overstock.com.

**WLJT is a valuable part of West Tennessee providing reach and impact within the area’s advancement.**

- \* WLJT provides services to a broad economic span of counties and cities. Team members travel throughout the West Tennessee region to offer community members a sense of partnership.
- \* From public schools to local libraries to head start programs and Boys and Girls Clubs, WLJT’s engagement of youth and their parents is one that allows team members to play an important role in our viewers’ lives.

**WLJT’s local services had deep impact in the West Tennessee area.**

- \* Households in West Tennessee can be described as rural, heartland, and college areas.
- \* WLJT is able to partner with business leaders, college professors, and respected members of the community to provide a reach to those who may not be able to attend events or discover the free educational resources available through WLJT and PBS thanks to our partnerships within our communities.

## **WLJT and partners encourage creativity through contest**

*WLJT joined seven West Tennessee businesses in sponsoring its annual PBS KIDS Writers Contest for children in grades K-5<sup>th</sup> inspiring them to become young authors.*



The annual PBS KIDS Writers Contest was a huge success for WLJT and its local partners in 2015.

Since the contest's inception at the station, thousands of students from across West Tennessee have participated by creating their own stories with illustrations. In 2015, WLJT received 156 entries into the annual Writers Contest.

From January 1 through March 31, students in grades K-5<sup>th</sup> are asked to submit their original stories to the station for entry into the Writers Contest.

WLJT was able to gain the following prize and cash sponsors for the contest in 2015: Discovery Park of America in Union City; Savant Learning Systems in Martin; Sky Zone in Jackson; Tennessee Safari Park in Alamo; McDonald's in West Tennessee; Jackson Energy Authority in Jackson; and Walmart stores in West Tennessee.

With three months to prepare their stories for the contest, WLJT promoted the contest heavily through sponsors' websites and materials, area newspapers, Facebook, e-newsletters, program guides and on-air.

Area educators used the contest to promote creativity in the classroom; some making the effort part of class projects or extra credit. Judging took place in April, when a team of University of Tennessee at Martin early childhood education majors spent classroom time judging each entry.

Winners and runners up were chosen in each grade. The winners and their family members were invited to WLJT's studio for a special reception which included taping the children reading their entries for use on WLJT and the station's website.

Children received gift cards to local businesses and a prize basket of arts supplies. Teachers of the winners also received gift cards to Walmart as a token of appreciation in their efforts to help promote the contest and encourage participation in the annual Writers Contest.

## Station offers science and engineering activities for West Tennessee schools

- \* Throughout the year, WLJT travels to different counties across West Tennessee as an education partner to various school systems through its Rocky T FunZone.
- \* Utilizing the help of educators and school PTO's, WLJT is able to bring a variety of fun learning activities to students and their family members.
- \* These events are free and participation is encouraged through partnerships with the local school systems, volunteers and PTO's.



## WLJT helps libraries promote literacy

- \* WLJT is a literacy partner with the Madison County Boys and Girls Club of America, which includes approximately 900 students in low income families.
- \* Working with the Boys and Girls Club, WLJT qualified for a literacy grant through PBS and Overstock.com to receive 920 books, valued at \$3,670.80.
- \* The early and intermediate level books were distributed between five Boys and Girls Club centers in Madison County in the fall – Isaac Lane, Lincoln Courts, Allenton Heights, Brownsville and East.



## Toolkits are great assets for families, agencies in West Tennessee

- \* WLJT, as a PBS member station, has developed partnerships with many organizations that share the same goals for families and children.
- \* With the help of Sesame Workshop, WLJT was able to provide free toolkits for families served by the Exchange Club Carl Perkins Center for the Prevention of Child Abuse coping with life changes.
- \* The free, family resource kits were distributed among 16 centers in West Tennessee in 2015.





### WLJT's Values

*We believe in the power of information, exploration and imagination to fill our lives with wisdom and purpose. Our passion to enlighten, inspire, and entertain knows no bounds. Our work ensures that lifelong learning is an opportunity for all and that our children have a safe, welcoming place to come as they grow and prepare for the future.*

**“The value added through our partnership with WLJT is in many ways immeasurable. On site visits by PBS characters enhance our visitor experience and our Writing Contest for 4th and 5th graders allows us to directly help teachers enhance their classroom instruction and directly engage with deserving students in an incredibly meaningful way. Outside of work, WLJT PBS helps connect our communities to the world at large through the programming aired. Locally, an engaged and community minded staff provide a real world, friendly face for public television.” – Chris Gunlefinger – Assistant Education Director, Discovery Park of America, Union City**



WLJT team members have a compassion for the promotion of good health, children's literacy, and continue to be good stewards in their communities.

**From generation to generation, our mission at WLJT is to serve West Tennessee by providing a world of learning and discovery through quality programming, educational services, and online information that educates, inspires, and entertains. WLJT's reach spans not only airwaves, but the Internet as well. WLJT will always continue to have a community presence.**