



2016 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"The Jackson Generals and WLJT have one common goal, to push kids to continue to read and learn all year round. Having a partnership like ours in the community is something that easily helps accomplish that goal. We enjoy working with all of our partners, including WLJT, because the more organizations in the community to help push the importance of learning not only benefits the kids, but also helps continue the growth of the support in the community."

Nick Mongelli, Jackson Generals Public Relations Director, Jackson, Tennessee

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 2016, WLJT provided these vital local services:

- * Inspired and encouraged, with the help of area educators, children in grades K-5th to create their own books through the annual Writers Contest.
- * Traveled throughout West Tennessee and produced nearly 50 hours of collegiate and high school sports productions for on-air and online use for community members.
- * Joined into a partnership with a seven-county Head Start program to provide free books and resource trainings for staff members.

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

- * WLJT offers the variety of communities it serves a voice, entertainment, and access to unique partnership opportunities to reflect the diverse culture of our viewership.
- * From local chambers of commerce to public schools, head starts, public libraries and youth organizations, WLJT works with each program to support their needs and goals to help carry out their missions in West Tennessee.

WLJT's local services have 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.

Community asked to define their American Dream vision

WLJT worked with two local high schools, one university, and state legislators to pose the question, "What's Your Dream?" through a national Re: Dream grant project.



WLJT was chosen as a 2016 recipient for a national project titled "Re: Dream, Pursuits of Happiness" through Kansas City Public Television. The national project was an on-line story-telling campaign, which posed the question, "What's Your Dream?" and asked different generations to define their idea of the American Dream.

WLJT worked with local educators at two high schools in its coverage area to utilize class time to discuss history and gain a deeper insight into the goals for the future generation. By posing discussion questions about their futures, students had an opportunity to not only compare their idea of the American Dream with that of their parents and grandparents, but to develop realistic plans for their own future and evaluate what remains important in their pursuit of happiness.

Students and faculty at both schools were provided with "dream" cards and asked to write down their dreams. WLJT collected and documented nearly 400 "dreams" between the two schools. WLJT was then invited into the classrooms to have a more in-depth discussion with students and faculty members. WLJT discovered the overall consensus was the idea of the American dream has evolved from less focus on family to more focus on self. While many students noted their dream was to be "successful," they were unsure of how to determine success.

WLJT also collected 16 dreams from potential faculty members for the largest school system in the station's market area. More than 30 dreams were collected on the campus of a local university and six state legislators shared their ideas of the American dream for on-line use during the annual Tennessee Public Television Council's Day on the Hill.

This project was heavily promoted on social media from February through April 2016. During that time, the total impression of 52 Twitter posts was nearly 26,000. There was a total Facebook reach of a little more than 10,300 for 37 posts.

In conclusion, WLJT, along with students and their mentors, discovered there is a tremendous amount of pressure placed on high school students to "be somebody and be successful" and the way to do that is by pursuing a degree in college. Not all students were interested in pursuing a degree, but felt it was "expected of them" to take that route after high school graduation.

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 encourages summer learning

* WLJT travels to public libraries throughout several counties in West Tennessee each summer offering a PBS KIDS character meet and greet for libraries to help boost their Summer Reading programs.

* As part of an effort to promote summer learning, WLJT also provides a meet and greet session for fans of one its many partners, the Jackson Generals minor league baseball team.

* Staff members put together Summer Learning packets using station materials and activity booklets provided by PBS KIDS to distribute to Summer Reading program participants and game day fans each year.



K-5th grade students are aspiring novelists in Young Writers Contest

* The annual Young Writers and Illustrators Contest continues to grow year after year in West Tennessee.

* With the help of area educators, students in grades K-5th are encouraged to write and illustrate their very own story.

* Local sponsors are eager to donate prize packages for not only first and second place winners in each grade category, but teachers of winners receive prizes as well.

* Winners are also filmed reading their stories for on-air and on-line use for the next 12 months.





“WLJT has been a great partner in my role at our local Chamber of Commerce, on their Community Advisory Board, and as Chairman of our county Workforce Development Committee. They provide excellent educational resources to our students and teachers and have played an active role in making a difference in our community, especially in the area of literacy. I have been honored to serve on their Community Advisory Board and have witnessed their commitment to the communities they serve.” – Julie Burke, Milan Chamber of Commerce Executive Director and WLJT Community Advisory Board Member

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.



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.