



2011 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



WLJT brings a real television star here every summer to help kick off our summer reading program. Many of the children have never been to the library before. They end up wanting to come back over and over again. We have lots of new readers because of WLJT.

Candy McAdams, Head Librarian,
Weakley County Library, Dresden, TN

Our promise to our community: We will provide you with the highest quality resources available. Whether on your television, your computer, or in person, we will provide you with outstanding assets in education, entertainment, and information. We are your PBS station and you are our viewers. Together we are Public Television for West Tennessee.



WLJT is a valuable part of the West Tennessee community. We are committed to serving all people of West Tennessee and we take our obligation very seriously.

We provide the highest quality video services possible. We take our audience places they would never be able to go in person, provide them with outstanding cultural opportunities they might never be able to afford otherwise, and enhance the education of students by making learning fun and exciting.

We are personally in West Tennessee communities with outreach events, providing visits with PBS KIDS series stars, and promoting literacy with our unique learning adventures.

In 2011, WLJT provided these key local services:

- Countdown to Kindergarten
- WLJT Summer Library Tour (Staring CLIFFORD the Big Red Dog)
- NewsMakers
- The Reading Rangers Club
- Jackson General Reading Nights
- Workshops for Parents, teachers, care givers, and students.
- Martha Speaks Reading Buddies
- Martha Speaks Read-Aloud Book Club
- PBS KIDS Go! Writers contest

WLJT's local services had deep impact in the West Tennessee area through:

- Helping parents get ready to help their kindergarteners succeed in school.
- Enrolling children in public library summer reading programs.
- Providing free books to low-income children.
- Creating unique and exciting learning experiences for students.
- Bringing cutting edge news to West Tennessee
- Building children's literacy skills through exciting contests.



2011 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

It is a proven fact PBS is a trusted and highly esteemed public resource. It is one of the most credible and valued sources for unbiased news, educational content, and quality entertainment. Our stock in trade is our educational programming that is rated as one of the best investments and provides the greatest return on taxpayer dollars.

Our children's programming teaches students important lessons in fun and interesting ways. Children love PBS whether it's on their television screen, their computers, iPods or smart phones. Often parents will allow their children to visit our websites and watch our PBS KIDS series because they know they will not be encouraged to buy sugary products or be exposed to programming that could be harmful.

We, at WLJT are well aware of the important part we play in the West Tennessee Area. We are your public television station but we are considerably more than that. We are in our communities on a daily basis. We cover local sports that you will not see anywhere else. We bring you parades from three major West Tennessee festivals. We bring you NewsMakers during which you find out what is happening in our community directly from the people who are making the news. West Tennessee is a very special place and our goal is to encourage a sense of community. We can do that by making sure you are part of what is happening by being there, if not in person, then by watching these events on WLJT.

We are especially proud of our dedication to educating the children of West Tennessee. Like a spoonful of sugar, our children's programming is fun, educational, engaging, and extremely productive. But, we don't stop there. We know we have an obligation to the families of West Tennessee. We know that children love hands-on learning experiences and we provide them by working with educational partners across the area.

We distribute thousands of free books to low-income families who might not be able to provide books for their children. Our goal is to promote literacy because our children will be competing in a global economy. In order to escape poverty, children must be well versed in mathematics, engineering, science and technology. But, before they can be educated in those important subjects, they must be able to read and write. WLJT is dedicated to helping our children become more literate and more successful in life. That means that they must be excited about learning. As your public television station, we do everything in our power to make learning fun. That is our goal and our passion.

Our local partners include school systems, colleges and universities, public libraries, Boys & Girls Clubs, YMCAs, Head Starts, preschool centers, family health organizations and many, many more. Why do we work with so many partners? Because it extends our reach, we can't do it alone, and we depend on our partners to tell us the needs of the community.

WLJT knows that you invest in us because of the remarkable services we provide. Contributions keep us on the air, on the internet, and in local communities. Without our station members, we would not be the viable organization that we are. We're very serious about making West Tennessee a better place to live, learn, and work. We know that we can't do that if we are just on one side of the screen. We must be in our communities and provide resources to our citizens on a face to face basis.



Below are some of the outreach activities that help our youngsters become better students and better readers.

WLJT Summer Library Tour – We bring a PBS character to West Tennessee and tour public libraries across our area every summer. Last year we visited libraries in McKenzie, Union City, Henderson, Lexington, Savannah, Dresden, Huntingdon, Brownsville, Dyersburg, Paris, Humboldt, and Sharon. CLIFFORD the Big Red Dog was our special guest. He greeted more than 2000 fans, distributed hundreds of books, and covered more than 800 miles during his week in West Tennessee. The best part of the tour was the glowing faces of the youngsters who gave CLIFFORD a hug, shook his paw, or had their photo taken with CLIFFORD. There was another best part to the tour, too.

Public libraries he visited signed up hundreds of children for their summer reading programs and issued the children and their parents hundreds of library cards. It's important to keep children engaged over the summer because if they don't read, they do something called the Summer Slide. They begin to lose the knowledge they learned during the previous school year. Participating in the summer reading program keeps children's minds fresh and active so that when they start school, they are ready to learn.

The Reading Rangers Club – Working with low-income families, WLJT supplies books monthly to children in childcare centers. The books are used in the classroom with lesson plans provided by WLJT. Teachers employ lots of hands-on and engaging activities that require supplies that are common and inexpensive.

A local librarian comes to the childcare center and reads the book to the children. The librarian also brings more books that have the same theme and invites the children to visit her at the library. When the books are sent home, activity sheets accompany them. Families are asked to complete the activities with the child and return the signed activity sheet to the center. The activities are designed to be easy, fun, and educational. Often, it is a simple walk around the neighborhood picking out colors, shapes, and numbers. The families are encouraged to read the new books with their child over and over again.

It has been reported that the literacy levels of the entire family rise due to the family reading and learning together. Not only does this program encourage literacy development but it increases families working together for a common goal. Everyone benefits from this program and the children get to build their own personal library.

These are just a few examples of WLJT's community involvement. We are always looking for ways to serve the members of the West Tennessee community. We know that by making a commitment to our neighbors, we are making it easier to be successful now and in the future. It is extremely important that our children learn young and learn well. The future of our community is dependent on their success. Many of our jobs have moved out of West Tennessee. We need to prepare our youngsters to compete in the new global economy. That preparation begins at a very early age and lasts for a lifetime. By providing opportunities to experience cultural events, new ideas, cutting edge technology, and educational breakthroughs, WLJT is doing what it was created to do. To serve the best interests of the people of West Tennessee and to educate, entertain, and enhance the quality of lives here. We do it because we are Public Television for West Tennessee and we are committed to helping make a better life for all of us.



PBS KIDS Go! Writers Contest

WLJT sponsors this annual contest that is open to children in grades K – 3. Students write and illustrate their own original stories and send them to WLJT for judging. Two winners from each grade read their stories for broadcast on WLJT and featured on our video on demand section of our website. Prizes are awarded at both the local and national levels. It's a great way to promote literacy and personal achievement. Each year, WLJT receives hundreds of stories from West Tennessee. Every child who enters gets a certificate of achievement from WLJT and PBS KIDS Go!



Martha Speaks Reading Buddies

The Reading Buddies Club pairs fifth grade students with kindergarteners. Each week they meet and read together, play games, watch a clip of the PBS Kids' Martha Speaks series, and work together on their vocabulary development.

According to Principal Tisa Day of Isaac Lane Technical Magnet School in Jackson, TN both groups benefitted from the experience. The younger children came to idolize the 5th graders and the 5th graders learned excellent social, leadership, and mentoring skills. Both groups' vocabularies blossomed.



The Reading Rangers Club

Partnering with Weakley County Head Start program, WLJT supplied hundreds of free books from which club members could choose. Candy McAdams from Weakly County Library helped the children with their choices. They traded tickets from WLJT for their books. Each child could pick two books to keep for their very own. The children were extremely excited about this opportunity and were thrilled with their new books.





Countdown to Kindergarten

A program designed to help parents of newly enrolled kindergarteners learn important facts about the school experience. This two hour program invites the kindergarteners-to-be and their parents to the library for this special event.

Parents learn what documents they'll need to register their child, how to send maintenance medicines to school, how to pay for their child's lunch, what to do if their child is ill, how to prepare their child to ride the school bus, and what programs are available for children at their public library.

The children attending Countdown get to meet new classmates, see a demonstration about what to do if they are in a fire, play games, have snacks, and get excited about the prospect of starting a new chapter in their lives.

Reach in the Community: We offer Countdowns in all areas across West Tennessee. It is a great service to our communities and we are always pleasantly surprised when even experienced parents tell us that they learned many new and important facts at Countdown.

It is a win-win situation to everyone who attends and an excellent way to disseminate information about school, the library, and the services that are provided free of charge from WLJT.

Partnerships Countdown events depend on collaborations between local school systems, public libraries, volunteers, and WLJT. As stated in the information to the right, it takes a lot of cooperation and teamwork but it is an excellent investment in our communities.

Impact and Community Feedback: We strive to make everything we do fun and educational. Countdown is no exception. Parents get excellent advice, children have a great time, and the library gets to tell the audience about the services they offer.

This event is helpful to all who attend and is a great service to the community.



Since 2004, the C. E. Weldon Public Library has partnered with WLJT to provide the Martin community with "Countdown to Kindergarten". Through the years we have provided hundreds of parents and their children the opportunity to be better prepared for the big step of advancing from preschooler to school-age child. Many of the children and their parents have had little or no experience with the public schools here in our community. Through presentations by school personnel running the gamut from the cafeteria to the classroom, parents have been able to better understand the transition that is about to take place in the life of their child. Children have had the opportunity to interact with large numbers of their peers whom they have never seen before. Parents and children are able to take a ride on a school bus, an exciting, but sometimes scary experience for a small child. Parents receive a wealth of information from school personnel about the requirements for enrollment, and what the school day will be like for their children.

The library has received major benefits from this partnership, too. Often, this will be the first experience a child and the parents have had with the public library. They are able to see that this is a friendly, child-oriented place to which they can come. We are able to share with them information about the many programs we offer for children and families throughout the year. Every year there are new patrons who apply for their first library card when they come to "Countdown". We are also able to build relationship with the school personnel and the volunteers that help put on this activity, relationships that are mutually beneficial. This program requires a lot of effort from the library staff, but it is worth every minute of it.

Russell Cook, Assistant Librarian,
C.E. Weldon Library, Martin, TN



Evaluating Outcomes, Measuring Impact



WLJT promotes literacy, math, and science and at workshops for our education majors. At the workshops, future teachers learn to use technology in the classroom. It expands their teaching skills and improves teacher performance. It introduces them to web based learning and shows them resources that are unique and engaging. Without these workshops, many pre-service teachers would not know about the outstanding and cutting edge resources that PBS and WLJT provide.

*Dr. Mary Lee Hall
Dean, College of Education and Behavioral Sciences
University of Tennessee at Martin*



WLJT partners with other organizations across West Tennessee to better accomplish its goals and further its reach. Without these partners, WLJT could not provide the extent of services in the efficient manner that it does. A special "thank you" to all the organizations that join us in making the future brighter for all of our station members and West Tennessee neighbors.

The books we received from the Martha Speaks Read Aloud Book Club allow us to have small group reading sessions. We could not do that without the books donated by WLJT. We use the books to illustrate our classroom lessons. They enrich our studies and let advanced children read on their own.

*Melanie Hatley, teacher
Whitehall School
Jackson, TN*

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| Head Start Centers | Chambers of Commerce |
| The Boys and Girls Clubs | Community Colleges |
| The University of Tennessee | WMCAs |
| Public Libraries | Parks & Recreation Departments |
| Municipalities | Kiwanis Clubs |
| School Systems | Hospitals |
| Newspapers | Rotary Clubs |
| Radio Stations | Pledge Drive Supporters |
| Child Care Centers | Law Enforcement Agencies |
| The Jackson Sun | Fire Departments |

WLJT is committed to providing high quality, local services to the people of West Tennessee. NewsMakers, PBS KIDS Go! Writers Contest, Reading Rangers... everything we do is to improve the quality of life for our citizens. It is why we exist and what makes us special. It is our passion, our duty, and our honor to serve the people of West Tennessee. Remember, WLJT is brought to you by our dedicated staff and by viewers like you. Thank you!