



## 2017 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 2017, WLJT provided these vital local services:**

- \* Inspired and encouraged, with the help of area educators, children in grades K-5<sup>th</sup> to create their own books through the annual Writers Contest.
- \* Traveled throughout West Tennessee and produced nearly 80 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.



WLJT participates in numerous city and county events honoring our West Tennessee heritage and the people that now call it home.

- Countdown to Kindergarten
- Read Across America
- University of Tennessee, Martin – Rodeo
- Gospel Showcase
- Paris Fish Fry
- Humboldt Strawberry Festival
- Annual Library Tour with a PBS character
- Milan Dawg Daze
- Martin Soybean Festival
- Union City Corn Fest
- Gibson County Senior Fair
- Santa's Village – Martin
- December PBS character tour to Head Start centers



## 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 with 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- 5<sup>th</sup> grade students are aspiring novelists in the Young Writers & Illustrators 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-5<sup>th</sup> 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.**