



Committed to the future of rural communities.

Tennessee—Rural Utility Service

# Regional Food Systems

## WCTE public television delivers message “Live Green & Prosper” in the Upper Cumberland

### Outline Of Need:

Rural public television stations had to comply with the FCC mandated changeover to digital broadcasting by February 17, 2009. In many areas, these stations offer the only local news and unique local programming like WCTE’s *Live Green and Prosper*, a show that promotes conservation, and regional food systems.

### How Rural Development Helped:

Tennessee’s WCTE TV, an active producer of local programming, was awarded an \$826,000 grant to help fund the purchase of the required digital production equipment.

### The Results:

WCTE continues to be the only locally originating open-circuit television station within a seventy mile radius of Cookeville, a 14 county region. Original locally produced programming and community outreach are the core of WCTE’s mission. Based at Tennessee Technological University in Cookeville, the station provides one of the primary sources of local news, educational opportunities and emergency information for thousands of families, farmers and other businesses on the Cumberland Plateau, an area rich in Century Farms.



Station CEO, Becky Magura interviews RD State Director Bobby Goode about the many ways USDA programs help connect local farmers with consumers.

All of the locally-produced programming focuses on the needs of people in the region, like the original interactive initiative *Live Green and Prosper* that delivers in-depth interviews with local farmers, gardeners and neighbors about how our agricultural heritage and local wisdom can help everyone lead more prosperous and healthier lives.

“Investments that help us take advantage of locally produced food and other goods makes it easier for families to eat higher quality, better tasting food,” said RD State Director Bobby Goode. “It also supports local farm jobs and reduces pollution from long-haul transportation,”

“It’s more important than ever to have a healthy understanding of where our food comes from and how it gets to our plate,” he said. “At USDA Rural Development we believe improving the link between local farmers and families results in healthier people and a healthier economy.”

## Fast Facts

**Program:** Rural Utility Service

**Investment:** \$826,000

**Impact:**

WCTE serves 1.5 million rural homes in 14 counties, from southern Kentucky, throughout Middle Tennessee and into north Alabama.

August 2011