



MWC Media | Knoxville
Public Affairs Programming



East Tennessee Now
WDKW – Sundays 6:20-6:50 a.m.



2nd Quarter Public Affairs/Programming Reports

April-May-June 2023

"East Tennessee Now" is a public affairs program hosted by Michele Silva which airs Sunday mornings on Knoxville radio station WDKW. On the program, we address problems and issues affecting the people of Maryville, Knoxville and East Tennessee. Also discussed are possible solutions to these issues and problems. "East Tennessee Now" is about 30 minutes in length and airs at 6:30am on WDKW.

Aired April 2, 2023

Update on Spring Housing with MR10 Realty.

Mike and Martha Riordan tell us that more houses are on the market, but they are still hard to come by. We also got tips on the things we need to do to our homes to get more money when selling, also things to look for when you shop for homes. If there are more than three things that need work in a home, that could be too much for a potential home buyer. The level of inventory is still lower than before. With rent prices rising some cannot afford to buy a house. We learn about ways to find out how to get into a home and different programs that are available.

Aired April 9, 2023

Forget Me Knot Race

Get your running shoes ready, a spring favorite is coming up. Every April, the community comes together to raise money for Alzheimer's research through the Forget Me Knot Race. This year, you can sign up for a 10k, 5k or even a one mile walk on Saturday April 15th. Race Co-Chair Angela Wampler and Courtney Julius, Media Director are the guests. Proceeds go to the Pat Summitt Foundation. Over the past 12 years the race has brought in \$220,000 - they're hoping to make it to a quarter million this year. Grab a link to the Forget Me Knot Race - <https://www.forgetmenot5k.com>

Aired April 16, 2023

Come to the Water

This is a not for profit group based in Maryville. The board and other volunteers work to raise money to send kids to Christian camps. The camps are one week long. These are for kids at risk. A banquet at the end of the month featuring Michele Silva as guest speaker includes a dinner and auction is the group's largest fundraiser. Larry Moehller is the guest speaker along with Cassandra Lee, a parent. Cassandra tells us how the camp teaches them responsibility, improves the lives of children, how they work through issues and talk with others, as well as "rough it" without phones and technology.

Make A Wish

The Grandstand Classic is coming up in May 6, 2023. This is a fundraiser to grant wishes to children battling critical illnesses. This year the event is held at the Crowne Plaza in Knoxville. Guest: Garret Wagley, Director for Make A Wish ETN. It's a Kentucky Derby themed event with dinner and an auction, plus watches the horse race live. He tells us the joy and power of a wish helps children fight and overcome their illness. The group granted 75 wishes last year and the goal is 90 this year. Many kids are on the waiting list since the pandemic. Timing is important to grant these wishes. Average cost of a wish is \$10,000. Purchase tickets or for more info: ETN.wish.org

Aired April 30, 2023

Dogwood Arts Festival

This festival gives back to the community as a free weekend of entertainment, more than 100 art vendors, most from out of state, a local makers market and tons of food. Creation Station area for kids, money from tips at the bar and donations go to providing art kits to thousands of kids in the community. We also chatted about the upcoming Southern Skies Music Festival May 20th and 21st. Its two days this year with lots of great musicians and acts. Marketing Director for Dogwood Arts, Shannon Herron and Festival Co-chair Shana Browning are guests.

Habitat for Humanity Knoxville

Building and Brunching. A brunch in May was held to kick off the season of the Women Build. This brunch was held on Saturday May 13th, 2023 from 10:30-12 noon at the Foundry. This is an annual event to bring moms, sisters, friends and others. Meet this single mom, Abby a certified nursing assistant in a nursing home. Abby and her 5 year old girl, Chloe, live with her mom's grandparents. Chloe doesn't have her own room or space to grow up. April Timko, the Marketing Director says 1 in 8 households pay over half of their income for housing alone. This means they are letting other things like health go. Habitat makes dream homes possible. We also talk about needs for the build and shopping Habitat's Restore and how the community benefits from this store. The greatest need for the organization is land and donations, Sub-contractors too! They are also always looking for volunteers. To donate and find out more information at their website www.Knoxvillehabitat.com!

Aired May 14,2023

Kerbela Shriner's Paper Sale

Crazy cars and crazy hats parading in Pigeon Forge lead the way to the annual paper sale that benefits the Shriners. Donations are welcome. No cash? No problem, they will have a QR code. Guests include: Will Waugh, Potentate; George Bove, PR; Jim Paull, Paper Sale Chairman and Becky Waugh whom is the First Lady. We talk about how the Shriners help children who need braces or surgeries or medical care at the Shriner's three hospitals. They also provide lodging for families and transportation when necessary. Jim tells us the paper makes \$300,000 toward their mission a year and that it includes stories about the children they help.

- Over the Edge

Go "Over the edge" for the ARC Knox County and give back to Charity. Jackie Johnson Development and Marketing Director says the non profit services adults with disabilities to make sure they are treated justly in the community and their environment. Many work at Sunshine Industries where they package and assemble products for businesses. The group also works with clients to prepare them for work with coaching and other skills. The goal is \$60,000 to be raised with rapellers on June 3rd. There will be a block party and sponsors are needed too.

Aired May 21, 2023

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Over the Edge

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Aired May 28, 2023

Visit Knoxville and BBBB

Bike, Boat, Bark, Brew! Kim Bumpas, President of VK shares the details of BBBB on June 3rd at Volunteer landing and the area which includes special pools and areas with turf for the pups. Guided bike and brew tours. Looking ahead? The USA Cycling is coming for its last year on June 22 thru the 25th. Volunteers are needed because there are lots going on including: Olympic Day on Saturday from 12-2 at Safety City with Olympians. Bring kids and ride safety city with fun activities. The hotel occupancy is already beating 2022, which was huge in Knoxville because of all of the events and Ktown being a getaway destination.

I Am MOM Summit

Sherry Dial, local organizer is the guest. This is a FREE online summer boot camp for anyone parenting a teen or a child. Several experts will help you keep your sanity this summer with the kids out of school. The I Am Mom Summit on June 1st features experts, celebrities to inspire parents, so the entire family will have a successful summer break. The topics covered were: Productivity, Mom Guilt, Family Values, Summer Safety, Relationships, and Creating Memories. For more information log onto www.lammomsummit.com!

Knox Fire Fighters Spring Benefit

President of Local 65, Larry McCaffee says the Knoxville Local 65 is firing up the stage at Chillhowee Park on June 3rd with a KISS tribute band called Mr. Speed. The concert will benefit many organizations and families in the area including East Tennessee Children's Hospital and the American Red Cross. Tickets are \$28 www.knoxvillefirefighters.com

Over the Edge

Go "Over the edge" for the ARC Knox County and give back to Charity. Jackie Johnson, Development and Marketing Director for The Arc Knox County said the nonprofit organization that is committed to providing programs and services for people with intellectual disabilities in Knox County; safeguarding their rights and

protecting their welfare; and helping each individual achieve the highest possible level of personal growth and independence. Many work at Sunshine Industries where they package and assemble products for businesses. The group also works with clients to prepare them for work with coaching and other skills. The goal is \$60,000 to be raised with rapellers on June 3rd. There will be a block party and sponsors are needed too.

Aired June 2, 2023

Concerts for our Own

Aaron Snucklas started this concert series that begins in June at the Knoxville Amphitheater in World's Fair Park to support three local charities. The Love Kitchen provides free meals to the hungry at the kitchen and delivers to folks who are homebound. Started by the twins Helen and Ellen who have passed, Marvin Riggins, Executive Director continues their mission. Breast Connect is a group of breast cancer survivors who support woman and men recently diagnosed. Also, Special spaces will benefit from the concerts. This non-profit rebuilds and redesigns the bedrooms of children who are battling life threatening diseases.

Aired June 11, 2023

Pat Summitt Day of Giving

June 14th would have been Pat Summitt's 71st birthday. A fundraiser is being held to honor the legendary Lady Vols Head Coach. Guest Morgan Vance (of the Pat Summitt Foundation,) says the goal is to raise \$50K for the foundation, to provide money for research and support programs for caregivers of Alzheimer's patients. Coach Summitt died from complications due to Alzheimer's. Tommy Spears of Tennessee Orofacial Myology is a dentist who has studied Alzheimer's for years, since his father's diagnosis. He recommends nose breathing and sleeping with your mouth taped. He explains how this process helps better brain function and sleep.

Aired June 18, 2023

Concerts for our Own

Aaron Snucklas started this concert series that begins in June at the Knoxville Amphitheater in World's Fair Park to support three local charities. The Love Kitchen provides free meals to the hungry at the kitchen and delivers to folks who are homebound. Started by the twins Helen and Ellen who have passed, Marvin Riggins, Executive Director continues their mission. Breast Connect is a group of breast cancer survivors who support woman and men recently diagnosed. Also, Special spaces will benefit from the concerts. This non-profit rebuilds and redesigns the bedrooms of children who are battling life threatening diseases.

Aired June 25, 2023

Employee Retention Credit

Don Lawson of Smart Business Accounting tells us how small business owners can get money – up to \$25,000 per employee. Companies that stayed open during the pandemic but were affected. This is not a loan; this is money from the government. How to apply and who is eligible.

Volunteer Assisted Transportation

This group needs volunteers. Nancy Welch, Executive Director is the guest. Volunteers get training, a car and the gas. They need to dedicate a couple of hours for the trip. Seniors usually need a ride to doctor's and hair appointments, grocery store, etc. Volunteers need to have a kind heart. They also must have a license.