



MWC Media | Knoxville
Public Affairs Programming



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



1st Quarter Public Affairs/Programming Reports January-February-March 2023

"East Tennessee Now" is a public affairs program which airs Sunday mornings on Knoxville radio station WDKW. On the program, we address problems and issues affecting the people of 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 January 1, 2023

Sevier County/Pigeon Forge Winterfest – Spokesperson Trish McGee is the guest. From butterflies and bears to snowflakes and stars, the new Winterfest Wonders of Light Walking Trail has been a very popular place this season with 20 new light displays, some 25 feet tall along the Little Pigeon River. Put your walking shoes on. It's flat, its pet-friendly and wheelchair friendly and it's free. We also talk about Winterfest in general with more than 6 million lights spread around the town. The lights stay on until Feb 19. The tourists are coming! Big boosts to the economy and how families can save some money celebrating winter.

Aired January 8, 2023

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.

Hand Up Homeless Christian Ministry - Every week a team of volunteers head into homeless camps in the Knoxville area. They bring warm clothing, food and resources to people living on the streets. This homeless ministry is headed up by Charlie Jackson. He explains how they can also use volunteers and monetary donations and how the group got started.

Snowflake Ball to Benefit Seniors - A king and a queen will be crowned next month at the Annual Snowflake Ball in Knoxville. February 18th. A total of 8 people are raising money and awareness for the Senior Companion Program in Knox County. WBIR's Meteorologist Mike Witcher is one of them. The senior companion program recruits volunteers to help isolated adults mostly with companionship, but groceries, mail. There are 300 waiting for a companion. They get a small stipend. Guests: Mike Witcher: WBIR Meteorologist and Kim Olen: Mac's Pharmacy and a board member of the ball.

Aired January 15, 2023

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Aired January 22, 2023

Park it Forward - Starting March 1st, visitors to the Great Smoky Mountains National Park will be required to have a parking tag, if you plan on staying longer than 15 minutes. * Tags are available daily - for \$5. \$15 weekly and \$40 annually. You can buy the tags online or in person - March (ATM's - 14 million visitors a year a 57 percent increase over the last decade. More visitors more wear and tear - hire more people to clean restrooms - more people to rescue - and more people to provide information and more park rangers. Dana Soen, Public Relations for the park is our guest. www.nps.gov/grsm.

Dollywood Hiring Events – Dollywood is gearing up for the 2023 season. The park reopens the weekend of March 10th. They need to hire hundreds for full, part time and seasonal work. Guests: Kelly Ayers the Hiring Manager and Wes Ramey the PR Director tell us about the jobs and all of the perks that comes with them. Plus dates and times of the job fairs and what to expect.

Aired January 22, 2023

Dogwood Arts House and Garden Show – It is back in full capacity this year after dealing with the pandemic. Expect more than 150 exhibitors and 5 grand gardens, a how to stage, entertainment for the kids and new workshops. There is an online directory so make a plan before you arrive. February 10- 12, 2023. This is the largest fundraiser of the year for Dogwood Arts so they can put on other programs. Guest: Shannon Herron - Marketing Director.

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Aired February 5, 2023

Second Chance Prom Ministry – Students receive formal attire, accessories, and services for their upcoming prom or formal event. They will fill that need at no charge. Male and female attire is available for any event. The 2023 Selection Event is Saturday, February 25th starting at 8 am at RIO Revolution Church in Maryville. Volunteers are needed as well for setting up and tearing down the event, helping students pick out their attire, alteration services, and more. Laos discussed: how to donate your services, dresses and time. Guest: Kristina Killebrew.

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Aired February 12, 2023

CPR and Heart Health Month – What is CPR and how important is it? How to get certified and how long does it last? Can anyone give CPR? How to know when someone is needing help – as in chest compressions. This keeps blood circulating. This could save a life while waiting for an ambulance. Get certified in the classroom or at your worksite as a group. Guest: Heather Roberts with CPR Choice.

Romantic Getaways –in the Foothills of the Smokies. We talk about the peaceful side of the Smokies and how it is growing with Jeff Muir. From lodging to glamping, restaurants, sites, scenes, hikes and breweries. Good news for the Blount County economy! We talk about new business coming in like Amazon and others that are expanding. Smokymountains.org

Aired February 19, 2023

Second Chance Prom Ministry in Maryville– Students from any county receive formal attire, accessories, and services for their upcoming prom or formal event. They will fill that need at no charge. Male and female adult attire is available for any event. The 2023 Selection Event is Saturday, February 25th starting at 8 am at RIO Revolution Church in Maryville. Volunteers are needed as well for setting up and tearing down the event, helping students pick out their attire, alteration services, and more. Laos discussed: how to donate your services, dresses and time. Guest: Kristina Killebrew.

Remote Area Medical in ET – RAM will be in Tennessee twice this month offering free medical care. Volunteer doctors and nurses provide vision, dental and health services for free, no questions asked. Oak Ridge Civic Center on Feb 18-19 and then in Byrdstown Feb 24 and 25th. Volunteers are needed. Monetary donations are needed. Each patient costs RAM about \$100. Mike Mayes a clinic coordinator is our guest. RAMUSA.org

Aired February 26, 2023

Maryville/Blount Co Growing – New businesses opening up including restaurants, shops and breweries. There is so Much to do on the Peaceful Side of the Smokies with Jeff Muir from the Blount Partnership from lodging to glamping, eating and hiking. We talk about new business coming in like Amazon and others that are expanding. Smokymountains.org

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

Aired March 5, 2023

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Aired March 12, 2023

Real Estate Market in Spring – More for sale signs up in yards, what does that mean? Is that a good sign for the economy? With a crazy housing market over the past year and more, we brought in MR10 Realty to talk about buying and selling and renting. Who's better off right now? Mortgage rates are high what can we do? Why hire an agent. What we can do to our homes to make them more appealing to buyers and what we should and should not be doing if selling.

March is National Developmental Disabilities Month – designated to encourage people with special needs and give them opportunities so they can lead productive lives. But it comes with challenges. These involve care and financial, for them and their caregivers. Amelia Crotwell, a certified Elder Law Attorney shares helpful tips like planning ahead, special needs trusts and what they can do and how they help and the rules that need to be followed. (Special needs alliance.org)

Aired March 26, 2023

Bassmaster Classic in Knoxville– It’s the Super bowl of fishing. It brings in 130,000 - 160,000 people from all over the world. Hotels in the area are packed and sold out. Visit Knoxville ‘s Executive Director, Kim Bumpas tells us how it boosts our economy. Angler Bobby Lane Jr shares the excitement and what visitors can expect this year. Plus, with it televised and live streamed for the weigh-ins, there’s no telling how many people will have their eyes on Knoxville and consider a visit and drop some cash our way.

National Women’s History Month - We’re inspired by people and females around us every day. For Cory Dickson it was her Mother and maternal Grandmother, working jobs that were mainly male dominated. Cory shares with us how she started her own business months before the pandemic and how it survived. Tips for starting a small business as well.