



MWC Media | Knoxville Public Affairs Programming



East Tennessee Now

WJXB – Sundays 6:30-7:00 a.m.

WIMZ – Sundays 5:30-6:00 a.m.



B97.5

WJXB - 97.5

Classic Rock

103.5·WIMZ

WIMZ – 103.5

4th Quarter Public Affairs/Programming Reports

October, November, December 2018

"East Tennessee Now" is a public affairs program which airs Sunday mornings on Knoxville radio stations WJXB and WIMZ. On the program, we attempt to 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 5:30am on WIMZ and at 6:30 on B97.5/WJXB.

October 7, 2018

Girls in Boy Scouts: The Great Smoky Mountain Council will be out recruiting kids for the 21 counties it represents. Executive Director, David Williams of the SMC of the BSOA along with Scout Master Kelli Edds from Troop 508 join Michele Silva in the studio to talk about how the organization made this move to accommodate today's families. And, we find out where kids can sign up!

Catching up with the Humane Society of the Tennessee Valley: The nonprofit has several cats and dogs in their care at all times. They are a "hub" of sorts. They take in unwanted pets from surrounding counties. HSTV helped Cumberland County when their a/c went out. Teresa Underwood, the Marketing and Development Director shares the shelter's needs for the animals while they are in the shelter's care. We talk about summer camps at the facility and teaching them to be humane to pets. Teresa also explains how easy it is to adopt, and some of their fundraising events coming up. Other topics: volunteers needed to walk and help care and clean animals/cages. You can even read to the pets or play an instrument!

October 14, 2018

Race for Cure for Breast Cancer : Support Breast cancer research and programs by signing up for: Race for the Cure: Amy Dunaway, director of the local Susan G. Komen affiliate, here in Knoxville explains how you can run, walk, sleep in for the cure. It's happening on the morning of October 27th at World's Fair Park. Seventy-five percent of the money raised stays in East Tennessee. Twenty-five helps fund research. KomenEastTennessee.org

The 10th Annual Pink Ribbon Celebration will be held to celebrate survivors of breast cancer. Mark your calendar for October 30, 2018. It's at the Grande Event Center off Merchants Road from 6-9:00 p.m.. Dinner, live music, silent auction and much more! Survivors will be treated to a special reception with gift bags from Fountain City Jewelers. This event raises funds for the Compassion in Action Fund. This helps patients as they cope with cancer pay their bills, and other needs. The Voice's Chris Blue is the headliner and joins us in the studio about this special night. PinkRibbonCelebration.com

4th Quarter Public Affairs/Programming Reports

October, November, December 2018

October 21, 2018

Knox County/Knoxville Orchid Awards: Keep Knoxville Beautiful is now accepting nominations from the public for its beautification awards, the Orchids. These are presented to Knoxville and Knox County buildings and outdoor spaces that beautify and elevate the local landscape. Alanna McKissack, the Executive Director joins Michele Silva with more on KKB! Nominations for Orchids are due by Friday, December 14, 2018. Their website: www.keepknoxvillebeautiful.org.

Senior Citizens can get Home Assistance Service: (SCHAS) opened the doors of Renaissance Terrace Assisted Living in 2008. Established as a 501c3, non-profit, Renaissance Terrace was created with the idea of meeting the community's need for affordable assisted living care. Michele Silva has all of the details.

October 28, 2018

Winterfest in Pigeon Forge.: It started 29 years ago as a way to boost the local economy and celebrate the holidays. Mayor David Wear explains to Michele Silva how the event kept people in town... working, and businesses open year round. Mayor Wear shares all the fun there is planned to kick off this special time of year in Sevier County, and other events ahead this winter. We also chat about his family, his personal life, the wildfires, Dolly Parton, charity, and much more!

November 4, 2018

New Ministry Collecting Hats, Mittens, Scarves & Other Items for Homeless: A new ministry on Magnolia in Knoxville has opened its doors "As an outreach for the inner city folks, a broken area that needs love," says Jennifer Jones, one of the organizers. "The Avenue" ministry also serves warm meals and leaders plan to hand out warm clothing items to people in need. That's why a collection of warm hats, gloves, scarves is underway. Both Jennifer and Marty Stooksbury explain how their plan and their mission on Sundays and Wednesdays reach beyond a meal and the service. (The Avenue: 865-919-4565)

November 11, 2018

Bazillion Blooms to support Dogwood Arts Programs. The 2018 Bazillion Blooms trees sales are open through Friday, November 16th. These 2' – 4' bare-root trees are available for \$25 each or five [5] for \$100 and benefit the Dogwood Arts. Executive Director, Sherry Jenkins explains why it is important to continue to plant the dogwoods as the older ones die. Vicki Baumgartner, Program Manager shares the benefits of planting Dogwoods and how they serve a purpose four times a year.

4th Quarter Public Affairs/Programming Reports

October, November, December 2018

Sunday, November 11

The Big Red Bow Project Helping People with Dementia/Alzheimer's at Christmas.: The collection of hats, gloves, scarves, socks, robes, birdhouses, music and DVDs is underway at Lexus of Knoxville again this year. Donations from the list on B975.com/events page are encouraged. Alzheimer's Tennessee will deliver these items to patients with dementia and Alzheimer's in nursing homes in the greater Knoxville area over the holidays. Amanda Armstrong, public relations for Alzheimer's Tennessee say many folks may not have nor see family during the most wonderful time of the year. Many of the items on the list bring back memories for the patients, including movies, and music.

November 18, 2018

Why You Need a Flu Shot: It's Flu season. Dr. Ryan Redmond, Medical Director at East Tennessee Children's Hospital explains to host Michele Silva, which patients are most at risk for the flu and the importance of getting a flu shot. We also talk about signs and symptoms, how long your child should stay out of school and when they are contagious.

November 25, 2018

Shop Knoxville for Cyber Monday.: The City of Knoxville's Parks and Recreation Department is trying something new. They are having an online sale. You can get great deals on arts and crafts lessons, indoor pool passes, pickleball memberships, ice rink passes, and more. Deputy Director, Aaron Browning says its a way to get people active and exploring what our city has to offer in terms of recreation. Visit www.knoxvilletn.gov/cybersale to plan your purchases for Monday, Nov. 26.

Shine Your Light for ETCH: In December, you will notice some local businesses and attractions lighting up blue for East Tennessee Children's Hospital. The goal is to raise awareness for patient families. When you see the blue lights, you're reminded that at that moment, hundreds of children could use your support as they receive life-saving surgeries and treatments. ETCH's "Shine Your Light" campaign will fund new NICU beds that cost \$41,000 each. Seth Linkous explains how these beds are top of the line care for these precious newborns who need a little more TLC. ETCH.com

December 2, 2018

Christmas Gift Ideas that Support Local Charities: You can shop more than 300 gift ideas with Beth Haynes 12 Days of Christmas auction. It benefits the Helen Ross McNabb Center! Bidders experience the joy of giving while purchasing unique gifts and experiences. Local business donations make this charitable countdown to Christmas possible. Beth along with Katie Banks from Helen Ross McNabb explain how the funds raised through the auction help children and families served by the center with basic needs and presents during the holiday season and with emergency needs throughout the year . Go to www.McNabbCenter.org

4th Quarter Public Affairs/Programming Reports

October, November, December 2018

December 9, 2018

Purchase Wreaths for Fallen Vets.: There are three veteran's cemeteries in Knox County with more than 17,000 graves. Each year volunteers purchase and then place a Christmas wreath on the graves of veterans. The wreaths are only a \$15 donation through Wreaths Across America. Chris Albrecht, with the local chapter explains how the program started, the importance and how the wreaths get from Maine to the graves.

December 16, 2018

Holidays on the Square in Knoxville: The City of Knoxville has so many fun and entertaining events during the month of December. Actually, the fun runs through the new year! Special Events Deputy, Kyndra Brewer shares all of the details of New Year's on the Square, ringing in 2019 with live music, a ball drop and even fireworks! But don't miss out on the rest of the Christmas fun, as we close out 2018! Check out www.cityofknoxville.org

December 23, 2018

Staying Sick-free Over the holidays: No one wants to get sick over the holidays and end up in bed instead of rocking around the Christmas tree. Dr. Ryan Redmond of East Tennessee Children's Hospital shares tips on avoiding the flu, signs and symptoms of the flu versus a cold and how the flu shot can protect you. www.etch.com

The Volunteer Assisted Transportation program is in desperate need of volunteers: They need them now and all year round in Knox County. These volunteers are trained in the program first. Then, on your schedule, you pick up and drive seniors and people with disabilities to appointments, shopping, and other errands. Staff member Nancy Welsh says it's more than a ride and explains the requirements. Larry shares his experience as a volunteer. www.knoxseniors.org/vat

December 30, 2018

Ring in the New Year in Knoxville: Free party hats, a Ball Drop, fireworks, and live music on Market Square to party on the eve. Special Events Deputy, Kyndra Brewer shares all of the details of New Year's on the Square, ringing in 2019 and how it is fitting for the entire family. Best of all, it's FREE! Live music from the Bicho Brothers gets underway at 10pm. Some roads will close from 9 p.m.-12:30 a.m., due to the event. All ages are welcome to party, ice skate on the square. She recommends according getting downtown as early as you can to reserve your spot! Plus, there is plenty of shopping, stores will be open and restaurants too! Check out www.cityofknoxville.org