



MWC Media | Knoxville
Public Affairs Programming



East Tennessee Now
WJXB – Sundays 6:30-7:00 a.m.



3rd Quarter Public Affairs/Programming Reports

July-August-September 2023

"East Tennessee Now" is a public affairs program hosted by Michele Silva which airs Sunday mornings on Knoxville radio station WJXB. 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 6:20am on WJXB.

Aired July 2, 2023

Power of the Purse

This helps in supporting Knox County Mobile Meals is returning in September. Right now purses, handbags, new and gently used are being collected. There are several locations. Each purse sold at the event will provide several meals for homebound seniors. Power of the Purse is Sept 14th at Rothchild's in West Knoxville. Sara Keel the community engagement management says there are several drop off locations for the purses. Volunteers deliver hot meals every weekday and check on the seniors. They are now providing 1,100 meals each week.

Aired July 9, 2023

Adopt a Family

If you donate \$15 and Salsarita's will give you \$15 to spend. Get as many as you want. The money is used by East Tennessee Children's Hospital to fund things the non-profit cannot budget for like birthdays, Christmas, other special events or an unexpected overnight for the family. It could be a hot meal and even a toothbrush. ETCH's Volunteer Services Cheryl Almond, patient Hattie Halter and her mother, Melissa Halter, are the guests.

Aired July 16, 2023

Power of the Purse

Power of the Purse for Mobile Meals in Knox County. Sara Keel says they are collecting gently used purses and even jewelry to be sold back at an event in September at . This event had been on hold for three years due to the pandemic. Money raised provides meals to the seniors who are homebound.

Aired July 23,2023

17th Annual Slimfest

It is an outdoor concert at the SHED in Maryville with AIA performing. They are a Jimmy Buffet tribute band. Slimfest benefits Shop with a Cop in Blount County. Steve Stilts is our guest and the organizer.

Project Lifesaver

On Saturday August 5, 2023, Knox County Sheriff's Office hosting a mud volleyball tournament. It benefits Project Lifesaver. This is a program that keeps up with special people in the case they go missing. Autistic, people with Dementia, and other special needs. Cody Wheeler, an officer and organizer is our guest. Also Sheriff Tom Spangler and Pam Fox of Project Lifesaver join the show.

Aired July 30, 2023
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July 30 –

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Aired August 6, 2023

Ride For Kids on August 19!

Jenn East the Promotions Coordinator for East Tennessee Children's Hospital invites you and the family to join all the fun with Sterl the Pearl DJ, breakfast, and kids activities at the Kick-off Party presented by Garza Law Firm! It's from 9AM-11AM at Rusty Wallace Honda. Kickstands up at 11am with the ride ending at Bootlegger Harley-Davidson on Lovell Road with live music & lunch! This event supports the regions only independent not-for profit children's hospital.

Aug 6 –

FBI Recruiting Event.

The FBI may be looking for you. Not as a criminal but to be part of their team. Joelle Veheck, a Special Agent and Carie Jeleniewski, Supervisory Special Agent tell us about a recruiting event coming up with the FBI Knoxville team on Aug 24th. They are looking for people with different backgrounds, careers and education. We also talk about pay and benefits, plus requirements to be a special agent.

Aired August 13, 2023

Fall into Orange

This event is featuring the Chillbillies on August 18th from 6-9 pm. You can team up and Tailgate at Orange Hat Brewing Company located at 10246 Hardin Valley Road. The cost to attend is \$20 per-person/under 21, free. Tickets are available by calling (865) 888-9494, or visit Eventbrite. There will be special appearances by UT Letterman, food trucks, auction items and much more. All of the funds raised support TMDF.org or the Tennessee Memory Disorder Foundation. Tiana Ross with the foundation and the organizer is our guest. We discuss event details and also how the foundation began and all it does to help the community members suffering with memory loss and their families.

Aired August 20, 2023

Emerald Youth Parking and Golf

Get parking for UT Games and support the Emerald Youth Foundation. Two different parking lots to choose from that are owned by Emerald Youth that guests can use for the season with a season pass. It benefits the programs for at-risk youth, also discussed, the annual UT Basketball Coach Rick Barnes golf tournament coming up. Several ways you can help including golf, volunteer, or sponsor. Guest: John Crooks – Director of Marketing and Adelyn Pair - Marketing and Communications Specialist.

Aired August 27, 2023

Ancient Sounds

Music lovers and history will love the Historic Ramsey House when it hosts the 8th annual Ancient Sounds Festival on the holiday weekend of Sept 1st and 2nd. The 2 day music fest starts Friday with a catered dinner and then music thru Saturday. Executive Director Mark Sledgeski says you can purchase a 2 day pass or individual ones. This was the first stone home in the area, and owned by the Ramsey family.

Aired Sept 3, 2023

Kerbela Shrine Circus

The circus is coming early this year on Labor Day weekend with clowns, high wire acts, animals, the Shriners silly small cars, jeeps and corvettes. There are five shows. Shriners raise money to do all they can to help handicapped children in the area get the care they need at hospitals that are usually miles away. They do help with transportation and other needs for families. George Bove, Kerbela Shrine public relations tell us all about the circus and the acts. He also explains what the Shriners do and how they the handicapped children and their families.

Aired Sept 10, 2023

Goodwill Golf Tournament

The 13th annual goodwill golf tournament is coming up on Thursday Sept 21st - with featured guest University of Tennessee head baseball coach Tony Vitello will take pictures with the golf teams. The photographer will have them printed on site and then signed by the coach that day. Cindy Dodson, the organizer with Goodwill Industries tells how to sign up to play, or be a sponsor. Also, volunteers are wanted for the tournament at Avalon in Lenoir City/ West Knoxville. We also hear how Goodwill trains people for the workforce and we talk about their stores, as in how to donate and why to shop there.

Aired Sept 10, 2023

A Hand Up Christian Homeless Ministry

Every Friday - volunteers with A Hand Up Christian Homeless Ministry hit the streets from Farragut to downtown Knoxville. They're armed with hot lunches, clothes, cases of water and food for the homeless. If you would like to help -right now A Hand up Christian Homeless Ministry - is collecting blankets, shoes, boots, jeans, sweatshirts. They are always in need of water and canned goods. We welcomed guest Charlie Jackson, the founder explains how helping a homeless person on this day may lead them to the next step of getting off the streets. Check them out on Facebook, or call them at 865 919 -1510.

Aired Sept 17, 2023

Coming soon to Pigeon Forge

Pigeon Forge Summer Economy with Tourism Director, Leon Downey. Two national brands, Nerf and Crayola are coming to Pigeon Forge. The two attractions will be attached but have separate entrances. It will be located near Sevierville and ready for guests in fall 2024. We also talk tourism, the wrap of jeep invasion and take a look forward to Winterfest. Pigeon Forge is also building new higher end properties/hotels for thousands of more guest rooms.

Sept 17

Walk to End Alzheimer's

This event will be held on Saturday, Sept 23 at Zoo Knoxville with a goal of \$205,000. The walk is free but it is encouraged to donate and register. Sara Dickson with the Alzheimer's Association and volunteer Gabrielle Blake are guests. We talk about the walk at the zoo, and the activities leading up to it. Also, how the walk helps fund research and support groups the association provides.

Aired Sept 24, 2023

Operation Angel Wing

A non-profit that is hosting a program for ages 10-24 this month. Operation Angel Wing is a national organization with a chapter here in Anderson County. On October 8th at the Museum of Appalachia, you can attend the youth outreach program addressing suicide prevention, substance abuse and domestic violence. Co-founders: Mary Milsaps and Zeke Vanderpool are guests. They explain how the program started, their backgrounds, who should attend the event and other things the non-profit does to help first responders, law enforcement and youth.