



MWC Media | Knoxville
Public Affairs Programming



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



4th Quarter Public Affairs/Programming Reports

October-November-December 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 October 1, 2023

KCBC: Celebrating 40 Years

We talk to Dr. K of the Knoxville Comprehensive Breast center after starting here four decades ago. We talk about the importance of mammograms, self-breast exams and an event on October 5th in the lobby at KCBC. It's an anniversary celebration where people can meet the women and staff behind KCBC and learn more about the technology behind detecting breast cancer, treatment and success rates.

Aired October 1, 2023

Pigeon Forge Tourism Growing

After the 11th Jeep Invasion, Which is an event where more than 20,000 Jeeps take over the city and county, Leon Downey who is the Executive Director of the Pigeon Forge Department of Tourism, tells us about the money coming into the city and more improvements and new attractions coming including Crayola and Nerf in the coming years. More hotels are being built as well as high end properties! We also talk a little Winterfest and the millions of lights that attract thousands of people for this free event! There are already 80 attractions.

Aired October 8, 2023

Mission Phoenix

Mission Phoenix, a non-profit is hosting Guns n Hoses, Smoky Mountain Hero Games. This fundraiser will support the group and its mission: To identify and eradicate the stigma of combat related PTS that is taking so many of Veterans' lives; to train Veterans to Rise out of the ashes of their trauma and pain through comprehensive programs, events and hands on training; and to offer Hope in the form of counseling, career opportunities and focused conversation. Josh Gagnier, the founder of Mission Phoenix tells us about the games, who can play and how others can help support them.

Aired October 8, 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. Guest: Charlie Jackson the founder explains how to help!

Aired October 15, 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. Guest: Charlie Jackson the founder explains how to help!

Aired October 15, 2023

Mission Phoenix

Mission Phoenix, a non-profit is hosting Guns n Hoses, Smoky Mountain Hero Games. This fundraiser will support the group and its mission: To identify and eradicate the stigma of combat related PTS that is taking so many of Veterans' lives; to train Veterans to Rise out of the ashes of their trauma and pain through comprehensive programs, events and hands on training; and to offer Hope in the form of counseling, career opportunities and focused conversation. Josh Gagnier, the founder of Mission Phoenix tells us about the games, who can play and how others can help support them.

Aired October 22, 2023

Wreaths Across America

On December 16, 2023, volunteers will place wreaths on our heroes headstones at three veterans' cemeteries in Knox County. It's about honoring, remembering and teaching others the sacrifice soldiers made for us. Guest: Chris Albrecht/Organizer of KnoxWreaths.org says fundraising is underway for those wreaths. We need more than 18,000 of them and they are \$17 each. Chris tells us the story how the program got started and the importance of it in the community. Knoxwreaths.org

Aired October 29, 2023

Bazillion Blooms with Dogwood Arts Program

Vicky Baumgartner and Shannon Herron with the program talk about how Dogwood Arts is on a mission to Keep Knoxville Blooming and make it easy for residents to make a difference—one tree at a time. Beautify your own landscape, honor someone special, or donate a tree to the Dogwood Trails and Keep Knoxville Blooming for years to come! Pick-Up & Plant Yourself: (1-4 trees are \$25/each or order 5+ for \$20/each) Trees ordered through November 16, 2023 will be available for pickup from the Dogwood Arts office on Friday, December 8th from 10AM-5M & Saturday, December 9th from 9AM-12PM. Gift Trees: \$35/each & includes commemorative card mailed to the recipient of your choosing.

Aired November 5, 2023

Bazillion Blooms with Dogwood Arts Program

Vicky Baumgartner and Shannon Herron with the program talk about how Dogwood Arts is on a mission to Keep Knoxville Blooming and make it easy for residents to make a difference—one tree at a time. Beautify your own landscape, honor someone special, or donate a tree to the Dogwood Trails and Keep Knoxville Blooming for years to come! Pick-Up & Plant Yourself: (1-4 trees are \$25/each or order 5+ for \$20/each) Trees ordered through November 16, 2023 will be available for pickup from the Dogwood Arts office on Friday, December 8th from 10AM-5M & Saturday, December 9th from 9AM-12PM. Gift Trees: \$35/each & includes commemorative card mailed to the recipient of your choosing. “PGM re-aired from OCT 29th after last minute guest cancelation”

Aired November 12, 2023

Locals in Israeli War

Local anchor at WVLT-TV, Alan Williams was one of 12 people from a local church visiting Israel at the time the war started. We talked about their mission originally and how plans changed and they feared for their lives. He was fortunate to connect with people from our area. Hear how they helped while Williams and his wife were in the country that turned into a warzone. His thoughts about it all as he came home and his take-away form this trip to Israel.

Aired November 19, 2023

Childhelp Christmas

Guest is Eddie Smith: There are almost 9,000 kids in foster care in the Tennessee with 680 children in Knox County alone. Childhelp Tennessee in Knoxville is working tirelessly to bring Christmas to 350 of them in their programs. These are children who have been removed from their homes or parents for one reason or another. We talk about signs of child abuse or neglect. The public can help by adopting an angel and shop for a child or make a monetary donation. Deadline to get gifts in to Childhelp or your monetary contribution is December 12, 2023. The gifts are given out on December 16th and would be to be sorted and wrapped. Call 865-637-1753 or email: info@childhelp.org

Aired November 26, 2023

Childhelp Christmas –

Guest is Eddie Smith: There are almost 9,000 kids in foster care in the Tennessee with 680 children in Knox County alone. Childhelp Tennessee in Knoxville is working tirelessly to bring Christmas to 350 of them in their programs. These are children who have been removed from their homes or parents for one reason or another. We talk about signs of child abuse or neglect. The public can help by adopting an angel and shop for a child or make a monetary donation. Deadline to get gifts in to Childhelp or your monetary contribution is December 12, 2023. The gifts are given out on December 16th and would be to be sorted and wrapped. Call 865-637-1753 or email: info@childhelp.org

Aired December 3, 2023

Childhelp Christmas

Guest is Eddie Smith: There are almost 9,000 kids in foster care in the Tennessee with 680 children in Knox County alone. Childhelp Tennessee in Knoxville is working tirelessly to bring Christmas to 350 of them in their programs. These are children who have been removed from their homes or parents for one reason or another. We talk about signs of child abuse or neglect. The public can help by adopting an angel and shop for a child or make a monetary donation. Deadline to get gifts in to Childhelp or your monetary contribution is December 12, 2023. The gifts are given out on December 16th and would be to be sorted and wrapped. Call 865-637-1753 or email: info@childhelp.org

Aired December 10, 2023

Carecuts Expands

We talked to the Executive Director, Eva Pierce and Brooke, a graduate of the program about Eva's program and the success the program has had for the past 20 years helping women get back on their feet. They help women from many different backgrounds. We also heard a firsthand story from Brooke as she shares her story of drugs and living on the streets and how the program helped her improve her life and working a full time job. Eva tells us how mentors are needed and a monetary donation as well with the program growing. They acquired new land and are fundraising to build on it.

Aired December 10, 2023

Beth Haynes 12 Days of Christmas

This event is to benefit the McNabb Center. She explains this fun, online auction that benefits children and families served by the McNabb Center! Funds raised through the auction help more than 2,500 children and families with needs during the holiday season and throughout the year. The first 12 days of December, the Center will auction off more than 350 unique items and experiences. Bidders experience the joy of giving while purchasing unique gifts, and sponsors and donors from local and national businesses make the charitable countdown to Christmas possible.

Aired December 17, 2023

A Hand Up For Women, Expansion

We talked to the Executive Director, Eva Pierce and Brooke, a graduate of the program about Eva's program and the success the program has had for the past 20 years helping women get back on their feet. They help women from many different backgrounds. We also heard a firsthand story from Brooke as she shares her story of drugs and living on the streets and how the program helped her improve her life and working a full time job. Eva tells us how mentors are needed and a monetary donation as well with the program growing. They acquired new land and are fundraising to build on it.

Aired December 24, 2023

Carecuts Expands

We talked to the Executive Director, Eva Pierce and Brooke, a graduate of the program about Eva's program and the success the program has had for the past 20 years helping women get back on their feet. They help women from many different backgrounds. We also heard a firsthand story from Brooke as she shares her story of drugs and living on the streets and how the program helped her improve her life and working a full time job. Eva tells us how mentors are needed and a monetary donation as well with the program growing. They acquired new land and are fundraising to build on it.

Aired December 24, 2023

Volunteer Transportation

Nancy Welch, Executive Director is our guest and she talks about what the organization does for the community and how to sign up to volunteer. Volunteer Assisted Transportation provides rides for seniors and persons with disabilities, who need assistance to travel safely, by providing rides using agency-owned hybrid sedans and wheelchair-accessible minivans. The program goes to Doctor appointments, shopping, prescription pickup, and anywhere in Knox County.

Aired December 31, 2023

A Hand Up For Women, Expansion

We talked to the Executive Director, Eva Pierce and Brooke, a graduate of the program about Eva's program and the success the program has had for the past 20 years helping women get back on their feet. They help women from many different backgrounds. We also heard a firsthand story from Brooke as she shares her story of drugs and living on the streets and how the program helped her improve her life and working a full time job. Eva tells us how mentors are needed and a monetary donation as well with the program growing. They acquired new land and are fundraising to build on it.