

Quarterly Significant Issues and Program Report
4th Quarter 2016 - October 1 through December 31, 2016

WFIV-FM

1. Schools - WFIV-FM aired live sports programming for Farragut High School and promoted. As part of that sports programming, WFIV conducted interviews with high school students before and after the broadcasts. Boys and Girls Varsity Basketball was included as part of the broadcast.
2. Tourism - WFIV was a sponsor of Brewers' Jam — a Community Shares Fundraiser. A full schedule of live and recorded announcements was included to promote the event. WFIV promoted the Dogwood Arts Bazillion Blooms initiative to promote beautifying East Tennessee with the planting of Dogwood Trees — this is part of an annual longstanding partnership.
3. Highways and Roads - WFIV regularly airs daily traffic reports Monday through Friday during mornings and afternoon drive times.
4. Intergovernmental Relations - The Town of Farragut Public Relations director was interviewed in October and November to discuss town sponsored educational classes and seasonal events.
5. The Economy - WFIV promoted the Shop Farragut initiative in conjunction with the Town of Farragut and the Farragut Business Alliance.

Additional Programming Notes:

1. HOMEGROWN - Aired Wednesday nights from 7 to 9 p.m. Homegrown highlights and promotes the local music scene by playing music exclusively by local artists. Local artists are often guests on the program and perform live music on air.
2. AMERICANA NIGHTS - Nightly programming beginning at 7p that promote Americana, Roots Rock, and Alt-country, and Folk music.
3. Behind The Barn - Each Thursday at 8p is a local live program that promotes Bluegrass, Americana, Folk and Blues music as an art.
4. IN THE SPIRIT - Aired each Sunday morning from 8a - 11a to offer listeners an inspirational and uplifting music.
5. MUSIC CITY ROOTS - Aired weekly at 10p on Wednesday nights. The program is produced by a 501(c)(3) non-profit organization that promotes the preservation of Americana music.
6. FARRAGUT HIGH SCHOOL FOOTBALL - Every Friday night or game night during season. Coverage began each game night at 7p.
7. FARRAGUT HIGH SCHOOL BASKETBALL - 14 district games plus the farthest away non-district game.
8. WFIV regularly aired PSAs for community organizations promoting education on topics such as Animal Welfare, Infant and Child Welfare, Supporting our Troops, and more.