

1st Quarter 2017

(January, 2017 – March, 2017)

MOST SIGNIFICANT ISSUE – RESPONSIVE PROGRAMMING

These issues were addressed in Cumulus – Knoxville’s “Community Concerns” 30-minute news program which airs on WIVK-FM, WNML-AM, WNML-FM on Sunday mornings at 5:00 am and WOKI-FM on Saturday mornings at 5:00 am.

1 – 1 Bird Flu – Knoxville Health Department

Discussed warning signs, treatments and precautions regarding the Bird Flu.

1 – 7/8 Dealing with Depression – Knoxville Health Department

Discussed the free programs available for those suffering from depression. Also covered was ways to spot depression in children and the elderly..

1-14/15 Open phone discussion “Gatlinburg Wildfire & Emergency Response.”

Open call forum on the elements involving the failures of the Emergency Response Departments during the November 2016 Gatlinburg fires.

1-21/22 Gatlinburg Wildfire & the Impact on East Tennessee Tourism & tax implications – Local Economics Teachers

Discussed the impact of the Gatlinburg Wildfires on area tourism and the resulting decrease in sales and entertainment taxes. Considered in the discussion was the potential impact on programs funded by the significant tax dollars likely to not be in the coffers after the fires.

1-28/29 Gatlinburg Wildfires & the legal implications for those who suffered loss

Discussed the processes available to those who suffered personal injury/deaths and/or property loss from the Gatlinburg Wildfires.

2-4/5 Heart Health for Men – Heart Association

Discussion of heart healthy decisions & choices that men can make to add quality years to their lives.

2-11/12 Heart Health for Women – Heart Association

Discussion of heart healthy decisions & choices that women can make to add quality years to their lives.

2-18/19 Children's Health Issues – County Health Department

Discussed a wide ranging area of child health issues and free available vaccinations and check-ups for children offered by the health department.

2-25/26 Open phone discussion on diversity Issues

Discussed the growing issue of diversity issues in our community.

3-4/5 Nutrition for Children – Dietitians

Discussed the need for better nutrition for children during their formative years. Ways to maximize budgets and reach suggested levels of daily requirements were discussed as well.

3-11/12 Rhythm & Blooms Festival – Dogwood Arts Festival

Discussed the free outdoor music festival coming up during the Dogwood Arts Festival. A way to enjoy music with the family and enjoy the beauty of the Dogwood Arts Festival.

3-18/19 Dogwood Arts Festival Events Discussion

Discussed the numerous free events of the Dogwood Arts Festival and ways to enjoy the outdoors with the family in a cost effective manner.

3-25/26 Alzheimer's Walk – ALZ TN representative

Discussed the upcoming Alz TN Walk for Alzheimer's Awareness and fundraising for those suffering from Alzheimer's. Also discussed, early warning signs and treatment advances.
