

## WMCT PUBLIC AFFAIRS July – September 2022

### July 4 – THE ANNUAL 4<sup>th</sup> OF JULY PARADE

The annual Mountain City 4<sup>th</sup> of July is always a highlight every year in the county. This year the parade began at 6 PM and Chris Phillippi and Daniel Colter provided float by float color of the parade on the broadcast of the Parade on WMCT. Coverage lasted approximately an hour.

### July 9 – THE ANNUAL JOHNSON COUNTY SUNFLOWER FESTIVAL

Saturday, July 9 was the annual Sunflower Festival in downtown Mountain City. Main Street was closed down and the sidewalks were lined with vendors and food trucks and offered coverage of locals and visitors enjoying the festivities. Dan Colter, with Neal Pate in the Studio, covered the event via remote for WMCT. Dan spoke with the event planners, Johnson County Bank, the remote sponsor, as well as vendors, organizations with booths and several people attending the festival to inform the public what was going on and available at the festival. The remote lasted intermittently from 9 am to 2 pm, the festival continued until 4 pm that day.

### July 15 – THE KITCHEN MAGICIAN

Starting Friday, July 15, and continuing every other Friday, Dan Colter introduced a new segment on Johnson County Talks. Jim and Linda Macholtz, of Blue Ridge Kitchen and Bath, will be a

regular part of the program to discuss easy ways to update and renovate, what's the latest trend and how to do it inexpensively and not get ripped off when renovating your home. The program will run 15 to 20 minutes every other Friday.

### July 18 – CARRY THE CROSS YOUTH RALLY

John Hammett was Dan Colter's guest on Johnson County talks to discuss the annual Youth Day in Butler at Pop's Lodge. John talked about how the annual event has grown and this year's additions. The interview lasted 15 minutes.

### July 28 – GOVERNOR BILL LEE INTERVIEW

At 9:06 AM, Daniel Colter, via phone interview, spoke with Tennessee's Governor, Bill Lee, about the upcoming state tax vacations. The annual Back School Sales Tax was excused for purchases the last week in July and an additional sales tax break on Food Sales would begin August 1 and last the entire month of August. The interview lasted 10 minutes.

### August 2 – ELECTION NIGHT

WMCT covered the State and Local Election results live. Christian Phillippi presented the results as they came in district by district until the projected winners were announced via remote. The remote began at 8 PM and the final results were announced shortly before 10 PM.

### September 3 – LONG JOURNEY HOME

WMCT had the honor of covering live on the air a special event for the Annual Long Journey Home presented by the Johnson County Center for the Arts. Chris Phillippi and Daniel Colter covered the ceremony unveiling Johnson County's first life size bronze statue of Fiddlin' Fred Price. Evelyn Cook presented the statue and the family of Mr. Price were there to not only help with the unveiling but to sing and play music written and made famous by the legendary icon of Bluegrass music who was born, raised and lived in Johnson County. The ceremony started at 12 PM and lasted until 1:30.

### September 16 – Longhorn Homecoming

The Longhorn Homecoming Parade and Block Party was covered live by WMCT. Chris Phillippi, was there offering details of the parade and block party thrown by the Cheerleaders and sponsored by Farmers State Bank. The remote lasted approximately 20 minutes. WMCT carried the football game live starting at 7:15 PM.

### September 16 – Tom Reece Day

Tom Reece, long time voice of Longhorn Football for WMCT, has officially retired and the 16<sup>th</sup> was declared "Tom Reece Day". A special edition of Coach's Corner was carried on the air featuring coaches and players, former and current, who gave testimony to his influence on them over the years. The program started at 5 PM and lasted an hour. Then before the start of the football game, WMCT owner, Janice A. Russell, her daughter Elizabeth Sexton, grand daughter Emmaline Sexton and station manager Chris Phillippi presented Tom with a plaque

commemorating his service over the years and the gratitude of Johnson County.

### September 17 – Trade Old Mill and Native Heritage Days

The annual Old Mill and Native America Heritage Days were held in Trade, Tennessee September 17 & 18. In a remote sponsored by Johnson County Bank, Chris Phillippi and Daniel Colter talked with attendees and people participating in the vbast array of music, vendors, food and events on Saturday from 9am to 1 pm.