



## MWC Media | Knoxville Public Affairs Programming



*East Tennessee Now*

*WJXB – Sundays 6:30-7:00 a.m.*

*WIMZ – Sundays 6:30-7:00 a.m.*



**B97.5**

WJXB - 97.5

*Classic Rock*

**103.5·WIMZ**

WIMZ – 103.5

# 2<sup>nd</sup> Quarter Public Affairs/Programming Reports

## April, May, June 2019

"East Tennessee Now" is a public affairs program which airs Sunday mornings on Knoxville radio stations WJXB and WIMZ. On the program, we attempt to address problems and issues affecting the people of 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 6:30am on WIMZ and at 6:30 on B97.5/WJXB.

**Aired April 7, 2019**

### **Green Drinks Garden & Brewbilee:**

One of the most beautiful secrets in East Tennessee is the Knoxville Botanical Garden and Arboretum. KBGA was founded in order to preserve and protect this historic and overgrown property.

Amanda Spangler explains to Michele Silva how they're now adding a Green Drinks Garden that will be on the agriculture of spirits. It will showcase plants that have been grown around the world to brew, distill, and infuse visitors' favorite and less-familiar beverages. Attractive interpretive plant labels will provide information about the culture and history of each specimen.

She also goes over the gardens, how they are free daily, and what you can see! They host many events and even story times for kids.

One of the upcoming events we talk about is the inaugural Brewbilee! This festival will showcase Knoxville's own breweries and distilleries. Enjoy refreshing beverages, live music, and delicious food from SoKno Taco Cantina, West Hills Flats and Taps, and Cool Beans Bar and Grill while you explore and experience the gardens. All proceeds benefit the KBGA.

**Aired April 7, 2019**

### **Keep Knoxville Beautiful: Cleaning up after Flooding/Recycling Wrongs/Litterbugs:**

Alanna McKissak with Keep Knoxville Beautiful joins Michele to talk about the spring cleanups they have scheduled and partners they teamed up with to clean the city and waterways. She shares how the February floods littered the city and our waterways. Volunteers needed! Also - who is littering.. what is the most common items being littered, it's not cigarettes. How we can stop it.. awareness by KKB! Did you know you can not throw apples and other food for "birds" to eat out your car window or just on the ground? You can get reported, possibly even fined, per item. Also - don't recycle those pizza boxes and grocery bags. But get those cardboard boxes and plastics in your bin![www.keepKnoxvilleBeautiful.org](http://www.keepKnoxvilleBeautiful.org)

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### **Aired April 14, 2019**

**Forget Me Not 5k supports the Pat Summitt Alzheimer's Clinic:** The 9th annual run, walk, and bunny hop is a fun loop 5K through Pinnacle Turkey Creek at Parkside Drive on April 20, 2019 - Easter weekend. Founder of the race, Angela Wampler and Sunny Biden, Director of Public Relations for the Pat Summitt Foundation explain how the race started, how it has raised money and helped patients and research at the clinic over the years. We also discuss why the dates and course moved this year, and how Alzheimer's has touched their lives.

The race begins at the Belk Store with a Pre- Race party and ends there with a Post Race Celebration with lots of food, drinks, egg hunt, music and lots of awards. Ages 5-100 will participate in the 5K run/ walk. It includes a 1 mile Bunny Fun Run. The goal is to raise awareness and as much money as possible! [www.forgetmenot5k.com](http://www.forgetmenot5k.com)

### **Aired April 21, 2019**

**Support Taste of Farragut to Support Other Free Community Events:** For the 10th time, SHOP FARRAGUT and the Town of Farragut will host THE TASTE OF FARRAGUT on May 3, 2019. Steve Krempasky with SHOP FARRAGUT takes us on a visual tour of all of the restaurants and businesses that will be serving up their best samples for the event. More than 20 items to try, and wash it down with adult beverages.

Krempasky says this year's goal for the Festival is to showcase all of Farragut Life. Not only will it highlight the culinary arts and innovations in adult beverages found in and around the Farragut Community, but it will also include a unique gathering of retail and service providers.

It will be held Friday, May 3rd from 6:30-9:30 pm at 11240 Kingston Pike. Money raised on this night goes back into "Shop Farragut" to hold free concerts and other events throughout the year.

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### **Aired April 28, 2019**

"Talk Derby to Me" event will support alternative care for sick children. Get your Derby hats on a buy your tickets now for the inaugural "Talk Derby to Me" party. This will benefit East Tennessee Children's Hospital. But, even more specific, Pain & Palliative Care. This is alternative treatment. For instance, music and massage are used to treat children with life limiting illnesses. Get all of the details on the party... where you need to be to watch the derby and celebrate, the menu, and entertainment all at one of the most amazing homes you will ever see here in Tennessee. Also, learn more about the special care this fundraiser will help provide to the patients at ETCH. Organizer Steve Stilts, and ETCH's Christina Harrill and Lorna Keeton join host Michele Silva for this episode.

### **Aired April 28, 2019**

Rock Around the Dock and support the Autism Society : On May 3, 2019, you can Rock Around the Dock at the Shrimp Dock in Bearden to benefit the Autism Society of East Tennessee. Executive Director, Kandis Burney shares all of the fun planned for this 6th annual "Margaritaville-style" event. Aside from all of the shrimp you can eat, there will be plenty of drinks, music and silent auction items. Kandis also explains how the society provides support and other events for people/families with autism.

### **Aired May 5, 2019**

Shoes for Souls: Continuing a legacy for the less fortunate. Purple Converse are popular in Roane County, especially with friends and family of Alan Taylor. This loving father, dad, church member, philanthropist, lost his battle with Pancreatic Cancer in March. He had a big heart for the less fortunate. It was just before he died, that his family started up "Shoes for Souls." Now in his memory, Alan's daughter, Abby Taylor explains how the non-profit wants to outfit schoolchildren with the purple sneakers. Abby shares childhood stories and life lessons of "giving" she learned from her dad. We explain how the public can donate and how the sneakers will reach those in need.

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### **Aired May 5, 2019**

**The Choral Society of Knoxville is getting ready for their big spring performance SING!** Mark your calendar for May 19. This is an opportunity for the group to show audiences the versatility of the choral art in today's performing arts scene. Choral music today spans far more than the masterworks and church music than they regularly perform. They'll be looking at new, atmospheric music by modern, living composers, artful arrangements by popular artists such as Ed Sheeran and John Legend, world music styles incorporating Spanish and Arabic languages, as well as new arrangements of well known spirituals. The audience will be invited to sing with the Knoxville Choral Society as well. Michele Silva talks to conductor and artistic director, John R. Orr all about the show, his experience before he came on board, how to become a member, and what to expect being a part of this amazing group of talent!

### **Aired May 19, 2019**

**Music Feeds Second Harvest Food Bank:** The 2nd Annual concert series, Music Feeds features several outdoor concerts in downtown Knoxville. Elaine Streno, Executive Director of the food bank explains how the money feeds the community in East Tennessee, the lineup, and all of the details for each concert.

NEW this year: the Sweet P's BBQ and Soul House experience. Come enjoy dinner and drinks before each show by upgrading your Music Feeds tickets to include the Sweet P's Experience! The Sweet P's Experience includes BBQ, ribs, brisket, Creole favorites and season specialties, complimentary nonalcoholic beverages, a private cash bar and a private bathroom. We talk about the summer food programs, how to donate, new pantries in the schools and much more on what's going on at the food bank and how you can help feed the needy..

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### **Aired May 26, 2019**

**Local Firefighters take on Veterans' Charities:** Several firefighters, police officers and military members from here and far will gather in Tennessee in May. They will help build a home for a veteran and hand over the keys, all in less than two weeks. Knoxville Fire Captain Don Tipton explains how the program, A Soldier's Journey Home, works and how your monetary donation helps in the build. Tipton, a veteran himself, (retired Army,) is also involved in 22 TOO MANY-Knoxville. He and others from the community hold signs once a month near the West Town Mall, to raise awareness to 22 Veteran suicides each day. Wait, there's more! Take a listen...

### **Aired June 2, 2019**

**Camp at the Shelter with the Homeless Pets:** If your kids like pets, maybe want to be a vet, enroll them in the Humane Society of the Tennessee Valley's Summer Camps! Marketing Director Teresa Underwood and Alexis Clegg, Volunteer & Education coordinator join us for the list of camps, what the kids learn, how to get sign up, and times. Plus we talk upcoming events for the shelter, and how volunteers help keep the facility running and the pets healthy and happy. Find out how you can become one! We chat Fostering and hear all about Mona who is up for adoption. [HumanesocietyofTennessee.org](http://HumanesocietyofTennessee.org)

### **Aired June 9, 2019**

**Knox County Parks & Rec Greenway Corridor, Concerts:** We have miles and miles of greenways and trails in Knox County. Public input is wanted during several upcoming meetings for a study on how to possibly extend them, possibly add 65 more miles. We also catch up on other matters with Mike Donilla, the Deputy Director of the department. We talk about the county's Second Saturday Summer Concert Series, which is free and held at two different parks. We focus on what to expect and what to bring. Also, we touch on the farmer's markets, tomato and blueberry festivals! [Knoxcounty.org](http://Knoxcounty.org)

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### **Aired June 9, 2019**

**HAMFEST 2019 with the Amateur Radio Club:** We learn about the local club and how they communicate with others around the world with Kevin Duplantis, a member himself. He explains how the operators can help with relief efforts during disasters. Find out how to become one and get started. People interested can join the yearly Radio Hamfest in Knoxville/Knox County. June 15-22 is Ham Radio Awareness Week, proclaimed by our city and county mayors. There will be Electronics flea markets, info and vendors, testing sessions for those getting ready to get their license, and more. [TheRadioamateurclubofknoxville.org](http://TheRadioamateurclubofknoxville.org)

### **Aired June 16, 2019**

**USA Cycling to Wheel in Millions:** Hundreds of the best cyclists in the country are about to roll in to town. Visit Knoxville is hosting USA Cycling for the third time. Chad Culver of V.K. says The four day event means millions, 7-8 million dollars for the local economy. We chat about the competition, who to follow, the course, the crowning, the dates and times, where to watch and have some fun! Mark your calendars for June 27-30. [www.visitknoxville.com](http://www.visitknoxville.com)

### **Aired June 16, 2019**

**Interfaith Health Clinic Benefits from Docs vs. Lawyers:** Interfaith Health Clinic wants you to saddle up for a throw-down fundraising event that has Doctors vs. Lawyers for Trivia Night. It's a western themed event, so wear your hats, boots and plaid! Missy Standifer explains how this event helps the working poor in the greater Knoxville area on Thursday, June 20th at The Press Room, as it brings together the medical and legal communities in a spirit of healthy competition. Proceeds provide health care for the underserved. They hope to raise **\$60,000 from this event!** [www.Interfaithhealthclinic.org](http://www.Interfaithhealthclinic.org)

### **Aired June 23, 2019**

**Summer Safety Tips, water and travel with East Tennessee Children's Hospital:** Drownings are the leading cause of death for kids ages 1-4, according to ETCH's Lexi Keiser-Yawn, the Injury Prevention Coordinator. She and Seth Linkous (Public Relations & Marketing Director) talk about the importance of watching kids while in and around water, without your phones in hands, tips to do it as in take turns counting kids, how quickly children can drown, what it looks and sounds like. Aside from water safety, we talk about the importance of proper car seat installation and where you can go to be sure yours is installed correctly to ensure a safe summer vacation season!

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### **Aired June 30, 2019**

**Summer Safety Tips, water and travel with East Tennessee Children's Hospital:** Drownings are the leading cause of death for kids ages 1-4, according to ETCH's Lexi Keiser-Yawn, the Injury Prevention Coordinator. She and Seth Linkous (Public Relations & Marketing Director) talk about the importance of watching kids while in and around water, without your phones in hands, tips to do it as in take turns counting kids, how quickly children can drown, what it looks and sounds like. Aside from water safety, we talk about the importance of proper car seat installation and where you can go to be sure yours is installed correctly to ensure a safe summer vacation season!