



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.*



## 4th Quarter Public Affairs/Programming Reports October-November-December 2022

"East Tennessee Now" is a public affairs program which airs Sunday mornings on Knoxville radio stations WJXB and WIMZ. On the program, we 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 WJXB and WIMZ.

### **Aired October 2, 2022**

**Race for the Summitt 5k** - The ninth annual Knoxville Race for the 5K is organized by the University of Tennessee Health Science Center College of Pharmacy's American Pharmacist Association - Academy of Student Pharmacists chapter to benefit The Pat Summitt Foundation. The Pat Summitt Foundation was founded by the legendary head coach of the Lady Vols Basketball team, Coach Pat Summitt, to promote education and research for Alzheimer's disease. The race course features a 5K tour of Tyson Park. Show your support for Coach Summitt by running or walking in the race and asking friends and family members to become Memory Donors. Please join us as "We Back Pat!" Guests: student pharmacists, Autumn Potter and Luci Allen.

**Domestic Violence Awareness Month.** Guests from the YWCA in Knoxville share the signs to look for, who the batterers are, what help is out there, how to reach for help, services the YWCA provides for victims, and why so many don't ask for help. Guests: Latoya Shepherd, the Director of Victims Services. Julia Kendrick, Transitional Housing Program Coordinator and Fatima Ahdaoui, the YWCA's Immigrant and Refugee Advocate.

**Race to End Alzheimer's** – Guests: Sara Dickson - Alzheimer's Association and Beth Bowen - Care Patrol of East Tennessee. You're invited to take steps to end Alzheimer's. Saturday morning hundreds of people singles doubles, families - groups, teams will trek thru Zoo Knoxville all to help find a cure and support research. Sara Dickson says there is still time to sign up - or just show up. The Walk to End Alzheimer's is 8 am Saturday morning.

### **Aired October 9, 2022**

**REPEAT: Domestic Violence Awareness Month.** Guests from the YWCA in Knoxville share the signs to look for, who the batterers are, what help is out there, how to reach for help, services the YWCA provides for victims, and why so many don't ask for help. Guests: Latoya Shepherd, the Director of Victims Services. Julia Kendrick, Transitional Housing Program Coordinator and Fatima Ahdaoui, the YWCA's Immigrant and Refugee Advocate.

**Knoxville Turns 231** – We have two guests: Kim Bumpas of Visit Knoxville to talk about the special dinner coming up on October 28<sup>th</sup> at the Foundry. It is the last event to commemorate the 40<sup>th</sup> Anniversary of the 1982 World’s Fair. Surf and turf and nostalgia with a panel to reminisce about the fair. One of those is Sam Maynard, of James White Fort. We talk to him about the beginning of Knoxville and what to expect with a tour at the fort.

**Aired October 16, 2022**

**Barktober** - Several animal rescues in East Tennessee will benefit from a family fun Halloween event in Morristown. Barktober will have a fashion show with rescues, Weiner Dog races, candy, shopping, vendors, and food trucks. Megan Wilkinson, an organizer, is also the owner of Barkery Tails. Kelly Webb is a fundraising chairperson for Morristown Hamblen County Humane Society. Pets from other rescues in the area will also be there and up for adoption. Barktober is being held At Smoky Mountain K-9 Sports from 1-6.

**A Hand Up for Women** – A capital campaign is underway for “A Hand up for Women.” The ministry in Knoxville helps women get back on their feet through classes including spiritual and skills training. But the Duncan House, home to three women at a time is busting at the seams. Executive director, Eva Pierce is the guest. Fundraisers include an online auction from Oct 21st - 30<sup>th</sup>, a Bass Tournament on Douglas Lake November 5th and a gala next March. Ahandupforwomen.org. They also need mentors.

**Aired October 16, 2022**

**Zumbathon for Breast Cancer** – several instructors of Zumba will come together on Saturday Oct 29<sup>th</sup> from 10:30- 12:00pm to dance and raise funds and awareness. Sandra Texeira, a local Zumba enthusiast lost her battle in September. Her Zumba family is putting this together. Guest: Hilary Kilgore. It’s free at National Fitness Center in West Knoxville. Money collected from donations will go to a Bible camp where Sandra donated time and money.

**Aired October 23, 2022**

**Farragut Harvestfest** with Steve Krempesky of Shop Farragut. More than 60 local businesses are represented. Free event with live music to get everyone out and exploring local shops. Costume contests and much more on October 30<sup>th</sup>. We talk about the importance of supporting small businesses.

**Worth It** – free production including Sunday at 5pm at Overcoming Believer’s Church on Harriet Tubman Street in Knoxville. The free show addresses suicide and mental health. Guest is Will Dorsey, the Director. He tells us how local students are in the performance. The message is to get people to reach out for help.

### **Aired October 30, 2022**

**Dogwood Arts Bazillion Blooms** - is underway. An opportunity for anyone to purchase trees for their own yards or the city to make it bloom for years to come. You can even purchase a tree in memory of loved ones. Trees are \$25 each purchased on line by November 16, 2022. Guests from Dogwood Arts are Vickie Baumgartner and Shannon Herron.

**Greekfest 2022**- 43<sup>rd</sup> annual happening on Nov4-6<sup>th</sup>. Lygia Karagiozis is the guest. We run down the list of foods, entertainment including dance performance of all age groups, church tours, parking, hours of operation. We talk about the Greek culture as well and even get to know some lingo!

### **Aired November 6, 2022**

**Wreaths Across America Knox** – Chris Albrecht, spokesperson for the organization is the guest. More than 18,000 veterans are buried in the three cemeteries designated for them. We discuss how to sponsor a wreath. Once again, they are only \$15 each. How the wreaths are made and transported from Maine, the history behind the organization and why the wreaths are placed on gravesites. We recap last year's success too. People can volunteer to help place the wreaths and to collect them after the holidays.

### **Aired November 13, 2022**

**REPEAT – Wreaths Across America Knox** – Chris Albrecht, spokesperson for the organization is the guest. More than 18,000 veterans are buried in the three cemeteries designated for them. We discuss how to sponsor a wreath at only \$15 each. How the wreaths are made and transported from Maine, the history behind the organization and why the wreaths are placed on gravesites. We recap last year's success too. People can volunteer to help place the wreaths and to collect them after the holidays.

### **Aired November 20, 2022**

**The Real Estate Market.** Where are we now? Is it a seller's a buyer's market? What are people looking for in a home? Is it a good time to buy? To sell? What repairs or improvements should we be making? MR-10 Realty – Mike and Martha Riordan join us.

**The Big Give** - Several organizations working together will benefit from this day November 29, 2023, The Day of Giving is also known as Giving Tuesday. It's a way to support philanthropy as the biggest day of the year for non-profits in the Knoxville area, pushing donors to one website to support all of the causes they care about in one place. The United Way explains how the

website works and how you can support the non-profit organizations in the East Tennessee area. Guest: Bruten Couch, the Chief Strategy Officer for the United Way.

**Aired November 27, 2022**

**REPEAT - The Big Give** - Several organizations working together will benefit from this day November 29, 2023, The Day of Giving is also known as Giving Tuesday. It's a way to support philanthropy as the biggest day of the year for non-profits in the Knoxville area, pushing donors to one website to support all of the causes they care about in one place. The United Way explains how the website works and how you can support the non-profit organizations in the East Tennessee area. Guest: Bruten Couch, the Chief Strategy Officer for the United Way.

**REPEAT - The Real Estate Market.** Where are we now? Is it a seller's or a buyer's market? What are people looking for in a home? Is it a good time to buy? Time to sell? What repairs or improvements should we be making? MR-10 Realty's Mike and Martha Riordan join us.

**Aired December 5, 2022**

**Beth Haynes 12 Days of Christmas** – Shop the hundreds of gifts online in one place for the holidays. The money raised supports the McNabb Center's Santa Program. This provides Christmas presents and traditions for people who are served by the center. Beth Haynes is the guest.

**Santa Paws Pup Crawl** - Small Breed Rescue of East Tennessee holding this event on December 18th starting at 2pm at Crafty Brewery downtown Knoxville. Different pubs will donate to the rescue, donations will be taken up and t-shirts and other items for sale. Susie a volunteer is the guest. We talk about the need for fosters. We also chat about what the rescue does behind the scenes and for people who adopt a dog.

**Aired December 12, 2022**

**REPEAT: Beth Haynes 12 Days of Christmas** – Shop the hundreds of gifts online in one place for the holidays. The money raised supports the McNabb Center's Santa Program. This provides Christmas presents and traditions for people who are served by the center.

**REPEAT: Santa Paws Pup Crawl** - Small Breed Rescue of East Tennessee holding this event on December 18<sup>th</sup> starting at 2pm at Crafty Brewery downtown Knoxville. Different pubs will donate to the rescue, donations will be taken up and t-shirts and other items for sale. Susie a volunteer is the guest. We talk about the need for fosters. And all that the rescue does behind the scenes and for people who adopt a dog.

**Aired December 18, 2022**

**Shop Small and Celebrate the Season in Blount County** – Director of Tourism, Kim Mitchell is our guest. We talk about shopping the small businesses in Downtown Maryville for the holidays and the importance of shopping local. Kim shares some of the businesses that opened recently to shop for clothing, home goods, furniture and unique gifts. We talk restaurants and parking. Plus, we chat about the new drive-thru light display.

**Mike McGill's Christmas Spectacular**- A night of live music at the Bijou Theater in downtown Knoxville to support Second Harvest Food Bank of East Tennessee. This is the 10<sup>th</sup> annual! Several local musicians will join Mike on stage. The show starts at 8pm.

**Aired December 25, 2022**

**Pigeon Forge Winterfest** – Spokesperson Trish McGee is the guest. From butterflies and bears to snowflakes and stars, the new Winterfest Wonders of Light Walking Trail has been a very popular place this season with 20 new light displays, some 25 feet tall along the river. Put your walking shoes on. It's flat, its pet-friendly and wheelchair friendly and it's free. We also talk about Winterfest in general with more than 6 million lights spread around the town. The lights stay on until Feb 19.

**Aired December 31, 2022**

**REPEAT - Pigeon Forge Winterfest** – Spokesperson Trish McGee is the guest. From butterflies and bears to snowflakes and stars, the new Winterfest Wonders of Light Walking Trail has been a very popular place this season with 20 new light displays, some 25 feet tall along the river. Put your walking shoes on. It's flat, its pet-friendly and wheelchair friendly and it's free. We also talk about Winterfest in general with more than 6 million lights spread around the town. The lights stay on until Feb 19.