



MWC Media | Knoxville  
Public Affairs Programming



*East Tennessee Now*  
*WDKW – Sundays 6:20-6:50 a.m.*



# 1st Quarter Public Affairs/Programming Reports

## January-February-March 2024

"East Tennessee Now" is a public affairs program hosted by Darius Williams which airs Sunday mornings on Knoxville radio station WDKW. On the program, we address problems and issues affecting the people of Maryville, 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 6:20am on WDKW.

**Aired January 7, 2024**

### **Keeping the Tennessee River Clean**

Volunteers remove thousands of pounds of trash from the Tennessee River every year during clean-ups. It's one of the dirtiest rivers in the country. Kathleen Gibi, Executive Director of Keep the Tennessee River Beautiful, shares different programs available with freebies, to do our part at home and in our neighborhoods. She also explains how the trash can start in Market Square and up in the lake.

*This is a rebroadcast of an earlier show*

**Aired January 14<sup>th</sup>, 2024**

### **TVBA Breakfast and Job Fair for Veterans**

This is a yearly event for veterans and their families of East Tennessee. Organizer Steve Stilts joins us to explain what the TVBA is all about, how the organization continuously helps veterans find services and jobs. Stilts shares the plans for the this year's breakfast and job fair, why it's combined this year and how veterans can reach out to valuable resources. Stilts also announce guest speakers for the breakfast.

*This is a rebroadcast of an earlier show*

**Aired January 14, 2024**

**Senior Volunteer Assisted Transportation**

Volunteer Drivers Needed for Seniors Volunteer Assisted Transportation in Knox County provides rides for seniors and persons with disabilities who need assistance to travel safely. Volunteers are provided with agency-owned hybrid sedans and wheelchair-accessible minivans. You get to help folks get to doctor appointments, grocery shopping, and other important trips or errands. For the senior, it only costs \$3.00 one way! Out-of-county fares vary. Program manager, Nancy Welch and volunteer Helen Picu tell us how the program works and the need for more volunteers!

*This is a rebroadcast of an earlier show*

**Aired January 21, 2024**

**Dollywood**

Dollywood is Hiring – Guest: Dollywood Parks & Resorts is gearing up for an exciting 2024 season by hosting a number of hiring events over the coming weeks. Competitive wages, several exciting new perks—including free lunch for all employees—and more add to the reasons why The Dollywood Company is the perfect fit for anyone regardless of their career aspirations due to the varied positions available. From part-time positions for students to full time careers with ample chances for advancement and everything in between, working at Dollywood may very well become a lifetime home for those looking for something that provides a little bit more than the “regular” job. Positions are available at each of the company’s properties, with most event attendees being hired on the spot with a position for the 2024 season at either Dollywood, Dollywood’s Splash Country or Dollywood’s DreamMore Resort and Spa. Available positions are posted at [Dollywoodjobs.com](http://Dollywoodjobs.com)

*This is a rebroadcast of an earlier show*

**Aired January 28, 2024**

**Hand Up Homeless Christian Ministry**

Every week a team of volunteers head into homeless camps in the Knoxville area. They bring warm clothing, food and resources to people living on the streets. This homeless ministry is headed up by Charlie Jackson. He explains how they can also use volunteers and monetary donations and how the group got started.

Snowflake Ball to Benefit Seniors - A king and a queen will be crowned next month at the Annual Snowflake Ball in Knoxville. February 18th. A total of 8 people are raising money and awareness for the Senior Companion Program in Knox County. WBIR's Meteorologist Mike Witcher is one of them. The senior companion program recruits volunteers to help isolated adults mostly with companionship, but groceries, mail. There are 300 waiting for a companion. They get a small stipend. Guests: Mike Witcher: WBIR Meteorologist and Kim Olen: Mac's Pharmacy and a board member of the ball.

*This is a rebroadcast of an earlier show*

**Aired January 28, 2024**

**Volunteer Assisted Transportation**

Volunteer Drivers Needed for Seniors Volunteer Assisted Transportation in Knox County provides rides for seniors and persons with disabilities who need assistance to travel safely. Volunteers are provided with agency-owned hybrid sedans and wheelchair-accessible minivans. You get to help folks get to doctor appointments, grocery shopping, and other important trips or errands. For the senior, it only costs \$3.00 one way! Out-of-county fares vary. Program manager, Nancy Welch and volunteer Helen Picu tell us how the program works and the need for more volunteers!

*This is a rebroadcast of an earlier show*

**Aired Feb 4, 2024**

**Dogwood Arts & interfaith Health Center**

On the February 4th edition of East Tennessee Now, Darius Williams and Meghann Common spoke with representatives from Dogwood Arts and Interfaith Health Center respectively. The Marketing and Creative Director of Dogwood Arts, Shannon Herron, joined Darius Williams to talk about their upcoming House and Garden Show taking place February 9-11. Herron educated listeners about the purpose of the House and Garden Show and how it will benefit attendees and homeowners in the Knoxville area. Ann Pierce, the event coordinator for Interfaith Health Center, sat with Meghann Common to discuss their Sweets to the Sweet fundraiser. Pierce elaborated on the purpose of the fundraiser and how proceeds go towards providing affordable healthcare for working families without health insurance.

**Aired Feb 11, 2024**

**Remote Area Medical**

On the February 11th edition of East Tennessee Now, Darius Williams sat down with Brad and Chris of Remote Area Medical to discuss their upcoming free healthcare clinics coming to Harriman, TN April 20-21. Brad and Chris spoke about the wide variety of free medical services the clinics offer, including health, vision, and dental care. They also shed light on the impact that the clinics have on the communities they visit, given there are over 26 million Americans without healthcare, it is not uncommon for there to be a line formed days before their clinics officially open. The interview ended with the duo giving information on how people can register to volunteer as general support staff as well as licensed medical, vision, and dental professionals.

**Aired Feb 18, 2024**

**Habitat for Humanity**

On the February 18th edition of East TN Now, Darius Williams sat with Megan and Travis from Knoxville Habitat for Humanity to discuss their upcoming community watch party for UT basketball. Megan and Travis talked about how the purpose of the event was to show appreciation to the volunteers and create a sense of community amongst its members while inviting the public in to learn more about the organization. Ashlee Crawford ended the show speaking with Kristina Killebrew from Second Chance Prom Ministry about their 12th annual formal attire and services event. Kristina shed light on the array of free formal attire they have to offer for occasions such as proms and weddings, along with the different services such as hair, makeup, and tanning.

**Aired Feb 25, 2024**

**Hand Up for Women**

On the February 25th edition of East TN Now, Darius Williams spoke with Eva Pierce of Hand Up For Women, a non-profit ministry dedicated to offering life management and career-readiness resources for women suffering from addiction, abuse, poverty, and despair. Eva talked about their annual gala that took place February 29th, and how its purpose was to highlight the women of the program and to raise funds for the new space the organization had just acquired. Eva also shared information about how women can get involved with the program, how people can volunteer, and success stories of women who have graduated from the program in the past.

**Aired Mar 3, 2024**

**TN Stars College Savings 529 Program**

On the March 3rd edition of East Tennessee Now, Darius Williams spoke with Shelli King from the Tennessee Department of Treasury to discuss the implementation of the TN Stars College Savings 529 Program. The program promotes a 4-1 match system for families saving for their children's college education. Eligible families can receive up to \$500 a year with a lifetime maximum match of \$1,500 per child. King gave pertinent information on how to qualify for the program, how the match system works, and the long term benefits of starting a college fund for children as early as possible.

**Aired Mar 10, 2024**

**Knoxville Museum of Art**

On the March 10th edition of East Tennessee Now, Darius Williams spoke with DeLena Feliciano of the Knoxville Museum of Art for their upcoming Family Day. Family Day is a free bi-annual community event hosted by the museum that brings art, music, food and more to families in the Knoxville area. Children have the opportunity to participate in hands-on art activities inspired by the museum's permanent collection and visiting exhibits while also learning more about the world of fine arts. Feliciano also spoke more about the museum's history, the importance of sponsors and how they help the museum's events stay free, and how AI is changing the landscape of the art world.

**Aired Mar 17, 2024**

**Eclipse Paranormal**

On the March 17th edition of East Tennessee Now, Darius Williams spoke with Jennifer Jacobs of Eclipse Paranormal ahead of their 2 day fundraising event for the Avalon Center. The Avalon Center is a domestic violence and sexual assault shelter that assists victims and their families on their journey from victim to survivor. Jacobs encouraged listeners attending the conference to donate non-perishable items for men, women, and children. She also spoke about the paranormal investigations that were to take place at Brushy Mountain State Penitentiary and Old Historic Harriman Hospital as a creative way to raise money for the Avalon Center.

**Aired Mar 24, 2024**

**Elite Tunes Series**

On the March 24th edition of East Tennessee Now, Darius Williams spoke with Lee Brockman, the organizer of the Elite Tunes Series in Tellico Village. There are a multitude of concerts planned for the spring and summer of 2024 at the Tellico Village Yacht Club with performances from a wide variety of musicians. Lee spoke about the upcoming series of concerts and how the proceeds from each show will be benefiting the Loudon County Habitat for Humanity and Hugs for Our Soldiers charities.



**Aired Mar 31, 2024**

**TN Stars College Savings 529 Program**

On the March 31st edition of East Tennessee Now, Darius Williams spoke with Shelli King from the Tennessee Department of Treasury to discuss the implementation of the TN Stars College Savings 529 Program. The program promotes a 4-1 match system for families saving for their children's college education. Eligible families can receive up to \$500 a year with a lifetime maximum match of \$1,500 per child. King gave pertinent information on how to qualify for the program, how the match system works, and the long term benefits of starting a college fund for children as early as possible.