

**5.1 Radio Programming and Production**

Jump to question: 5.1

Instructions and Definitions:

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Jump to question: 5.1

About how many original hours of station program production in each of the following categories did the grant recipient complete this year? (For purposes of this survey, programming intended for national distribution is defined as all programming distributed or offered for distribution to at least one station outside the grant recipients local market.)

**5.1 Radio Programming and Production**

Jump to question: 5.1

	For National Distribution	For Local Distribution/All Other	Total
Music (announcer in studio playing principally a sequence of musical recording)	<input type="text" value=""/>	<input type="text" value="6,491"/>	<input type="text" value="6,491"/>
Arts and Cultural (includes live or narrated performances, interviews, and discussions, in the form of extended coverage and broadcast time devote to artistic and/or cultural subject matter)	<input type="text" value="21"/>	<input type="text" value=""/>	<input type="text" value="21"/>
News and Public Affairs (includes regular coverage of news events, such as that produced by a newsroom, and public issues-driven listener participation, interview and discussion programs)	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
Documentary (includes highly produced longform stand alone or series of programs, principally devoted to in-depth investigation, exploration, or examination of a single or related multiple subject matter)	<input type="text" value="0"/>	<input type="text" value=""/>	<input type="text" value="0"/>
All Other (incl. sports and religious — Do NOT include fundraising)	<input type="text" value="0"/>	<input type="text" value="50"/>	<input type="text" value="50"/>
<b>Total</b>	<input type="text" value="21"/>	<input type="text" value="6,541"/>	<input type="text" value="6,562"/>

**5.1 Radio Programming and Production**

Jump to question: 5.1

Out of all these hours of station production during the year for about how many was a minority ethnic or racial group member in principal charge of the production? (Minority ethnic or racial groups refer to: African-American, Hispanic, Native American and Asian American/Pacific Islander.)

**5.1 Radio Programming and Production**

Jump to question: 5.1

Approx Number of Original Program Hours

Comments

Comment

No Comments for this section

**6.1 Telling Public Radio's Story**

Jump to question: 6.1

The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2016. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. This section had previously been optional. Response to this section of the SAS is now mandatory.

**Joint licensee Grantees that have filed a 2016 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.**

**6.1 Telling Public Radio's Story**

Jump to question: 6.1

1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

We create and provide content to promote the cultural heritage of East Tennessee and the southern Appalachian region by entertaining and educating audiences globally with original programs showcasing live radio performance, underrepresented arts, and emerging and local talent. This mission directs how Cumberland Communities Communications Corp dba WDVX identifies community issues, needs, and interests. WDVX produces programs that include traditional Appalachian music, fresh interpretations to the traditions of mountain music, field and live show recordings, rare locally-produced vintage recordings, music of the British Isles, bluegrass, gospel, blues, early jazz recordings, swing, and other music genres and spoken word. Our approach is multi-platform: we engage our community through live radio shows, which are broadcast and live streamed, many of which are free to attend, as well as concerts, festivals, and events. All WDVX broadcast programming is available on demand for two weeks through archives located on WDVX.com. Radio show content is long form, generally an hour. Selected short-form live show recordings are used throughout WDVX's 24/7 programming. We also reach out to local, emerging, and underrepresented artists to appear on our live radio shows, in-studio performances, and music events. WDVX engages directly with families with small children through programs such as Kidstuff, WDVX's weekly children's music show and monthly live production. In both the live and recorded music shows musician and University of Tennessee Adjunct Professor Sean McCollough hosts a variety of guests that help him educate children about many different types of instruments, styles of music and the cultures from which they spring. In 2016, WDVX continued its two-year project "Kidstuff in the Classroom," at White Oak Elementary School in Campbell County, TN, by supporting Sean's work with grades 3-5. The students learned Appalachian culture through songs, dances, and stories and had the opportunity to perform their work at the Louie Bluiie Festival in Campbell County in September. In-person engagement takes place at the many events WDVX produces, helps program, and participates in. As a service to our community WDVX provides music programming support to partner organizations and media support for the event. WDVX participates at local music festivals which celebrate the cultural heritage of the region and engage audiences interested in traditional and regional music and events with related missions. WDVX addresses issues of particular interest to the wellbeing of our community through on air support – interviews, media partnerships, public service announcements, and programs. Cultural heritage, sustainability, remediating poverty, and education are issues of great interest to our community and are addressed in our public affairs interviews and public service announcements. Tennessee Farm Table, hosted by Blount County resident and artist Amy Campbell, puts the focus on the people who grow, prepare, and preserve our regional foods and addresses all the above issues in the programming. It was vital that WDVX play a role in community information and partnership at the end of 2016 when our region was struck by devastating wildfires. WDVX joined with local radio stations, a Nashville-area based radio station, and Music City Roots TV show to promote a fundraising concert in Gatlinburg to aid families impacted by the fire. That was followed up by WDVX support for a local bluegrass fundraising event a week later.

### 6.1 Telling Public Radio's Story

Jump to question: [6.1](#)

2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.

Key initiatives of WDVX include giving local and regional musicians and spoken word artists a stage – literally and figuratively - in the community, providing a voice for community organizations, and encouraging community participation. With our variety of partners WDVX presents local, emerging, underrepresented artists before a radio and live audience; we bring the community together through free music experiences in easily accessible, centrally located places, and we educate participants about the cultural significance of the region's music and art. An example of a partnership that connects us with the community is the one with the Knoxville Visitor and Convention Bureau, also known as Visit Knoxville. The Visitor Center contains a stage and audience seating area. WDVX produces live radio shows there nearly every day. From January to December 2016 more than 22,300 people attended live music shows that were broadcast from our performance area. Those shows include the daily WDVX Blue Plate Special, and monthly First Friday Live and Kidstuff broadcasts. Also as part of our partnership with Visit Knoxville, their Communications Director Erin Donovan, a former TV personality, joins WDVX's morning host weekly to preview upcoming weekend events and activities of interest to the community. A key initiative to produce live radio programs has led to WDVX partnerships with local venues. WDVX broadcasts its weekly show Tennessee Shines from Boyd's Jig & Reel and the WDVX 6 O'clock Swerve is broadcast from Barley's. Both venues are in Knoxville's Old City and in 2016 together presented 101 shows to 4541 to club audiences. All live shows are broadcast on 89.9 in East Tennessee, 102.9 in downtown Knoxville, and 93.9 in the Kodak, TN areas and also streamed live on WDVX.com. Other collaborations to present the art and culture of the region include those with the City of Knoxville to provide free entertainment at Market Square in the town's center. Three such events occurred in 2016 that featured local and touring artists. Partnering also with the East Tennessee Historical Society and the Knox County Public Library, WDVX presented the Knoxville Stomp, The Festival of Lost Music. The weekend-long festival celebrated "lost" music that was recorded in 1929 and 1930 at Knoxville's St. James Hotel. The Knoxville Sessions were recorded several years after the famous Bristol Sessions and Johnson City Sessions. Knoxville's sessions were different from the others in that they included ethnically diverse musicians playing diverse styles of music. The Great Depression prevented a wide release of the 125 Knoxville recordings and many were lost or scattered around the world. Only with the diligence of collectors and researchers have many of the songs been salvaged, remastered, and collected by the renowned Bear Family Records Company in a CD boxed set along with a companion book released in conjunction with the Stomp Festival. The festival will draw popular and academic audiences with concerts, lectures, radio shows, an exhibit, films, a 78 record collectors' gathering, and tours. WDVX's deep involvement with celebrating these early recordings aligns with our mission of promoting the cultural heritage and presenting underrepresented arts of East Tennessee. With WDVX supporting organization the Knoxville Americana Music Foundation, WDVX produced a series of Bluegrass music shows at the area's top theatres. Recorded segments from the shows are broadcast each Tuesday. WDVX's partnership with Ijams Nature Center, an urban green space, in the production of the Meadow Lark Festival, brought our community of listeners to the park for an annual day-long music festival. Another key initiative of WDVX is to engage and instruct young people in the broadcasting industry. Participants in 2016 included students from Pellissippi State Community College and Belmont College. Student interns train in music research, marketing, social media, and digital production. WDVX staff members are active with local and regional non-profit organizations to recommend artists for events, as emcees, as participants on committees and planning, and to provide organizations a way to get the word out about their work. Partners include local and regional history/cultural museums, the local arts alliance, the City of Knoxville special events office, City of Pigeon Forge, City of Sevierville, and other regional municipalities, the regional nature center, the opera company, the Council of Americana roots music, Knoxville Americana Music Foundation, Campbell Culture Coalition, Jubilee Community Arts, Beardsley Community Farm, the South Knoxville Arts and Heritage Council, the Museum of Appalachia, the Birthplace of Country Music Museum, and the historic Bijou Theatre Center, among others. WDVX worked with two elementary schools in the area to provide a fun and educational experience using regional music and traditions. In addition to the classroom music project in Campbell County, WDVX Kidstuff host Sean McCollough has completed

planning a "Kidstuff in the Classroom" project at South Knoxville Elementary School with the aid of the Greater Schools Partnership. The focus of the project was the music that was recorded by local musicians in the 1929-1930 Knoxville Sessions. The class participants performed publicly at the Knoxville Stomp Festival, which was a big thrill for them and their families.

**6.1 Telling Public Radio's Story**

Jump to question: [6.1](#)

3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.

The station's programming and many community engagement opportunities raise awareness of the historical significance of the region's music and culture within our community and among WDVX's listener communities worldwide. Our initiatives and partnerships have raised awareness of regional culture, increased attendance at events we produce or support on the air, and the station has added a cultural and artistic dimension to the community's identity. People of diverse backgrounds connect at our high profile location in downtown, artists who play a diversity of music interact, and visitors and locals intermingle. A station initiative this past year, the Knoxville Stomp, brought together historians, families, and music fans to celebrate historic recordings done in 1929 and 1930 by ethnically diverse musicians. Modern musicians brought that music back to life in the festival. Another station initiative was to bring Appalachian music and history to students in rural Appalachia through "Kidstuff in the Classroom" project. About 60 students learned "play party" games, songs, and dances which they performed at their school and at a festival in their county. Their teachers say until the project happened the students had little cultural awareness of where they live. An indicator of our initiatives' success indicator is attendance at live shows and events, which continues to increase – more than 34,000 people attended one of WDVX's live radio shows or music events in 2016. Our partnerships with arts and culture organizations have helped raise awareness of the services provided by these organizations. Organizers of the annual East Tennessee History Fair in downtown Knoxville saw its 2016 attendance increase from the previous year and attribute that in part to our assistance in programming music and using our airwaves to announce the event. WDVX provides many community organizations with on air support – Ijams Nature Center, historic homes such as Ramsey House, Mabry Hazen House, and Marble Springs, Beardsley community farm, Dogwood Arts Festival, the Knoxville Symphony, Free Medical Clinic of Oak Ridge, and many other organizations benefit from WDVX's on air support, emcee help, and programming assistance. WDVX also supported local organizations in their efforts to enlist aid to victims of area wildfires in late 2016.

**6.1 Telling Public Radio's Story**

Jump to question: [6.1](#)

4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2016, and any plans you have made to meet the needs of these audiences during Fiscal Year 2017. If you regularly broadcast in a language other than English, please note the language broadcast.

WDVX programming attempts to meet the needs of diverse audiences by providing music of various genres – folk, bluegrass, blues, gospel, early jazz, swing, traditional mountain music, Celtic, and roots music of all kind. Additionally, WDVX showcases the many talented artists from the region. Our broadcasts reach a traditionally underserved audience in rural Appalachia. WDVX partners with non-profit organization Jubilee Community Arts to present a five hour programming block every Sunday. The programming explores the deep roots and strange turns of Southern mountain music. Raw unaccompanied ballads, timeless early country recordings, radical styles of traditional fiddle and banjo performed by the old masters, rare custom recordings of undiscovered musicians living or passed, as well as the professional output of those who made their mark, obscure recordings from the golden age of old-time music, vinyl, and the rustic lines of traditional music of Ireland, Scotland and England. WDVX connects with diverse audiences in a number of ways. Our hosts reach out to organizers of cultural festivals in order to invite their event performers to talk about the event and perform in the studio or play on the WDVX Blue Plate Special live radio show. WDVX welcomes diverse audiences to the Blue Plate Special, the station's live music radio show. The location is conveniently located and easily accessible. Several special needs organizations bring their clients to the programs each week. International tour groups attend the show as do numerous tour groups of elderly people. WDVX's weekly Kidstuff show often explores themes of diversity and cultural differences.

**6.1 Telling Public Radio's Story**

Jump to question: [6.1](#)

5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?

CPB funding enables WDVX to provide our community diverse music programming not available on mainstream media in our region. WDVX has provided a literal stage for local and underserved artists in the presentation of its many live radio shows. Further, the station provides free live arts programming nearly every day to residents and visitors from all over the world. WDVX programming is presented locally on 89.9 FM and on translator 102.9 and 93.9, online at wdvx.com, and include a live music show everyday but Sunday, a live stream, a two week archive of all programming, and numerous other radio shows and concerts that present the music of Appalachia and regional artists to the community. Without the support of CPB's community service grant, WDVX would be significantly limited in its ability to meet its mission as well as program the many radio shows that the community enjoys, which are live and free. Our community relies on WDVX for a diverse playlist that includes local and regional artists, information about community events, public service announcements, programming guidance for community events, and a place for local artists to present their work live and on the radio.

Comments

Question	Comment
No Comments for this section	