

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.

WDVX creates and provides 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 showcase 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 at least 30 live radio shows programs per month, 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 Kidstuff, WDVX's weekly children's music show and monthly live stage production. In both the live and recorded music shows musician and University of Tennessee Senior Lecturer 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 2017, WDVX expanded its "Kidstuff on the Road," project to Elk Grove Elementary School in Campbell County, TN, by supporting Sean's work with grades 3-8. The students learned Appalachian culture through songs, dances, and stories and had the opportunity to perform their work at the Louie Bluie Festival in Campbell County in September.

In-person engagement takes place at the many events WDVX produces. The WDVX Blue Plate Special is a daily hour long, live music radio show the public is invited to attend for free. There is abundant in-person engagement between the audience and station hosts and management, between audience members, and between artists and audiences. WDVX also presents weekly radio shows at local venues where hosts and audience members engage. The station also presents free concerts in downtown Knoxville and hosts donor events.

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 many community issues in her programming.

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 providing a stage for local and regional musicians and spoken word artists, a voice for community organizations, and engaging community. With a 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 with the Knoxville Visitor and Convention Bureau also known as Visit Knoxville. The Visitor Center on the main floor of Visit Knoxville contains a stage and audience seating area. WDVX produces live radio shows there nearly every day. From January to December 2017 more than 17,000 people attended live music shows that were broadcast from the 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, joined 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 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 2017 together presented shows to 4698 people. 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

2017 that featured local and touring artists. WDVX also collaborated with the Dogwood Arts Festival's Rhythm 'n Blooms Festival to broadcast festival performers during their April celebration.

Another key initiative of WDVX is to engage and instruct young people in the broadcasting industry. Participants in 2017 included students from Pellissippi State Community College and the University of Tennessee. Student interns delve into music research, marketing, social media, and audio 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 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.

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 in 2017 was the celebration of WDVX's 20 years on the air. A coffee table book about the station's history featured stories of local artists and listeners describing the station's impact on the music community and local radio. The year also included a rebirth of Camperfest, an annual festival hosted by the station once held annually. The daily WDVX Music Vault featured archive recordings and the WDVX Music Experience podcast featured archive interviews and interviews with long time staff.

Another station initiative was to bring Appalachian music and history to students in rural Appalachia through "Kidstuff On The Road" project. About 60 students in an after school program learned "play party" games, songs, and dances which they performed at the Louie Bluie festival in Cumberland County. Their teachers say until the project happened the students had little cultural awareness of where they live.

Our partnerships with arts and culture organizations have helped raise awareness of the services provided by these organizations. 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, East Tennessee Historical Society, the Knoxville Museum of Art, the Knoxville Opera, and many other organizations benefit from WDVX's on air support, emcee help, and programming assistance.

WDVX supported the Rocky Top Pickin' Party thrown by Keep Knoxville Beautiful for the second time in 2017 which brought together amateur and professional musicians for an evening of fun. Support garnered from this event enables the organization to “do even more this fiscal year and that would not be possible without the support of community-minded businesses like yours” according to a 10/25/17 letter from its Executive Director.

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 2017, and any plans you have made to meet the needs of these audiences during Fiscal Year 2018. 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 play on the show and event organization to talk about the event in the studio or on the WDVX Blue Plate Special live radio show.

WDVX welcomes diverse audiences and performers of all kinds of music 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.

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 curated by local hosts, many of whom are volunteers. WDVX has provided a stage for local and underserved artists in the presentation of its many live radio shows. Further, the station provides free live arts presentations nearly every day to our community and to 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.