

## Grantee Information

ID	4721
Grantee Name	WDVX-FM
City	Knoxville
State	TN
Licensee Type	Community

### 6.1 Telling Public Radio's Story

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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 2019. 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 2019 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.**

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 2019, WDVX's Sean McCollough continued his work to promote Appalachian culture through his encouragement of learning songs, dances, and stories at the Louie Blue Festival in Campbell County in September. McCollough also worked with the Knoxville Library on their reading festival and did a live remote at World's Fair Park in Knoxville. 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 2019 more than 26,000 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 joined WDVX's midday 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 2019 together presented shows to 4600 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 2019 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 May celebration. WDVX continues the Downtown Jam at Blackhorse Brewery to promote community by playing traditional Appalachian tunes and songs. WDVX collaborated with The Museum of Science and Energy on "The Secret City Radio Show," the City of Oak Ridge on the Summer Sessions at Bissell Park, and Smoky Mountain Jamboree with Clayton Center for the Arts, Maryville. Another key initiative of WDVX is to engage and instruct young people in the broadcasting industry. Participants in 2019 included students from Pellissippi State Community College, Highland University 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 Sevierville, City of Oak Ridge and other municipalities, the regional nature center, the opera company, the Council of Americana roots music, 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. The year celebrated its 22nd Birthday with the musical talent of WDVX staff and a few outside musical guests like EmiSunshine and Shawn Camp hosted by the station and broadcast live. The daily WDVX Music Vault featured archive recordings and the WDVX Music Experience podcast featured archive interviews and interviews with long time staff. 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 – Jubilee Community Arts, East Tennessee Historical Society (programming support for the annual history fair), Knox County Public Library (media support of the Children's Festival of Reading, the Knoxville Stomp, and PSAs), Dogwood Arts Festival, Smoky Mountain Blues Society, Joy of Music School, Knoxville's Historical Homes, Beardsley Community Farm, Flying Anvil Theatre, Knoxville Children's Theatre, Wounded Warriors, Violins of Hope, South Arts, Knoxville Museum of Art, Big Brothers Big Sisters of East Tennessee, Vestival, Waynestock, Maryville Alcoa Animal Rescue, Smokey's Food Pantry, Casa of Tennessee Heartland, Blount County Beekeeping Association, Ijams nature Center, Museum of Appalachia, Norris Lions Club, Ramsey House, Mabry-Hazen House, Shining Light Equestrian, Tennessee Interfaith Power and Light, Clinch River Chapter of Trout Unlimited, Bridge Refugee Services, Knoxville Jewish Alliance, PAWS (Placing Animals with Seniors) Second Harvest, and Sundress Reading Series. and many other organizations benefit from WDVX's on air support, emcee help, and programming assistance.

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 2019, and any plans you have made to meet the needs of these audiences during Fiscal Year 2020. 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 kinds. Additionally, WDVX showcases the many talented artists from the region. Our broadcasts reach a traditionally underserved audience in rural Appalachia including Native American and African American musicians. 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.

Comments

**Question**

**Comment**

No Comments for this section