

## Grantee Information

<b>ID</b>	4721
<b>Grantee Name</b>	WDVX-FM
<b>City</b>	Knoxville
<b>State</b>	TN
<b>Licensee Type</b>	Community

### 6.1 Telling Public Radio's Story

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 2021. 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.

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. Pre-pandemic, our approach was multi-platform: WDVX engaged our community through at least 30 live radio shows programs per month, which were broadcast and live streamed, many of which were free to attend, as well as concerts, festivals, and events. Within the pandemic time, WDVX continues to engage on a multi-platform approach with archive live performances, video releases, active social media, and our day-to-day broadcast 24/7. Throughout 2021, all WDVX broadcast programming was 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 reached out to local, emerging, and underrepresented artists and supported them with archived performances with support on-air and on multiple social media platforms. By June 2021, WDVX restarted The Blue Plate Special to give these artists an opportunity 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. In recorded music shows, musician and University of Tennessee Senior Lecturer, Sean McCollough, hosts KidStuff to educate children about many different types of instruments, styles of music and the cultures which included promoting Appalachian culture through his encouragement of learning songs and stories. He hopes to return to live performance at the Louie Blaine Festival in Campbell County in 2022. McCollough looks forward to working with the Knoxville Library on their reading festival and do a live remote at World's Fair Park in Knoxville when it is safe to do so. Starting in late June 2021, in-person engagement took place at the many events WDVX produces. The WDVX Blue

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**Joint licensee Grantees that have filed a 2021 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.**

Plate Special is an almost daily hour long, live music radio show the public is invited to attend for free. In the first half of 2021, WDVX dug into its 15 year archive to bring live performance to the radio where none could be seen in person. There was abundant in-person engagement between the audience and station hosts and management, between audience members, and between artists and audiences when the live shows returned. Audience sizes did wax and wane with the variants of COVID impacting confidence in participating in indoor concerts. In July, WDVX presented The Swerve weekly radio shows at local venue, Barley's, where hosts and audience members engage. The station presented weekly Tennessee Shines from the archives. WDVX re-started the monthly "First Friday" concert in August. The host brings bluegrass musicians and one musical guest. This show also features one of Knoxville's "makers" who talks after their craft and highlights their place in the local arts community. As a service to our community WDVX provides music programming support to partner organizations and media support for the event. WDVX participated 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. This includes the restart of "Summer Sessions" in Oak Ridge's Bissell Park. Three out of the four concerts brought over 5000 people out. One was canceled due to rain. 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, 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. In 2021, WDVX restarted back to this direct approach. All these key initiatives were restarted with the live audience by mid-year. Until then the spirit of providing these experiences through archives and on-air broadcasting were kept. 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 now produces live radio shows there nearly every day. WDVX audiences have returned but not at previous levels. 4500 people attended live music shows that were broadcast from the performance area. Those shows included the daily WDVX Blue Plate Special as well as the monthly First Friday Live. 5000 people came to the Summer Sessions in Oak Ridge. Our partnership with Visit Knoxville will include again when it is safe their Communications Director joining 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 the WDVX Big Plate from Barley's. This venue is in Knoxville's Old City and helps draw a larger crowd with the appeal of having lunch while they appreciate the midday concert. 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. In November, WDVX collaborated with the City of Knoxville on the Ho Hoedown. WDVX continues the Full Moon Jam at Blackhorse Brewery to promote community by playing traditional Appalachian tunes and songs. WDVX collaborated with the City of Oak Ridge on the Summer Sessions at Bissell Park. Clayton Center for the Arts, Maryville, worked with WDVX on the Smoky Mountain Jamboree during the "live from home" series. WDVX has grants, partnerships in the community and relationships with artists that will see these collaborations continue in 2021. Another key initiative of WDVX is to engage and instruct young people in the broadcasting industry. Participants in 2021 included students from Pellissippi State Community College. Student interns delve into music research, marketing, social media, and audio production. WDVX staff members are active with local and regional nonprofit 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, Beardstley 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 the East Tennessee 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. In mid-June, we were able to continue with in person

audience participation. The broadcast, release of videos and the continuation of our Live from Home series allowed interaction with artists and audiences to support our regional culture when in person was not safe. 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, Knox Alliance, Center for Disease Control and the Tennessee Department of Health to give out the latest information about COVID-19 as well as organizations that support those in need of help with health issues Alzheimer's Foundation of America, American Red Cross, Knox County Health Department, state and local organizations that help those in need of jobs or other financial support like Tennessee Department of Labor, Seniors Citizens Home Assistance Service, Knox County Community Action Committee, Blount County Community Action Agency, groups that support children like Casa of East Tennessee, Remote Area Medical Volunteer Corp, and Casa of the Tennessee Heartland, local libraries and support organizations like Friends of the Knox County Public Library, Knox County Library, and Blount County Public Library, Volunteer East Tennessee, organizations that work to preserve the unique nature of our region including the Museum of Appalachia, Great Smoky Mountains Heritage Center, Dogwood Arts, Ijams Nature Center, Ramsey House, Mabry Hazen House, Marble Springs, James White Fort, Old Harp in East Tennessee, Smoky Mountain Blues Society, Knoxville History Project, Cades Cove Preservation Association, and ETSU Appalachian Studies Department, organizations that provide support for the arts or directly provide arts to our community including Arts and Cultural Alliance of Greater Knoxville, Knoxville Museum of Art, Oak Ridge Art Center, Smoky Mountain Quilters, Arrowmont School of Arts and Crafts, food pantries at 1st United Methodist Church, Maryville, TN, Nourish Knoxville, Second Harvest Food Bank of East Tennessee and The Love Kitchen, organizations that are concerned with the preservation of our natural resources, UT Gardens, The Nashville Food Project, Seedsavers Exchange, Real Good Kitchen, Overhill Gardens, Maryville Farmers Market, Century Harvest Farm Foundation, 4-H TN, blount County Beekeepers Association, Battlefield Farm & Garden, The Farmer's Veteran Coalition - TN Chapter, Grow Oak Ridge 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 2021, and any plans you have made to meet the needs of these audiences during Fiscal Year 2022. 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 have reached 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 and will do this again when it is safe. 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 syndicated Real Live Music brings some of these same artists to the national stage. 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. CPB's restricted funds allows WDVX to work on Real Live Radio's distribution through the PRX system. This funds the positions that host and curate the sound of the program daily as well as the editors of the program for uplink.

## Comments

Question

Comment

No Comments for this section