

Grantee Information

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

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 2023. 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 2023 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.

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 again multi-platform: WDVX engages our community through over 300 live radio performance programs per year. All of these shows are broadcast with live audio and streamed with live audio and video. Most of these shows are also free to attend. In addition, WDVX also sponsors or maintains a presence and working relationship with many other concerts, festivals, and events throughout our region. In this post-pandemic time, WDVX has added to its multi-platform approach with a return of live performances in addition to video releases, active social media, and our day-to-day 24/7 over the air broadcast. Over the last couple of years, we have seen attendance and engagement with these live events return to approaching pre-pandemic numbers. The addition and strengthening of our video streaming outlets means many WDVX events are actually reaching larger audiences than ever before. Throughout 2023, 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 partner with local, emerging, and underrepresented artists to support them with archived performances that are featured on-air and on multiple social media and streaming platforms. By the fourth quarter of 2022, WDVX had restored its flagship live performance show, The Blue

Plate Special, to its normal pre-pandemic schedule of 6 days a week. The restoration of that schedule, plus the continued creation of other additional events, gives artists a number of opportunities 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 the standard weekly show, musician and University of Tennessee Senior Lecturer, and Kidstuff host, Sean McCollough has designed a show that educates children about many different types of instruments, styles of music, and the cultures that created those musical forms. This includes promoting Appalachian culture through the encouragement of learning songs and stories from the region. Kidstuff Live returned in late 2022 and continued in 2023 as a monthly extension of the Regular Kidstuff program where McCollough performs alongside a special guest every month on our WDVX stage. Once again, the goal of the show is to engage young listeners through music and interactive performances designed to foster a love of live music and introduce children to a variety of musical styles and cultures. WDVX also has plans to expand the footprint of Kidstuff live in 2024 with more performances in the community, including the annual show at the Children's Festival of Reading and a special performance at the Historic Bijou Theatre. The WDVX Blue Plate Special is an hour long, live music radio show the public is invited to attend for free every Monday through Saturday. The show provides abundant opportunities for in-person engagement between audience members and station representatives, between audience members, and between audience members and artists. WDVX also continued the monthly "First Friday" concert in 2023, with one live radio performance taking place on the first Friday of every month. Host Evie Andrus performs alongside a variety of regional bluegrass musicians every month. The show also features one of Knoxville's "makers" who are given the opportunity to talk about their craft and highlight their place in the local arts community. As a service to our community WDVX provides music programming support to partner organizations and offers media support for outside events. WDVX participates with 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 "Summer Sessions" at Oak Ridge's Bissell Park and in Kingston. Over 5,000 people attended the Summer Sessions in 2023. 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 addresses many community issues in her programming and puts the focus on the people who grow, prepare, and preserve our regional foods.

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 providing a stage for local and regional musicians, giving a voice to community organizations, and engaging listeners within our community. With a variety of partners WDVX presents local, emerging, and underrepresented artists before a radio and live audience. We bring the community together through free music experiences in easily accessible, centrally located places. We also educate participants about the cultural significance of the region's music and art. In 2023, WDVX continued this direct approach with a variety of live performances, programs and initiatives designed to directly engage with the audience. 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. WDVX audiences have returned to near pre-pandemic levels. 11,000 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. An additional 5000 people came to the Summer Sessions in Oak Ridge and Kingston. Our partnership with Visit Knoxville also includes their Communications Director recording a weekly preview of upcoming weekend events and activities of interest to the community to help local and visiting listeners stay informed of local programs and events.. 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 every Friday. This venue is in Knoxville's Old City and helps draw more attendees with the appeal of listeners being able to have 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. Video of live events is also streamed and archived on Facebook Live and YouTube. Our collaborations present the art and culture of the region in the City of Knoxville to provide free entertainment in the town's center. WDVX collaborated with the City of Oak Ridge on the Summer Sessions at Bissell Park. WDVX has grants, partnerships in the community, and relationships with artists that will see these collaborations continue in 2024. Another key initiative of WDVX is to engage and instruct young people in the broadcasting industry. Participants in 2022 included students from Pellissippi State Community College and 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, Jubilee Community Arts, Beardsley Community Farm, the South Knoxville Arts and Heritage Council, the Museum of Appalachia, and the historic Bijou Theatre Center, among others.

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 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 Knoxville, artists with diverse musical backgrounds interact, and locals intermingle with visitors from all over the world. Hosting live events nearly every day of the year offers a unique opportunity for artist, staff, and audience interaction that is unique within the community and the radio industry as a whole. 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 – Knoxville Museum of Art, Knoxville Contra Dance, Oak Ridge Art Center, Museum of Appalachia, Remote Area Medical, Nourish Knoxville, ETSU, CAC Beardsley Community Farm, Knox County Community Gardens and Growers' Alliance, The Nashville Food Project, Mabry Hazen House, The Smoky Mountain Blues Society, Old Harp, Keep Knoxville Beautiful, Big Brothers Big Sisters of East Tennessee, River and Rail Theatre, Old City Performing Arts Center, Blount County Public Library, Master Gardener Program, UTK Extension, Slow Food TN Valley, Great Smoky Mountains Heritage Center, Blount Mansion, Tennessee Department of Health, East Tennessee Historical Society, Candoro Arts and Cultural Center, Knoxville Botanical Garden & Arboretum, Tennessee Theatre, Foothills Parkway Association and Foothills Land Conservancy, Special Growers, ETSU Center for Appalachian Studies, Cades Cove Preservation Association, Sustainable Mountain Agriculture Center Inc., Dogwood Arts, Volunteers of East Tennessee, Dr. Martin Luther King Jr. Commemorative Commission, Pellissippi State Community College, Jubilee Community Arts, Knoxville Classical Guitar, Arrowmont, Blount County Public Library, Century Harvest Farms Foundation, and many other organizations benefit from WDVX's on air support, emcee help, and programming assistance.

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 2023, and any plans you have made to meet the needs of these audiences during Fiscal Year 2024. 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 our shows and allow event organizers to talk about their 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 syndicated Real Live Music brings some of these same artists to the national stage. Our performance area is also accessible to differently abled audience members and is fully ADA compliant. WDVX's weekly Kidstuff and Americana Pulse shows often also explore 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 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 includes a live music show every Monday through Saturday, 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. In addition, WDVX also streams live video of nearly all of our live radio performances over YouTube and Facebook Live. Many of those performances are archived on YouTube as well. 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