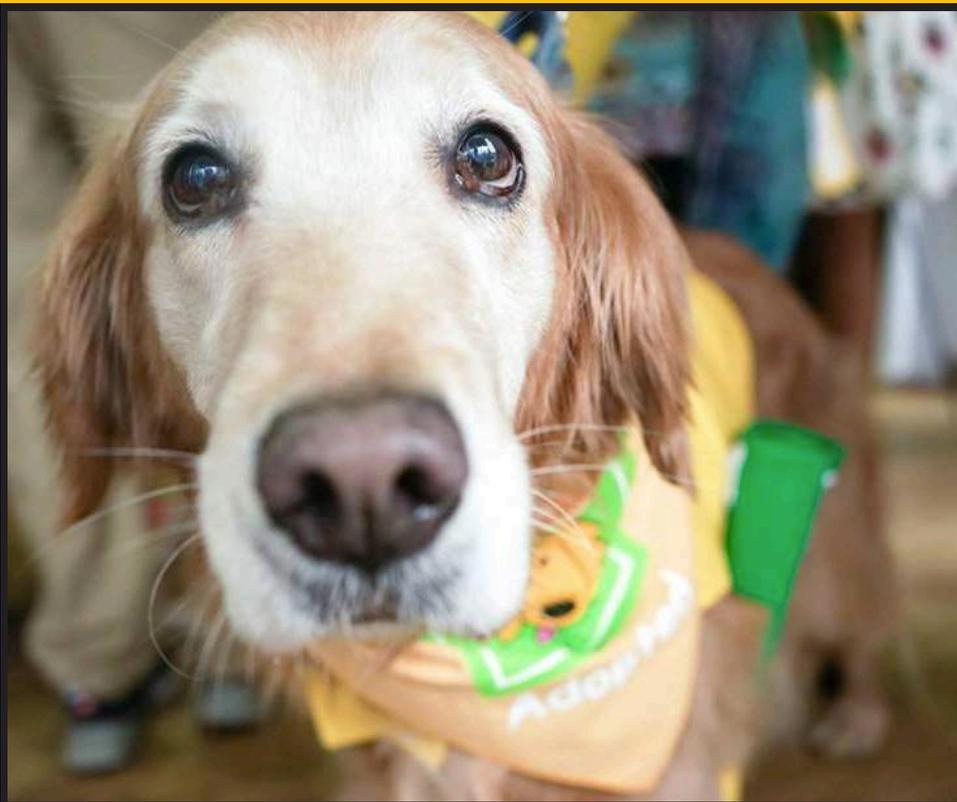




GOLDENS IN THE GALLERY

WIVK partnered with Adopt a Golden Knoxville to promote the 2017 “Goldens in the Gallery” event, which raised funds and awareness for the nonprofit that seeks to find orphaned Golden Retrievers a forever family. The event was held on May 4, 2017. WIVK promoted the event digitally. The coordinator was thrilled with how many people told her they heard about the event from 107.7 WIVK. Two dogs were even rescued from Turkey using funds raised at the event!





BIG KAHUNA WING FESTIVAL

WIVK has been the exclusive radio sponsor of the Big Kahuna Wing Festival in Knoxville since its inception in 2012. The event benefits three local charities; the Empty Stocking Fund, Second Harvest Food Bank, and the Ronald McDonald House. Over 50 teams competed in the 2016 Wing Festival, held on June 11th at World's Fair Park. The event sold out early in the day with thousands of people braving the heat to taste a variety of wings. WIVK began promoting the event in October on the website, through live liners, streaming PSAs, on-air ticket giveaways, social media posts, and interviews.



CARS & COFFEE: CRUISIN' WITH HEART

Each year WIVK partners with Regal Entertainment to promote "Cars & Coffee," a fundraiser for Variety, the Children's Charity. On April 1, 2017, East Tennesseans showed up bright and early with classic cars and hot rods for a great cause.



Seven year old Macy is battling Cerebral Palsy.

During Cars & Coffee, Variety presented her with an adaptive trike to help her gain mobility!



REGAL
ENTERTAINMENT
GROUP®

CHILDREN'S HOSPITAL RADIOTHON

East Tennessee Children's Hospital | February 16, 2017

\$103,090



COATS FOR THE COLD

Coats for the Cold has been a Knoxville tradition for nearly 30 years. WIVK started the campaign when a news story broke that a homeless man froze to death on the streets of Knoxville one cold winter's night. Since then, Coats for the Cold has struck a powerful chord each year within the volunteer spirit of East Tennesseans. WIVK encourages listeners to donate new or gently used coats. A local dry cleaning business cleans the coats, and Knox Area Rescue Ministries distributes them to those in need. Over 11,000 coats were collected in 2016.



DIRTY DOGS FUNDRAISER

WIVK loves partnering with local animal shelters and humane societies. In the Summer of 2016, WIVK partnered with the Humane Society of the Tennessee Valley to promote their “Dirty Dogs Done Dirt Cheap” fundraiser. Listeners were encouraged to bring their pets to be groomed or to come find a “forever” friend.



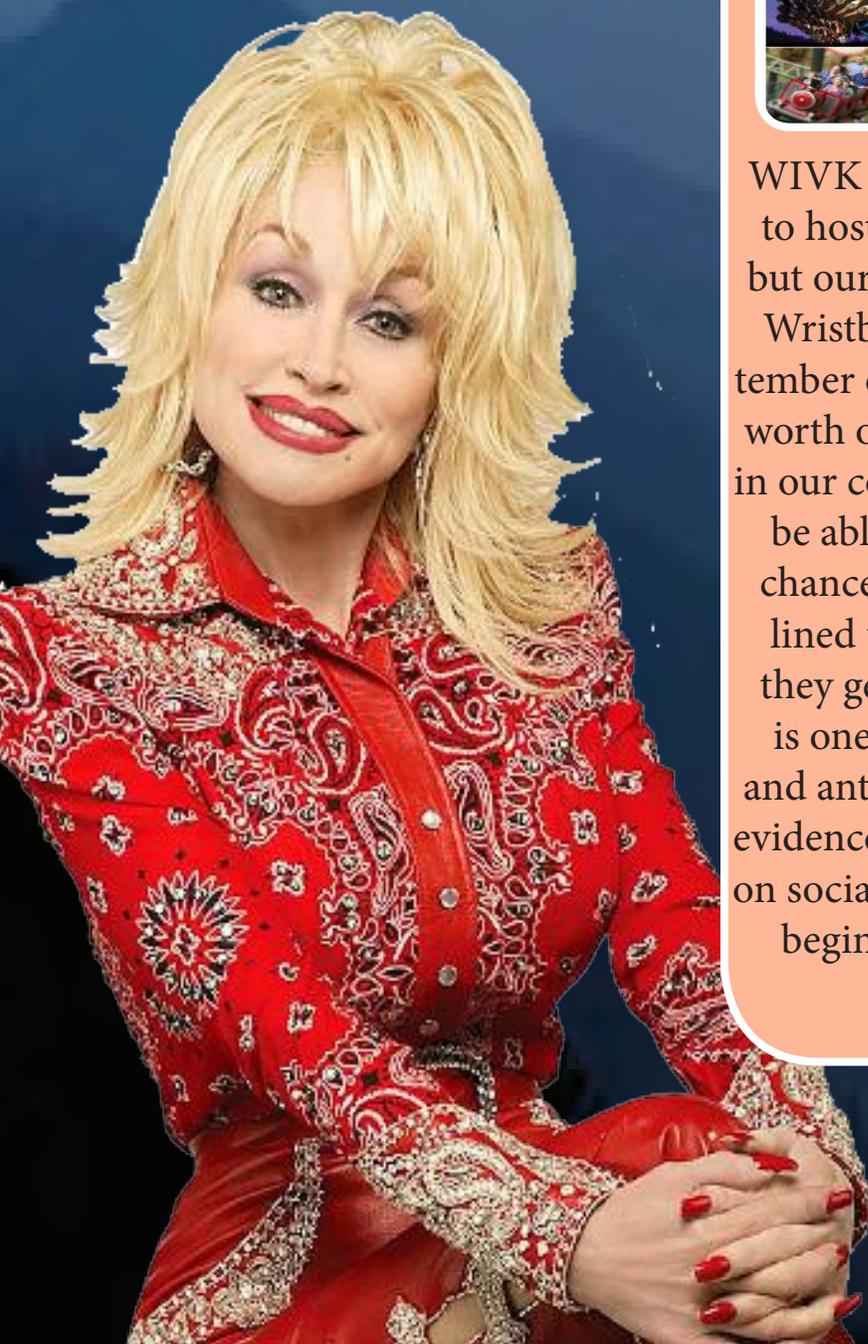
WIVK promoted the event through on-air liners and PSAs, along with website and social media posts. Wivick the Frog attended the event with the van and tent.

One WIVK employee even adopted a senior Beagle during the remote!



Dollywood

Wristbands



DOLLYWOOD WRISTBANDS ARE BACK!!!



East Tennessee is home to Dolly Parton and the world famous Dollywood.

WIVK partners with Dollywood each year to host events and give away great prizes, but our listeners' favorite is the Dollywood Wristband promotion. From July to September of 2016, we gave away over \$300,000 worth of wristbands, which allowed people in our community who might not otherwise be able to afford to go to Dollywood the chance to take their whole family! People lined up hours before remotes to ensure they get their Dollywood wristband. This is one of the community's most beloved and anticipated annual WIVK promotions, evidenced by the calls, emails, and mentions on social media weeks before the promotion begins asking for details and locations.



KNOX AREA RESCUE MINISTRIES
Restoring Lives in Jesus' Name

2016 DRAGON BOAT FESTIVAL



Knox Area Rescue Ministries' biggest fundraiser of the year is the Dragon Boat Festival. On June 18, 2016, WIVK's team, the "Star Oars" won first place in their division while raising money and awareness for the nonprofit! WIVK also secured entertainment by rising country star Olivia Lane.



Fantasy of Trees

BENEFITING EAST TENNESSEE CHILDREN'S HOSPITAL

WIVK partnered with East Tennessee Children's Hospital as a major media sponsor to present the "Fantasy of Trees", a unique Christmas party where families donate to the hospital to view hundreds of decorated trees, homemade gingerbread houses, and children's activities. WIVK promotes on-air, online, and live at the event.



NOV 26TH - 30TH
at the **KNOXVILLE**
CONVENTION CENTER
Designer Trees, Holiday Gift
Shops, Children's Activities,
Entertainment, & much more.

**DON'T WAIT IN LINE!
BUY TICKETS ONLINE!**

TO BENEFIT
EAST TENNESSEE
Children's Hospital

FEAST WITH THE BEASTS



ZOO
knoxville

WIVK partnered with Zoo Knoxville in 2016 to promote Feast with the Beasts, one of the non-profit's biggest fundraisers of the year. The event is 21+ and features an evening of food, adult beverages, and the rare opportunity to observe the animals at night.



WIVK promoted the event through liners, PSAs, contests, and digital presence. WIVK was also the exclusive radio on-site on August 13, 2016.



FACEBOOK FEATURE FRIDAY

WIVK 107.7 with Elliotts Boots & Shoes.
February 17 · 🌐

Happy Friday! Who wants a \$50 gift card to Elliotts?!

<<Tag a friend in the comments and you'll be entered to win!>>

Birkenstock's are back at Elliotts! These all leather sandals are a classic that have stood the test of time. An iconic style loved by everyone for their comfortable soft footbed that cradles your feet for the perfect fit. With several styles to choose from, you're sure to find the perfect pair for you! Stop by and grab a pair before they're gone!

WIN A \$50 GIFT CARD!
-ELLIOTT'S BOOTS & SHOES-

22,319 people reached [Boost Post](#)

👍❤️ 199 560 Comments 41 Shares



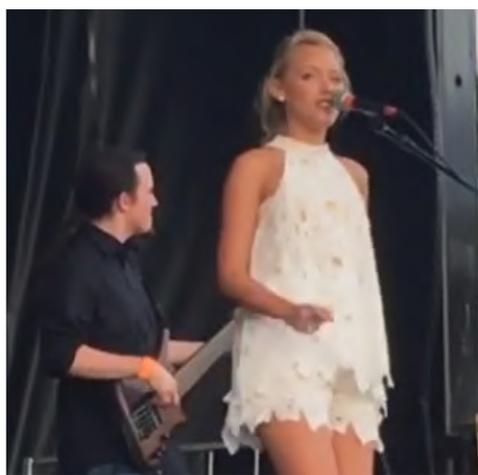
Every Friday in 2016 and 2017, WIVK teamed up with a local boot store in East Tennessee to give listeners the chance to win a \$50 gift card. It's easy to participate in the Facebook contest, and it's a fun way to interact with listeners while promoting a local business. Each month, there are over 1,000 entries!

FROGGIN' IN THE FORGE:

PIGEON FORGE PATRIOT FESTIVAL

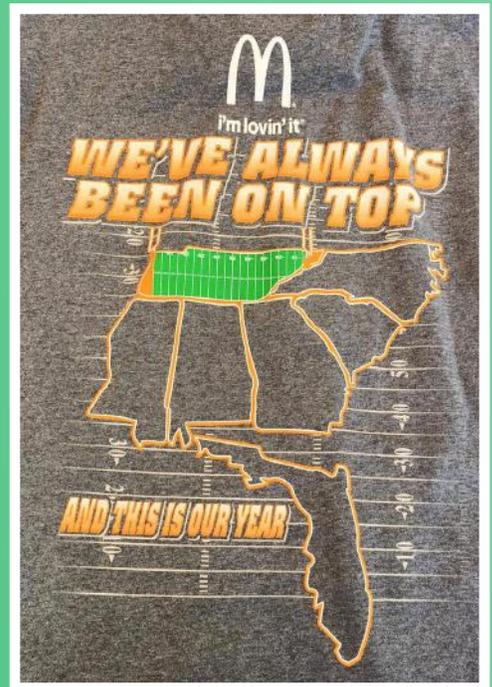


WIVK brought Joe Diffie and Emily Ann Roberts from The Voice to the 2016 “Froggin’ in the Forge” Patriot Festival in Pigeon Forge, TN. This FREE Fourth of July festival draws tens of thousands of people each year. The Great Smoky Mountains National Park was the backdrop for an evening of music followed by a spectacular fire-works show with synchronized music provided by WIVK!



GAMEDAY SHIRTS: BENEFITING RONALD MCDONALD HOUSE

During the 2016 UT Football season, WIVK designed and sold Gameday Shirts to raise money and awareness for Ronald McDonald House. WIVK sells the shirts each year for \$10 at local restaurants, banks, shops, and even at the WIVK Studios.



WIVK sold over 6,800 shirts at locations across East Tennessee in 2017. As the flagship station of the Tennessee Volunteers, WIVK also uses Gameday Shirts to promote football time in Tennessee!



WIVK 107.7 ✓

August 11, 2016 · 🌐

We can't wait to show you our Gameday 2016 t-shirt design...be on the lookout because a sneak peek is coming soon. PLUS your first chance to get one is tomorrow at Tennessee RV Supercenter from 3-5p! 😊

GAMEDAYS IN KNOXVILLE



WIVK is the official flagship station of the University of Tennessee Volunteers, carrying the broadcast of football and basketball programming. WIVK is also the official sponsor of Volunteer Village, the largest campus tailgate party before each UT home football game.



GUNNER'S HORSE FORECAST

When meteorologists start talking snow, East Tennessee tunes in for Gunner's "Horse Forecast." For years listeners have trusted Gunner's horses Prince and Rebel for the *real* weather forecast.



WIVK 107.7
Published by Kara Arnold Stevens [?]
Like This Page · January 6 · 🌐

Gunner's Horse Forecast: "Snow tonight with accumulations." 🐾 ❄️ #WIVKwx

📍 Tag Photo 📍 Add Location ✎ Edit

👍 Like 💬 Comment ➦ Share

👍 🗣️ 🙄 252 Top Comments ▾

72 shares 15 Comments

 **Holly Jones-Brown** Was he dancing around like crazy?
Like · Reply · Message · 👍 1 · January 6 at 11:45am

 **Teri Stern Taylor Huskey** He's a beauty Gunner!!
Like · Reply · Message · 👍 1 · January 6 at 3:58pm

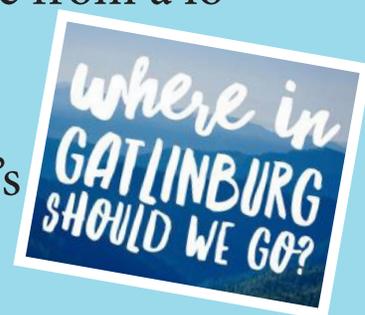
 **Lori Anderson Sexton** Nothing in Louisville, Blount County....yet!
Like · Reply · Message · January 6 at 2:41pm

 **Dawn Priem-Green** I trust the horse more than the weather people lol
Like · Reply · Message · January 6 at 9:24pm

WIVK HOME TOWN ROAD SHOW



WIVK has some of the most loyal listeners in country music. To show their gratitude, WIVK debuted “Andy & Alison’s Home Town Road Show” in March. Every Friday, they broadcast live from a local restaurant at no charge. They asked the community where they should go, and typically it was mom and pop stores that have been open for generations. WIVK’s Facebook Live Crew faithfully came to nearly every stop all across East Tennessee.



IT'S A WONDERFUL LIFE



Each holiday season, WIVK and Home Federal Bank partner with the Historic Tennessee Theatre, which was restored by WIVK's founder, to present two free screenings of the beloved Christmas classic, *It's a Wonderful Life*.

As the exclusive radio sponsor, WIVK promoted the event on-air and online.



On December 11, 2016, a crowd of people lined up to see the free screenings. This is one way WIVK gives back to the community by giving families a free opportunity to spend time together and make Christmas memories.



JOSH TURNER: ST. JUDE BENEFIT

WIVK brought Josh Turner, Morgan Wallen, and Tucker Beathard to the Old City in Knoxville for a St. Jude Benefit show. The concert sold out and raised over \$10,000!



KNOX FOOD TRUCK PARK

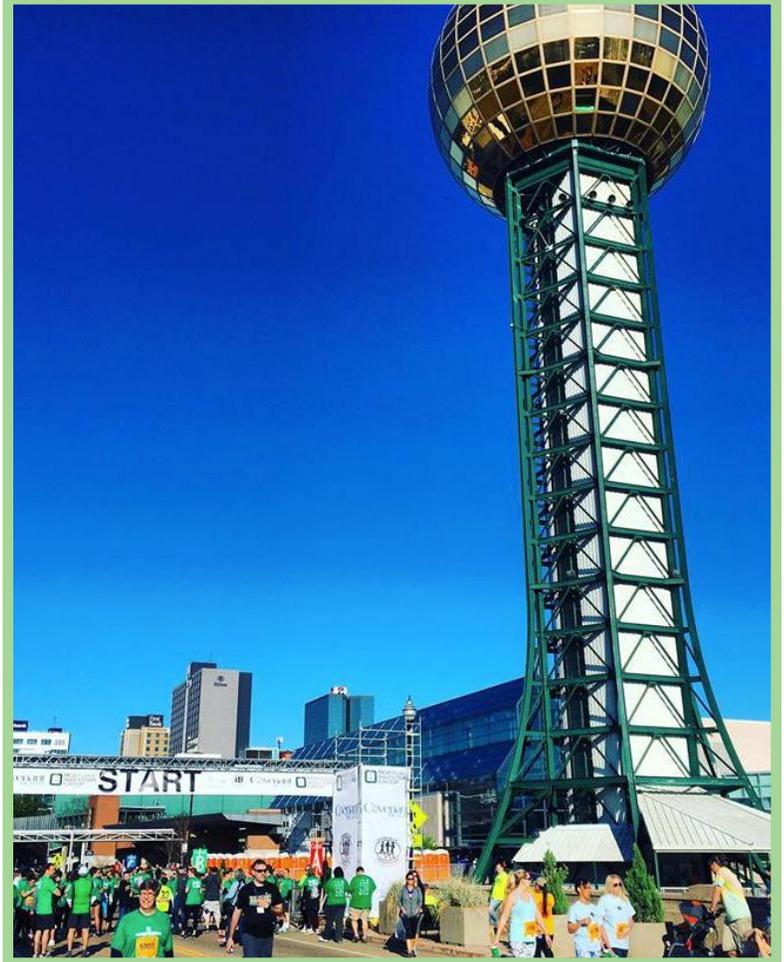
In 2016, a local bistro reached out to WIVK about starting a food truck event in Knoxville. WIVK is always eager to be part of the community, so they began planning. In just one year the #KnoxFoodTruckPark has grown into a huge event that takes place every third Thursday

in the heart of downtown Knoxville. WIVK sponsors live music from Shaun Abbott, it's kid-friendly, and it's free!



KNOXVILLE MARATHON

April 1, 2017 | Downtown Knoxville | Official Media Sponsor: WIVK



LAW ENFORCEMENT APPRECIATION

On August 24, 2016, WIVK was honored, along with sister stations WNML and WOKI, Harper Auto, and All Occasions, to provide an honorary lunch for East Tennessee law enforcement officers. The lunch was simply a way to thank those who risk their lives daily to keep their communities safe.



12TH ANNUAL MISSION: MAMMOGRAPHY

In honor of National Breast Cancer Awareness Month, WIVK teamed up with Knoxville Comprehensive Breast Center to host the 12th Annual “Mission: Mammography” event to provide free mammograms to uninsured women during the whole month of October.



WIVK promoted the event through website presence, liners on-air, interviews, and e-blasts. The Morning Show broadcast live at Knoxville Comprehensive Breast Center on the kick-off day, and the free mammograms were funded by the nonprofit Kim Rowden Breast Cancer Memorial Fund.

DOLLY PARTON'S MY PEOPLE FUND

The East Tennessee community responded to WIVK's #SmokyMtnStrong Radiothon in a huge way! To be sure the money went directly to families who needed it most, WIVK partnered with Dolly Parton to donate all money, \$315,311 raised over the phones and \$500,000 online, to her "My People Fund."



Dolly Parton 
@DollyParton

Thank you [@wivk1077](#) & the people of East TN for your donation of \$315,311!
[#MyPeopleFund](#)
[#SmokyMountainsRise](#)

12/13/16, 9:12 PM

107 RETWEETS 431 LIKES

Dolly invited WIVK to present a check for the donations raised over the phones during WIVK's #SmokyMtnStrong Radiothon at her "Smoky Mountain Rise" Telethon on December 13, 2017.

DEPENDABLE NEWS COVERAGE

NEWS COVERAGE AND AWARDS

WIVK has an unprecedented commitment to news and information. WIVK's news team prepares newscasts and works closely with Local 8 News. Their work has been consistently acknowledged for excellence. They have received "Best Radio News Operation in the State" by the TN Associated Press twice and "Best Radio Newscaster in the State" by the TN AP three times. WIVK's News Team is best known for their coverage of breaking news and severe weather situations.

SEVERE WEATHER REPORTS

During bad winter weather, The WIVK air staff provides reports four times an hour and sends out text alerts, giving listeners up-to-the-minute school and business closings. More than 300 local schools and businesses are signed up to participate in the Snow Frog service. In the spring and summer, these reports focus on severe thunderstorms and tornado warnings, often preempting music programming to provide ongoing coverage. When snow covered the southeast, the community turned to WIVK for updates. WIVK personalities camped out at the studios to provide live updates. We also utilized social media more than ever to help listeners stay safe and informed about impending snow and road conditions.



DOPPLER WEATHER

As the designated emergency broadcast station for the Knoxville area, WIVK monitors and relays severe weather and emergency information. The station has Doppler radar in studio and is linked with the national weather service for instant warnings and limited-access forecast chats. WIVK partners with a local television station, WVLT-TV, for weather reports. Their meteorologists provide weather reports that air 50 times per day as well as live continuing coverage during severe events.

TRAFFIC INFORMATION

Pete Michaels, known in the area as our "eye in the sky", gives live traffic reports from his personal airplane. WIVK airs special reports during University of Tennessee football games and other big City events. The on air team also breaks into programming when there is a major traffic concern. From fatal crashes that close back roads to rock slides prompting interstate detours, WIVK listeners get the information first.

EAST TENNESSEE NEWS COVERAGE

WIVK's News Team works around the clock to keep our listeners informed about what's happening in their communities. Just a handful of news stories covered by WIVK from June 1, 2016- May 31, 2017 include:

● MISSING PERSONS

- o May 30, 2017: A 37-year old man is killed in the Smoky Mountains after falling 80 feet from the Ramsey Cascades.
- o May 2, 2017: A Clarksville teen missing over a month was found safe in the Netherlands after using her sister's passport to travel overseas to meet people she met online.
- o April 20, 2017: TBI announced that 15-year old Elizabeth Thomas from East Tennessee was found in Northern California. Tad Cummins, her teacher, was arrested at the time.
- o November 8, 2016: Oak Ridge Police search for a missing 11-year old.
- o June 24, 2016: A Gatlinburg woman with Alzheimer's is missing after last being seen driving a green Toyota.
- o December 27, 2016: The bodies of a family of three are recovered from the wreckage of a plane crash in the Smoky Mountains.

● CRIMINAL ACTIVITY

- o May 15, 2017: Undercover inspectors determine that a building registered as a church was being operated as a sex club.
- o May 10, 2017: Third Creek Greenway murder trial begins after 25-year old Timothy Ison stabbed 42-year old Stefany Fairbanks as she walked along the Greenway after work in 2015.
- o November 23, 2016: A local high school cheerleader is dead after her one-time boyfriend, a football player at Maryville College, shot through the wall of her bedroom.

● POLITICS

- o April 27, 2017: Governor Bill Haslam signed the controversial "gas tax" into law to fund road work. It was Tennessee's first gas tax increase since 1989.
- o April 12, 2017: WWE star Kane announces that he will run for Knox County Mayor.
- o January 30, 2017: The City of Knoxville loosens its ban on guns at Chilhowee Park, where numerous community events are held throughout the year, including the Tennessee Valley Fair.
- o January 12, 2017: Governor Haslam says Volkswagen will continue their expansion plans in Tennessee despite their \$4.3 billion in federal criminal and civil fines.

● WEATHER

- o January 4, 2017: Two to five inches of snow are forecast for the valley with six to ten expected in the Smoky Mountains.

● COMMUNITY

- o April 25, 2017: A Knoxville firefighter is hailed a hero after catching an infant during an apartment fire. The family was holding their one month old son out of a window in an attempt to avoid smoke inhalation and he caught him when he fell.
- o December 6, 2016: The #1 rated offensive lineman in America commits to the University of Tennessee
- o September 16, 2016: Fuel is in short supply in East Tennessee after a leak in the Colonial Pipe line.

NOAH'S DREAM COME TRUE



In April 2017, a Blount County man with MS reached out to Andy & Alison with a special request. He explained that his nephew, a high school senior, took care of him and was always putting others before himself. Noah's dream was to meet Florida Georgia Line, and his uncle wanted to try to make that dream a reality. Andy & Alison and Wivick the Frog surprised him at school and were so happy to help make his dream a reality on April 29th at the Dig Your Roots Tour.



The WIVK Christmas Parade is one of Knoxville's most beloved and anticipated annual celebrations. Families flocked to Gay Street on Friday, December 2nd to see over 100 floats created by churches, schools, local businesses, and nonprofits in the 44th Annual WIVK Christmas Parade. The parade is organized by WIVK in coordination with the City of Knoxville.

When the Gatlinburg parade was canceled due to the Smoky Mountain fires, WIVK was honored to invite and host several groups who had planned on participating in that parade.



RODNEY ATKINS GATLINBURG BENEFIT

After the Smoky Mountain fires devastated the community, East Tennessee-native Rodney Atkins stopped by the WIVK Studios on April 28, 2017 to announce a FREE concert in Gatlinburg. WIVK encouraged listeners to attend the free show and support local businesses by giving away VIP meet and greet packages on air along with promoting digitally.



Smoky Mountain Fire Relief

When wildfires devastated the Great Smoky Mountains in late November of 2016, WIVK sprang into action. Mac, WIVK's 7p-midnight personality, broke the story and stayed on the air until the next morning. Listeners in the Smoky Mountains who were fleeing their homes frantically called the WIVK hot line to get information.



The day after the fires, WIVK partnered with a local grocery store and asked listeners to donate food, water, diapers, and even pet supplies. WIVK employees and volunteers, including Andy & Alison, Mac, Promotions, and singer Morgan Wallen, loaded two tractor trailer loads full of supplies and delivered them to Sevier County.

#SMOKYMTNSTRONG RADIOTHON

When wildfires devastated the Great Smoky Mountains in late November of 2016, WIVK sprang into action collecting and distributing supplies. However, the folks at WIVK knew the recovery effort would be a marathon, not a sprint. So they partnered with Dolly Parton and organized a radiothon over the weekend to benefit Dolly's "My People Fund."



When Music City heard what was going on, they started flooding WIVK with calls, donations, and online support. Jason Aldean, Kenny Chesney, Rodney Atkins, Cam, and called just to name a few. Jackie Lee and Tae stopped by the Studios to answer phones and encourage donations. Morgan Wallen presented a \$1,000 check. In just one day, East Tennessee raised \$315,311 over the phones and \$500,000 online!



Local: \$315,311 | Online: \$500,000

#SmokyMtnStrong

\$815,311



Thank you for your generous donations and support.

ST. JUDE WALK/RUN to end childhood cancer



WIVK is proud to be the exclusive radio sponsor of the St. Jude Walk/Run, which is held annually at Zoo Knoxville/Chilhowee Park. Families, individuals, and businesses were encouraged to raise money by collecting donations and then walking or running on September 24, 2017. WIVK employees are members of the Knoxville St. Jude board, which secures walk-day entertainment, incentives, food, and sponsorships. WIVK promotes the Walk by forming a WIVK Walkers team, running on-air PSAs and liners, through web presence, and on social media.

STUFF THE BACKPACKS

Each summer, WIVK partners with Knox Area Rescue Ministries to encourage listeners to donate school supplies for less fortunate children in the East Tennessee area. In July of 2016, WIVK put a fresh spin on the promotion, which was previously a one-day event, to give listeners a chance to “Stuff the Backpacks” all summer long.



Please Donate

Backpacks
Loose-leaf paper
Three ring binders
Boxes of Kleenex
Spiral notebooks
Pocket folders
Hand sanitizer

Glue sticks
Pencil boxes
Pencils
Pens
Crayons
Markers
Rulers



Teacher of the Month

Each school year, WIVK encourages students to nominate their favorite teachers. Students, with the help of their parents, submit stories on WIVK.com about teachers who have inspired them, believed in them, and positively impacted their lives.

One teacher was chosen each month during the 2016-2017 school year. The teachers and students received a surprise visit to their classroom from Wivick the Frog, Gunner, Shoney Bear, and the Titanic Museum. Teachers of the Month, along with all of the students in their class, got a gift pack.

TENNESSEE VALLEY FAIR

WIVK partnered with the Tennessee Valley Fair in 2016 as the exclusive country radio sponsor and brought five country acts, including **Gary Allan, Kane Brown, Chris Janson, LANco, and Diamond Rio**. LANco was a free listener appreciation show! The Fair is a nonprofit based in Knoxville that promotes agriculture while bringing family-friendly entertainment to the community each September.



WIVK Fireworks Fridays AT THE TENNESSEE SMOKIES



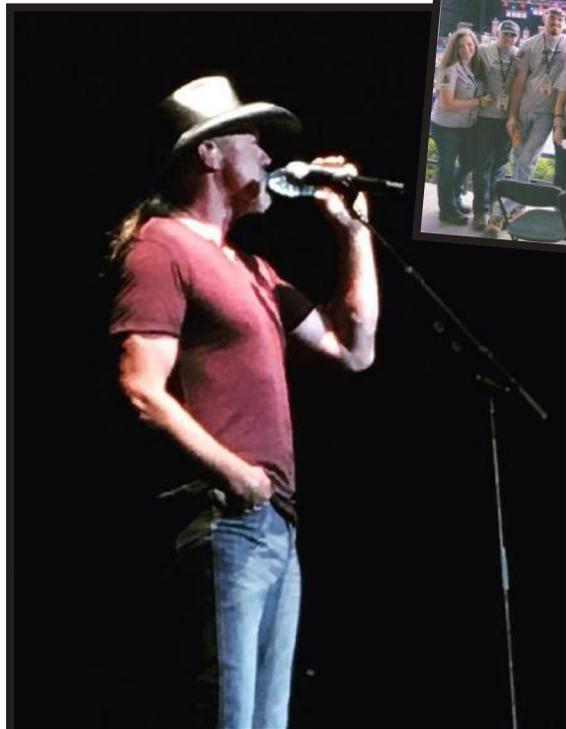
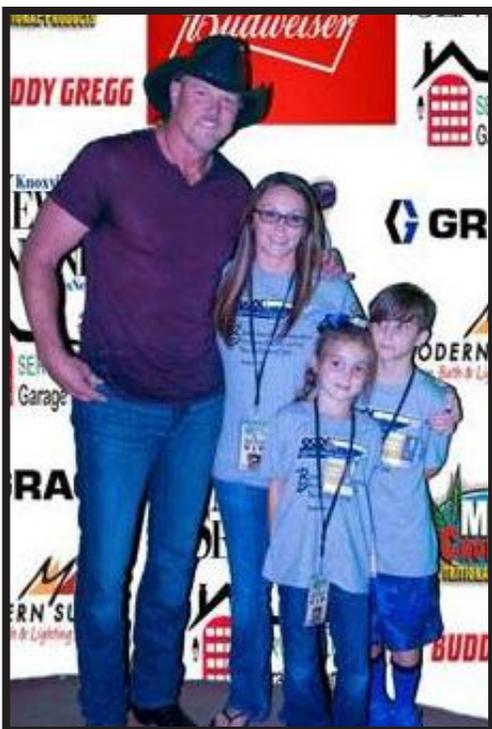
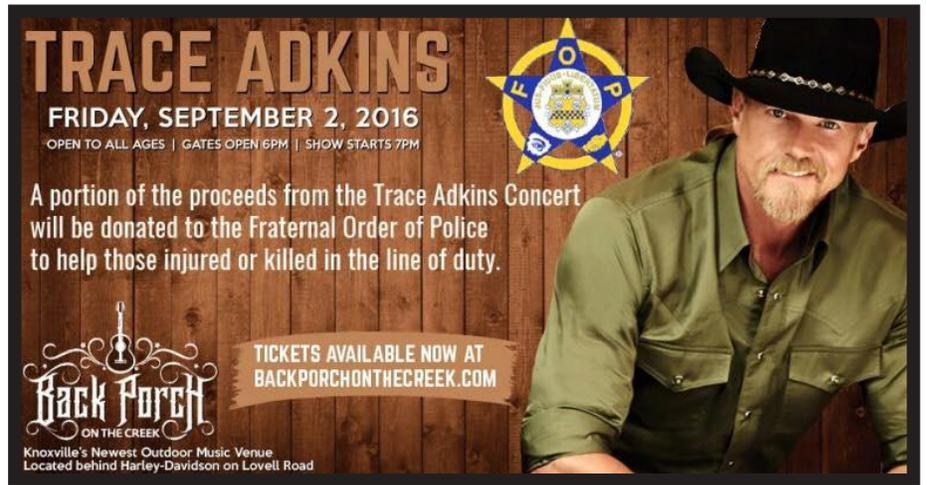
WIVK partnered with the Tennessee Smokies baseball team in 2016 to sponsor "Fireworks Fridays" where game attendees get to experience a spectacle of fireworks each Friday home game!

TRACE ADKINS HONORS FALLEN OFFICER

On August 25, 2016, the East Tennessee community was devastated by the loss of Officer Kenny Moats. He was killed in the line of duty in an ambush-style shooting.

Officer Moats left behind a wife and young children, so WIVK reached out to Trace Adkins about honoring him and his family in some way during Trace's show the next week on

September 2nd. Not only did Trace agree to honor his family, he wanted to donate \$10,000 to them and donate \$1 from every ticket to the FOP. He invited local officers to attend the concert for free.



EAST TENNESSEE'S EYE IN THE SKY



PETE MICHAELS **T**RAFFIC

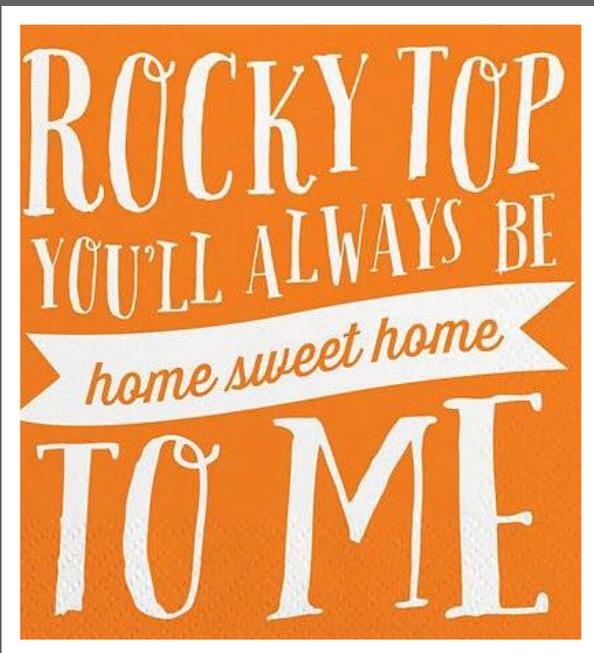
KNOXVILLE'S ONLY TRAFFIC-REPORTING PILOT

Pete Michaels is known throughout East Tennessee as the “eye in the sky.” Pete flies his own 200 mile per hour turbo aircraft “AirWatch” to cover traffic, road, and construction problems to ensure WIVK listeners are the first to know about any traffic issues.



Along with ground spotters and cellular communications, he gathers information on all main and secondary rush hour routes. He has direct radio communications with all East Tennessee law enforcement agencies under the police call signs “Air Watch” and “SkyWatch.” Pete Michaels’ Traffic Operation Centers are staffed by experienced operators who understand Knoxville Traffic and who can interpret the minute to minute changes in traffic flow. They use the most advanced technology available for monitoring emergency communications and multiple camera networks.

FLAGSHIP STATION OF THE **T**ENNESSEE VOLUNTEERS



As the flagship station of the University of Tennessee Volunteers, WIVK brings Big Orange Country all their Vol news. In 2016-2017, WIVK covered the continuation of the Butch Jones Era, the hiring of Athletic Director John Currie, the resignation of the UT Baseball coach and search for his replacement, and the passing of beloved Lady Vol Basketball Head Coach Emeritus Pat Summitt. A favorite tradition in the community is WIVK's hour of nonstop Rocky Top leading up to gameday coverage. The Frog Station is ALL VOL!

WAGGIN' TAILS 5K FUN RUN



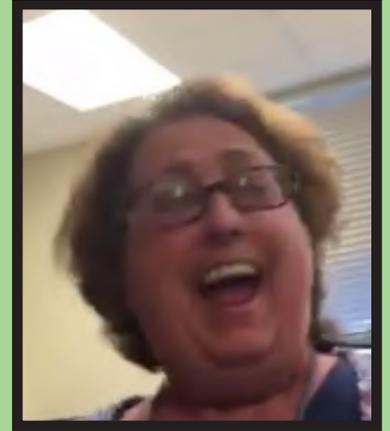
WIVK partners with numerous shelters and humane societies throughout the year to encourage listeners to “Adopt, don’t shop!”



In September 2016, WIVK promoted the Humane Society of the Tennessee Valley’s “Waggin’ Tails” run. Wivick the Frog made a new friend, Lucille. WIVK loves being on-site after promoting events such as this one on-air to encourage people to show up and adopt.

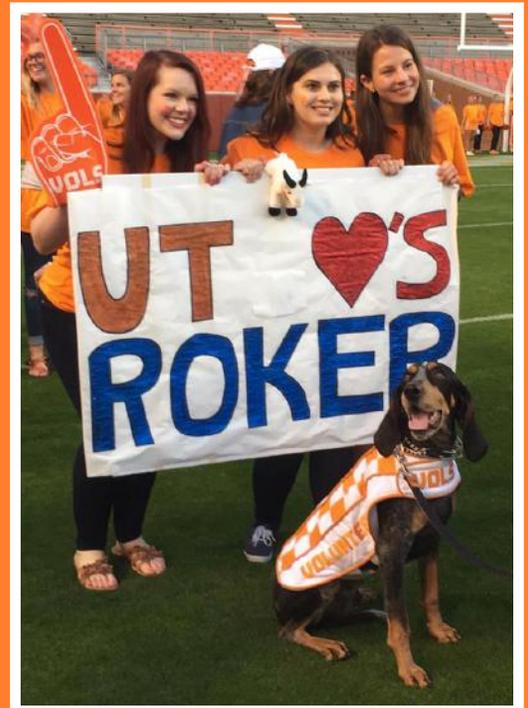
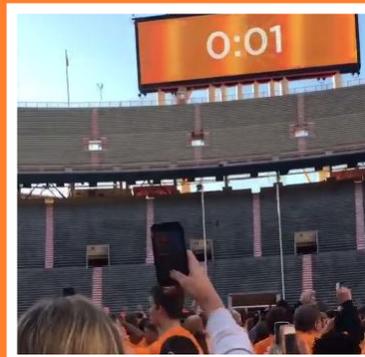
WIVK AT WORK: WIN CASH

WIVK surprised loyal listeners at their workplaces with cash just to say thank you for listening to the Frog Station! WIVK gave away \$1,000 every weekday in September and October.



WORLD'S LARGEST HUMAN LETTER

WIVK partnered with the University of Tennessee to invite students, faculty, and alumni to gather in Neyland Stadium at 5:00 a.m. on March 26, 2017 to attempt to break the Guinness World Record for the world's largest human letter. Andy & Alison broadcast live from Neyland Stadium where 4,223 individuals gathered as part of the Today Show's Rokerthon 3 and broke the world record!



WIVK LISTENER APPRECIATION WITH BIG & RICH

Listeners flocked to WIVK remotes all Spring for FREE Big & Rich tickets as part of WIVK's Listener Appreciation!



BRANTLEY GILBERT

THE DEVIL DON'T SLEEP TOUR

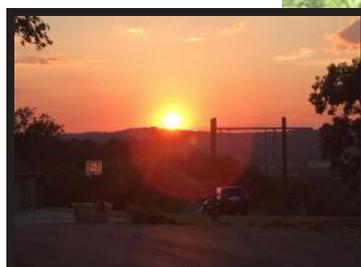
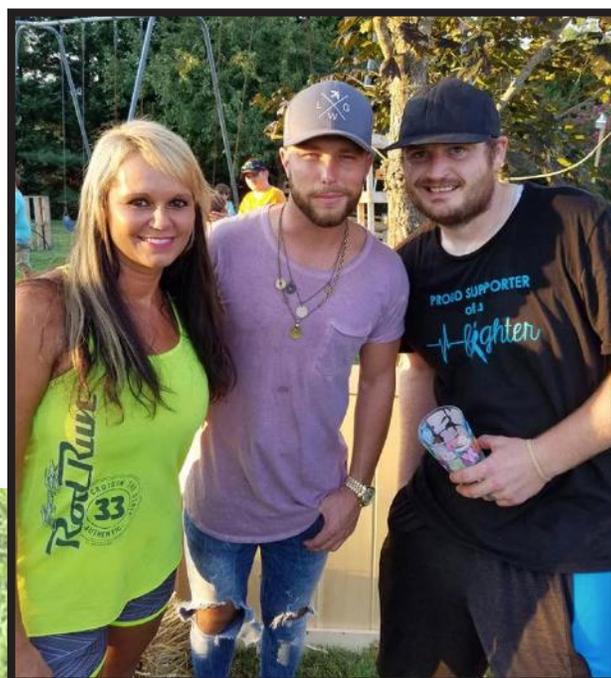
Even though WIVK is based in Knoxville, they still promote many country music shows at the Corbin Arena in Kentucky, like Brantley Gilbert's "The Devil Don't Sleep Tour" on March 18, 2017. WIVK promoted the show by having Brantley in the studio on their open house day and then did on-air contesting to send a group of lucky listeners on a WIVK bus trip to Kentucky. The #FrogNation ladies became friends and got to hang out backstage with Brantley before the show!



CHRIS LANE MOW & SHOW

WIVK asked listeners to submit pictures of their backyards online with a caption explaining why they should be selected for a private “Mow & Show” concert featuring Chris Lane at their home. The idea was inspired by Jimmy of the Morning Crew, because Chris Lane used to mow his mom’s yard!

Stacey & Chad from Knoxville won, so on August 30, 2016 a professional landscaper mowed their yard a private backyard performance by Chris Lane. A local hamburger joint came out and grilled burgers and Chris performed live and hung out with Stacey & Chad’s friends and family.



THE BEST country entertainment IN KNOXVILLE!



If it hadn't been for Cotton Eyed Joe...WIVK wouldn't have had such a cool place to bring artists in 2017! The Cotton Eyed Joe is the most well-known and most attended night club entertainment venue in Knoxville. Mac broadcasts live from The Joe every Friday night and all concert nights.



CELEBRITY CONCERT SERIES: FEATURING COUNTRY MUSIC LEGENDS

WIVK partners with First Class Productions and Country Tonite Theatre to exclusively present the Celebrity Concert series, which celebrates and honors country music's legends. In 2016-2017, WIVK welcomed Loretta Lynn, Whispering Bill Anderson, The Oak Ridge Boys, The Bellamy Brothers, Con Hunley, Janie Fricke, Gene Watson, Jeannie Seely, Bobby Bare, and more!



LORETTA LYNN

TWO SHOWS ADDED FOR 2016!

FRI., DEC. 9TH @ 8:00

AND

SAT., DEC. 10TH @ 3:00

Tickets On Sale

Wed., April 27th at 9:00am



DIERKS BENTLEY WITH COLE SWINDELL AND JON PARDI

WIVK brought Frog Nation out to see Dierks Bentley, Cole Swindell, and Jon Pardi on February 25, 2017. They did on-air contesting, gave away meet and greets on-site, and promoted through liners and digital media. The day of the show, they partnered with a local boot store to give away a Dierks Bentley VIP package!



FLORIDA-GEORGIA LINE

WIVK is proud to be East Tennessee's go-to for concert tickets, meet and greets, and info. When Florida-Georgia Line came to Knoxville on April 29, 2017 with Dustin Lynch, Frog Nation came out in full force! WIVK's "Giant Frog" was a huge hit. After the show, WIVK hosted the exclusive FGL Radio After-Party on 107.7!



LUKE BRYAN FARM TOUR CONTESTS

To promote the Luke Bryan Farm Tour with Granger Smith, WIVK tied in a local boot store client and invited listeners to stop by the store and see “if the boot fits!” and register to win tickets, meet and greets, and a new pair of boots!



WIVK asked listeners to submit pictures of LUKE-a-likes. Keylea Harrison won Farm Tour tickets PLUS

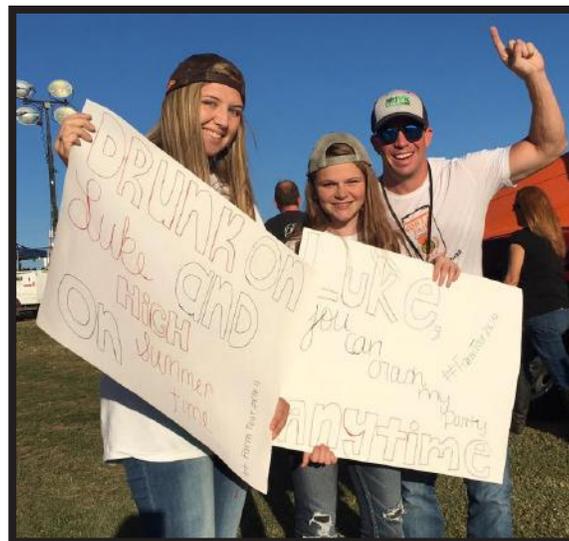


meet and greets after submitting pictures of her LUKE-a-like boyfriend.

LUKE BRYAN FARM TOUR

The Luke Bryan Farm Tour at Maple Lane Farms in Greenback, Tennessee is one of the most anticipated concerts of the year! WIVK was on site on October 6, 2016 hanging out with fans who lined up hours before the gates opened.

When news broke on social media that Luke had been taken to the local hospital after a bicycle accident, WIVK kept worried concert-goers informed. Thankfully Luke made it back for the show, but with a broken collar bone!



MAREN MORRIS: THE HERO TOUR 2017

February 17, 2017 | The Bijou Theatre

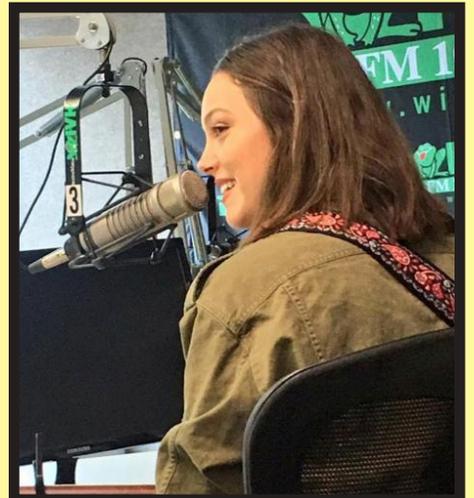


When Maren Morris announced her debut Knoxville show, it SOLD OUT almost immediately! WIVK gave away tickets on-air and promoted the show digitally. WIVK gave away meet and greets on site to some lucky members of #FrogNation and Wivick the Frog got to hang out with Maren backstage before the show.



STARS IN THE WIVK STUDIO

WIVK welcomes both newcomers to country music and established artists in the WIVK Studios!



HOME TOWN TOUR: THOMAS RHETT WITH KELSEA BALLERINI, RUSSELL DICKERSON, RYAN HURD

When WIVK announced that Thomas Rhett's Home Team Tour was coming to Knoxville with Kelsea Ballerini, East Tennessee went nuts! Kelsea's dad was the WIVK Sales Manager back in the day, so Kelsea grew up with Wivick the Frog at her birthday parties! WIVK gave away tickets and meet and greets. Giant Frog even made his concert debut!



A Night at the
OPRY

WITH
★ ★ **WIVK** ★ ★

FEBRUARY 11, 2017 GRAND OLE OPRY HOUSE
NASHVILLE • TENNESSEE



Each year, WIVK partners with the historic Grand Ole Opry to present “WIVK Night at the Opry.” The Opry offers deeply discounted ticket prices to WIVK listeners, along with the opportunity to purchase a pre-show backstage tour and meet and greet with WIVK DJs. WIVK’s newest personality, Mac, made his Opry debut hosting a segment of the Opry on February 11, 2017. Ten listeners won a VIP package, which included tickets and two seats on a charter bus hosted by the WIVK staff and DJs.

CMA AWARD ENTRY



June 1, 2016 - May 31, 2017



FM 107.7

WWW.WIVK.COM

WIVK-FM 107.7

Medium Market #71

Nikki Thomas, Program Director

Phone: 865.588.6511

4711 Old Kingston Pike Knoxville, TN 37919

WIVK PERSONALITIES

ANDY & ALISON and the morning crew

M-F 5:50-10:00a S 6:00-9:00a

Only the third morning show in the history of WIVK, Andy & Alison have been putting smiles on East Tennesseans' faces since 1996. They cover the news of the day, take phone calls on a variety of topics, interview celebrities, and cheer on the Vols! Andy & Alison make each show different and exciting! The country music world couldn't agree more – Andy & Alison have won six CMA awards and two ACM awards as Best Radio Personalities! They are continually voted "Best of East Tennessee" by the readers of the Knoxville News-Sentinel and Metro Pulse. Jimmy, their sidekick/producer, has been with them since 1999. He's the butt of many jokes and the guinea pig for wild stunts. Along with visits from characters such as Momeesha, Bob from Blount County, and the family from "As Sequoyah Hills Turns" the show is the #1 way to wake up in East Tennessee – only on 107.7 WIVK!



MID-DAYS with COLLEEN

10:00a - 3:00p

Colleen earned the right to rule mid-day radio in Knoxville. She was on the air at WIVK for more than 20 years! When she announced her retirement from radio, East Tennesseans were devastated. Her genuine personality and love for people endeared her to the hearts of everyone she came in contact with. She signed off on October 2016 with an emotional surprise call from her long-time friend Kenny Chesney.

THE RIDE with YOUR COWBOY PAL, GUNNER

3:00p - 7:00p

Gunner says he is "living his dream" by being on the air with WIVK. Two years in a row Gunner was voted 'Best DJ in Knoxville', he was a finalist for the Marconi Air Personality of the Year, and was a two time finalist for CMA DJ of the year. In addition to broadcasting on WIVK, Gunner works his two East Tennessee Farms, serves on the Board of Directors of the East Tennessee Alzheimer's Association, and is passionate about U.S. heroes who have served overseas.



NIGHTS with MAC

7:00p-Midnight

WIVK hired Sean "Mac" McNally in 2016 as an evening personality. He resonates well with young East Tennesseans and loves living in Knoxville with his fiance and two dogs.

WIVK STATION AWARDS

CRS/Country Aircheck Station of the Year: 2015



**Tennessee Radio Hall of Fame
Station of the Year: 2014**

CMA Radio Station of the Year:
2015, 2012, 2010, 2008, 2006, 2004, 2001, 2000,
1999, 1987



ACM Radio Station of the Year:
2016, 2009, 2006, 2004, 2002

NAB Marconi Station of the Year:
2007, 2006, 2003, 1989

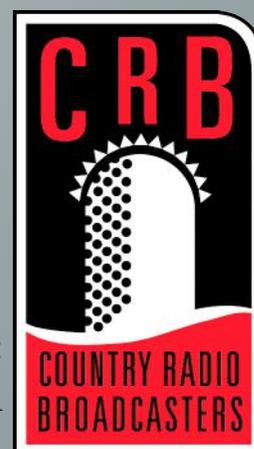


Radio and Records Station of the Year, Markets 51 - 100: 2008

CRB Promotion of the Year:
2007, 2004, 2002

CRB Humanitarian Award:
2011, 2009, 2008, 2007, 2006, 2001

CRB Community Service Award:
2007, 2002, 2001



CMA Award Entry

June 1, 2016 - May 31, 2017



FM 107.7

WWW.WIVK.COM

The End