



CMA AWARD ENTRY



June 1, 2018 – May 31, 2019



WIVK-FM 107.7

Medium Market #72

Nikki Thomas, Program Director

Phone: 865.588.6511

4711 Old Kingston Pike Knoxville, TN 37919

Community Participation





ADOPT A GOLDEN

WIVK partnered with Adopt A Golden to promote their “Goldens in the City” Event and the Golden Golf Classic. Funds from both events help the animal rescue center find good stable homes for Golden Retrievers that have been abandoned across the southeast. WIVK promoted the event with liners, promos, web and social presence. We also donated a guitar for their charity auction.



Alzheimer's Tennessee

Every year WIVK works with Alzheimer's TN to bring in national talent to perform for the kickoff luncheon and at some of the walks across East Tennessee. Gunner hosts the walks in Knoxville and Maryville. Sony Nashville artist Ryan Hurd played the kickoff for 2019 in Maryville, TN. WIVK promoted the event with liners, promos, web and social media presence and on site.



Light The Night

WIVK worked with the Leukemia and Lymphoma Society to promote the Light The Night walk to fight cancer on the UT Campus October 25th at Circle Park. WIVK promoted the event with liners, promos, web presence, social and on site.



Eddie Check



WIVK and Provision Healthcare honor the memory of Eddie Kirkland each year with Eddie Check. Kirkland was diagnosed with late stage prostate cancer, which ultimately took his life. Eddie Check is sponsored by WIVK and hosted by Gunner. The program offers free PSA tests for men in conjunction with Medic. Initially it was called the Eddie Kirkland Memorial Blood Drive and Free PSA Testing Event and later took on the shorter name. The program goal is to raise awareness and encourage men to get their prostate exams yearly to increase early detection and treatment.



EAST TN CHILDREN'S HOSPITAL

WIVK hosts several events each year, including a radiothon to benefit East TN Children's Hospital. Throughout 2018-2019 WIVK also hosted benefit concerts with Gary Allan, Lauren Alaina, David Lee Murphy, Uncle Kracker, Carly Pearce and Michael Ray. The events helped the hospital to purchase a new ambulance made specifically for children.



Sinko De Mayor

Knox County Mayor, Glenn Jacobs (a/k/a WWE wrestler Kane) is a great friend of the station and East Tennessee Children's Hospital. When Tony and Kris asked him to swallow his pride and jump into a dunk tank for the kids at ETCH, he was more than willing. The event was covered by every TV outlet in the market and drew hundreds of participants. The event was promoted with liners, promos, web and socials.



DOLLYWOOD WRISTBANDS

Every Labor Day is “WIVK Day” at Dollywood and Dollywood’s Splash Country. Throughout the summer, WIVK gives away over 6,000 wristbands to listeners for the one day event. The stops average over 300 people eager to win the free wristbands for the event. Wivick is the only radio station to offer a station specific takeover at the parks.



Dollywood

**DOLLYWOOD
WRISTBANDS**
Presented by East Tennessee Children's Hospital



Dollywood and WIVK

WIVK and Dollywood offer contesting throughout the year. In October, WIVK offered listeners a chance to win Season Passes to the park with our pumpkin patch contest. Dolly has had a longstanding relationship with WIVK. We were excited to learn that her new addition to the park, Wildwood Grove, featured a Frog Ride! We were also pretty happy when Dolly performed at the launch...and sang a song that mentioned her love for frogs. Dollywood also supports St. Jude and ETCH by offering tickets for each person who becomes a Partner in Hope for St Jude or ETCH Champion for Children. Wivick hosts programs throughout the year with Dollywood, including New Faces of Country and others that feature full shows that are broadcast live on the air at WIVK with Nikki Thomas.



BKW WING FESTIVAL



Since 2012...WIVK has been the primary radio sponsor of the Big Kahuna Wing Festival at Worlds Fair Park in Knoxville. Proceeds from the event benefit Empty Stocking Fund, Second Harvest Food Bank, UT Culinary and Pellissippi State Culinary programs. The event in 2018 raised over \$330,000 for the participating charities.

WIVK promoted on the air with liners, promos, contesting, interviews, web and socials.



OYSTERFEST



WIVK is honored to partner with Childhelp for Oysterfest, a southern cuisine and seafood festival that raises funds for Childhelp Foster Family Agency and Children's Center of East Tennessee. In 2018, Childhelp TN served more than 1,400 victims of neglect, sexual or severe physical abuse. Funds raised help provide services for the children from forensic investigators to therapy.



DRAGON BOAT RACE

The Annual Knox Area Rescue Mission Dragon Boat Festival is their largest fundraiser. WIVK is the media sponsor. June 23, 2018 the WIVK team once again took home the media award for finishing first in the Media Division. Last years' event raised over \$210,000 for the charity. WIVK promoted with interviews, liners, promos, socials and on site.



DRAGON BOAT FESTIVAL

THE RACE WITH A MISSION



DOGWOOD ARTS



The Dogwood Arts Festival is the quintessential Knoxville event. The festival celebrates gardens, art and music in Knoxville. WIVK is the sponsor of the event each year. Wivick hosted the Home and Garden show that featured a live full show broadcast from the event with Nikki Thomas. Dogwood Arts has a series of events throughout Dogwood Tree season. The Chalk Walk celebrates art in Market Square. Tony and Kris hosted the event in downtown Knoxville. Wivick was also the sponsor of the Rhythm and Blooms Festival portion of the celebration. In 2019, the festival featured music all over the Old City in Knoxville, including a concert with Tyler Childers. The event was supported with promos, interviews, liners, online, socials, e-blasts and with presence on site.



Chalk Walk



WIVK hosted the People's Choice Award for the Dogwood Arts Festival "Chalk Walk". The event dominates the Market Square area of downtown Knoxville and features the work of local adult and child artists. The event was promoted with liners, promos, web. socials, live interviews presence onsite.



FANTASY OF TREES



WIVK partnered with East TN Children's Hospital as a major media sponsor for the 2018 Fantasy Of Trees. The fundraiser features specially decorated themed Christmas trees that are available for sale and auction. The party also features Christmas decorations...gingerbread houses and activities for children. WIVK promoted the event online, on air and live on location.



ARC Knox County Sunshine Industries

October 27th, WIVK took part in the Pawsitively Spooky 5k at Victor Ashe Park. The Arc Knox County is a non-profit organization that is committed to providing programs and services for people with intellectual disabilities in Knox County; Safeguarding their rights protecting their welfare; and helping each individual achieve the highest possible level of personal growth and independence. WIVK promoted the event with PSAs, liners, on our socials, web and onsite.



Coats For The Cold

2018 marked the 33rd anniversary of Coats for the Cold, which WIVK -FM started after a news report about a homeless man who had frozen to death on a Knoxville street. Thousands of coats were collected during the four week drive. The coats were then distributed to the needy from November 12th through December 8th with the help of KARM and Prestige Cleaners.



Coats for the Cold



Coats are free for all who come.

Coats for the Cold is an annual community drive to collect thousands of coats for those in need in our community.

FROGGIN' IN THE FORGE



WIVK and the City of Pigeon Forge host the largest Independence Day Celebration in East Tennessee. Over fifty thousand people attended in 2018. WIVK's Gunner hosted the free concert with local bands and headliner Craig Morgan, followed by a huge fireworks display. The synchronized musical presentation that accompanied the fireworks aired live on WIVK.



Second Harvest Music Feeds Series



WIVK teamed up with Second Harvest to promote their Music Feeds Concert Series at Worlds Fair Park. The series featured Merle Haggard's son Ben, Billy Bob Thornton and the Boxmasters, and others. WIVK supported with on air liners, promos, web and social presence and onsite.



Second Harvest

WIVK is proud to help raise money and awareness for Second Harvest Food Bank, not only with their Music Feeds Concert Series, but through other events like May Day, Double Your Donation Day in December, the Food for Kids Drive in August and other events throughout the year. WIVK promotes the events on site, on air with liners, promos, broadcasts and remotes. We also use our socials, web and database to spread the word and help raise funds for one of the most important charities in East Tennessee.



SHONEY'S TEACHER OF THE MONTH

For the past 6 years Shoney's Restaurants partner with WIVK 107.7 and Titanic Pigeon Forge to recognize an outstanding Teacher of the Month in the Knoxville area. The program runs from October through April and students and parents are encouraged to nominate their outstanding teacher. Then on a special day arranged with the school, Shoney Bear, your Cowboy "Pal" Gunner and WiVick the Frog from WIVK along with crew members from Titanic Pigeon Forge surprise a teacher in the classroom with fun prizes and a radio interview to be played later that day. Prizes are also provided by Titanic Pigeon Forge, West Chevrolet, Spa 9700 and a gift card from Commercial Bank for school supplies for the classroom.



St Jude Radiothon



Historically WIVK has raised over \$7.5 million for St Jude. In 2018, the WIVK Radiothon was the top fundraiser in the Cumulus chain of stations raising \$311,472 for Country Cares.

ST JUDE Fundraising

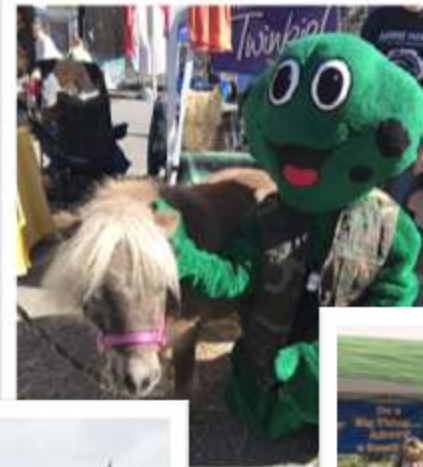
WIVK has been a longtime friend and supporter of St Jude Children's Research Hospital. In December, 2018...WIVK raised over \$311,000 for the charity, up from their total of \$307,000 in 2017 and over their totals of \$265,576 in 2015 and \$223,900 in 2014. Historically, WIVK has raised over \$7.5 Million for the hospital since 1994. Tony and Kris hosted the St Jude Walk/Run September 22nd that raised over \$222,000.



YOUNG-WILLIAMS ANIMAL SHELTER



WIVK took part in the Young-Williams Animal Center Furry Fall Festival November 4th. WIVK's AM Co-Host Tony Randall is a board member and active supporter of Young-Williams. The event helps give animal lovers the opportunity to learn about pet-related resources around Knoxville, including adoption specials and discount coupons available at the center. WIVK promoted on air with liners, promos, interviews, web, socials and onsite for the festival.



Children's Miracle Network



As a partner with East TN Children's Hospital, WIVK participated in the annual iHop Pancake Day and attended the conference in Orlando to help support the hospital and enhance the local radiothon. Tony and Kris attended the event in Orlando and promoted the Pancake Day on air and on social media. Nikki Thomas interviewed ETCH representative Seth Linkous on her show about the upcoming fundraising events in the week leading up to iHop Day.



Dream Connection

WIVK was honored to welcome home Ke'shad Carr! Ke'shad is a first grade student at Jefferson Elementary School. He was diagnosed with a rare form of cancer, called Rhabdomyosarcoma. In February 2019, the Dream Connection sent him to Disney Parks in Orlando!! WIVK urged listeners to #beShadstrong. The airport welcome committee with Wivick the Frog was accompanied by our local NBC affiliate, WBIR. WIVK later participated in a blood drive to benefit Shad and a school teacher at Jefferson Elementary School who is also fighting cancer.



FEEDING THE FURLOUGHED

When the government shutdown stretched into weeks, WIVK got together with Subway, January 18th, and brought lunch to furloughed workers at the federal building in Knoxville. Tony and Kris went on air and encouraged people to call in with their deals for the furloughed. One law office donated \$3k for federal employees who couldn't afford their prescription drug copays.



WIVK/Knoxville Helps Furloughed Federal Employees

January 18, 2018 at 1:02 PM (PT)

[Be the first to comment!](#)



Wivick The Frog
With Federal
Employees

CUMULUS Country WIVK/KNOXVILLE has teamed up with local businesses to help feed furloughed government employees who are working without pay. Today (1/18) station staffers delivered food from SUBWAY to workers in the JOHN J. DUNCAN FEDERAL BUILDING. Those who showed a federal ID got a free sandwich from station mascot WIVICK. See photos [here](#).

Morning team TONY RANDALL and KRIS ROCHESTER put out an on-air call for help for the employees and got an immediate response from listeners. One law office donated \$3,000 in grocery gift cards for the furloughed employees. Another local realtor wrote a large check to an area pharmacy to help cover costs for those federal employees who couldn't afford their prescription drug co-pay.

The station has more related events coming up next week with other local business owners.

WIVK Christmas Parade

WIVK has been producing and managing the yearly Christmas Parade for the City of Knoxville for over 45 years. December 2018, the parade was the largest in over 10 years with NASCAR legend Rusty Wallace serving as the Grand Marshall.



TN SMOKIES MASCOT GAME

Each year WiVicK the Frog participates in the season kickoff mascot game, that is later televised on NBC affiliate WBIR. This years game aired May 22, 2019.



Smokies Baseball

Every Sunday is WIVK Day with the TN Smokies. The Smokies are the local farm team for the Chicago Cubs. The team is based in Kodak, TN. In 2018, the games aired live from the Cumulus Knoxville studios. During WIVK games, the air staff would join the play by play host to announce the 4th inning of play live on the air. The personalities joined their pro team on the field to play games with Smokies fans for a chance to win prizes. WIVK promotes the games on with contesting, liners, web, socials, blasts and on site on WIVK Days at the park.



Weigel's Milk Fund



In 2019 WIVK teamed up again with Weigel's for their annual Milk Fund drive. The fundraiser started in 1938. WIVK has been a longtime supporter of the event which ensures that children, senior citizens and people with chronic diseases never have to go without a cold glass of milk and a nutritious diet. Throughout December 2018, WIVK scheduled appearances at local Weigel's locations and promoted their Coffee and Cappuccino Day fundraisers that go towards the Milk Fund.



Toys For Tots

WIVK promoted the Knoxville Country Christmas Concert for Toys For Tots at The International downtown. Local favorites Randy Woody, Sydni Stinnett and Shaun Abbott-Fontana played the event that benefitted children in East Tennessee. WIVK promoted on the air with liners and PSAs leading up to the event.



KNOXVILLE
COUNTRY
CHRISTMAS

1st 2018 Annual

CONCERT TO BENEFIT

6PM December 3rd 9PM

TOYS FOR TOTS

The International
940 Blackstock Ave.

DONATIONS \$20

FEATURING
Randy Woody-Sydni Stinnett
Shaun Abbott-Fontana

www.facebook.com/knoxvillechristmas

Zoo Knoxville

WIVK partnered once again with Zoo Knoxville for Feast with the Beasts. The event is one of the largest fundraisers each year for the zoo. WIVK promoted the 21 and over event with liners, PSAs, contests, digital presence and was also onsite August 12th.



LAW ENFORCEMENT APPRECIATION

In 2018 -2019, WIVK paid tribute to area law enforcement and first responders with several different events, including an event at Fort Sanders Educational Development Center in Knoxville. Mayor Glenn Jacobs was in attendance as well as many others from the law enforcement community. WIVK promoted the event online with web presence, social media posts, on air with liners and promos and on site.



NEWS COVERAGE

WIVK has been the “goto” media destination for news, weather and sports in East TN since 1953. Even now, WIVK offers news updates, weather and sports. The reports are heard twice per hour weekday mornings, at noon and in PM Drive.

Breaking news is the cornerstone of the community driven programming of WIVK. Each morning in addition to the on air reports, the WIVK news team sends out our “Frog Report” with the biggest stories across the listening area.

WIVK provides up to the minute traffic and weather coverage in all dayparts Monday through Sunday 5a-12midnight.

WIVK was the first place that listeners turned when the listening area was under water and declared a disaster area in March 2019.

When the flu grew into epidemic proportions, WIVK is where parents turned to learn about school closings.



Due to flooding and road closures in certain areas of the county, the following schools will be closed on Wednesday, Feb. 27, 2019:

A.L. Lotts Elementary
Blue Grass Elementary
Cedar Bluff Elementary
Cedar Bluff Middle
Cedar Bluff Pre-K
Northshore Elementary
Pond Gap Elementary and
West Valley Middle

All other schools will open one hour late; buses will also run one hour late.

We anticipate there will be some traffic delays. We appreciate your understanding during this time.



Important Message

As we reopen all schools and out of an abundance of caution, Knox County Schools will open one hour late on Friday, March 1, 2019. Buses will also run one hour late.

OK, got it.



Medic Blood Drive

WIVK took part in the MEDIC Blood Drive in Jefferson City Elementary February 22, 2019 to benefit teacher Mrs. Rhonda Watts and student Ke'Shad Carr.



Girl Scout Council

WIVK supports local Girl Scout Cookie sales on the air and online. Tony and Kris took things to a new level and offered scouts a chance to wow listeners with their best sales pitch with a shot at having WIVK host a remote for them at a local Food City location. Tony and Kris interviewed the lucky winner on air and Wivick helped them sell their cookies. Local Girl Scout Council representatives from the Girl Scouts of the Southern Appalachians office in Knoxville, also came into the studio with Nikki Thomas to talk about the yearly drive and how the sales benefit the girls with developing entrepreneur and marketing skills that will help them later in life.



WIVK'S 10K SHOPPING SPREE

Hundreds of qualifiers showed up in the rain before Christmas to find out if they had won the coveted \$10,000 shopping spree at the Shops At Turkey Creek. The winner was stunned and emotional. She almost didn't attend the reverse drawing because she had just lost her grandmother. Her husband encouraged her to show up...and lucky for her...she did. She had 107 minutes to spend the entire \$10k...and she used a network to get the job done. Tony and Kris followed her through the shops and helped her to grab what she needed. Needless to say, they had an amazing Christmas and she's positive that her grandma helped from above.



CSL Plasma Blood Drive

WIVK's Tony and Kris gave away Dollywood wristbands and promoted blood and bone marrow donations July 7th at CSL Plasma. Kris even decided to donate blood during the remote.

CSL Plasma
Good for You. Great for Life.

Pilot Pumpers

WIVK's Tony and Kris and Mac from the night show, participated in the Pilot Pumpers program. The program raised \$97,173 for the United Way of Greater Knoxville October 1-3, 2018. Pilot donates 5 cents of gallon pumped by celebrity pumpers to the United Way. This is the largest United Way fundraising event each year in Knoxville.

Pilot
PUMPERS

Benefiting  OF GREATER KNOXVILLE



LEADERSHIP



Grand Ole Opry

The Grand Ole Opry has been partners with WIVK for years. When the Opry invited WIVK to broadcast live from backstage at the Opry and bring along some lucky fans to see a special half hour segment with Luke Combs, we loaded up the broadcast equipment and headed to Nashville for the day. WIVK brought along ten lucky listeners and not only did they get to see the show, there was also a lucky Grand Prize Winner that made it backstage to hang out with Luke August 8th, 2018. Nikki Thomas did her show live from the Opry with a few special guests including Danielle Bradbery.



COTTON EYED JOE

WIVK and Cotton Eyed Joe have been longtime partners in bringing great new and established artists to East TN.



COTTON EYED JOE

WIVK presented bands like Diamond Rio, Cody Johnson, William Michael Morgan, Uncle Si, Mitchell Tenpenny, Carlton Anderson, Lindsay Ell, Tucker Beathard, Yelawolf, Tyler Farr, Colt Ford, Randy Rogers Band, Joe Nichols, Confederate Railroad, Devin Dawson, Riley Green, The LACs, Jimmie Allen and more. WIVK promoted the bands with live liners, recorded promos, web, socials, e-blasts and onsite broadcasts.



Bloomin' BBQ & Bluegrass

WIVK has been a longtime supporter of live and local music. May 17, 2019 Nikki Thomas broadcasted her show live, for the second year in a row, from the city of Sevierville for the kickoff of the evening event that draws bluegrass and BBQ fans from all over the world for the weekend. WIVK promoted the event with live liners, promos, web, socials, live interviews and the onsite broadcast.



The Mill & Mine

WIVK promoted Midland at the Mill & Mine November 16, 2018, Morgan Wallen with Hardy January 11, 2019 and Walker Hayes April 12, 2019 with Filmore. WIVK promoted all shows with interviews, contesting, onsite, promos, liners and web.



The Island-Ole Smoky Moonshine

WIVK promoted the sold out Morgan Wallen Show at The Island in Pigeon Forge October 10, 2018 with liners, promos, web, socials and on site.



KAPA BOOT SCOOTIN' BALL



WIVK is the exclusive radio partner for Knoxville Area Project Access. KAPA provides medical care for low-income, uninsured residents of Knox County. Tony and Kris hosted this year's dinner concert with Craig Morgan at the Knoxville Marriott. Promoted on WIVK with promos, liners, web and socials and on with video PSA's on our local NBC station WBIR.



Tennessee Theatre

WIVK promoted the Kacey Musgraves “Oh What A World Tour” that came to Knoxville, March 19th, 2019. The show was sold out long before the performance. Willie Nelson and Family also sold out the venue April 6, 2019. WIVK promoted both shows with liners, promos, contesting, web, socials and onsite.



Setlist

1. Whiskey River
[Listen](#) [Watch](#)
2. Still Is Still Moving to Me
3. Beer for My Horses
[Listen](#) [Watch](#)
4. If You've Got the Money, I've Got the Time
[Listen](#) [Watch](#)
5. Funny How Time Slips Away
6. Crazy
7. Night Life
8. My Favorite Picture
9. Jambalaya (On the Bayou) / Hey Good Lookin' / Move It on Over
[Listen](#) [Watch](#)
10. Mamas Don't Let Your Babies Grow Up to Be Cowboys
[Listen](#) [Watch](#)
11. Angel Flying Too Close to the Ground
12. On the Road Again
13. You Were Always on My Mind
[Listen](#) [Watch](#)
14. Shovelman
[Listen](#) [Watch](#)
15. Maybe I Should Have Been Listening
[Listen](#) [Watch](#)
16. (I) Fly Away
[Listen](#) [Watch](#)

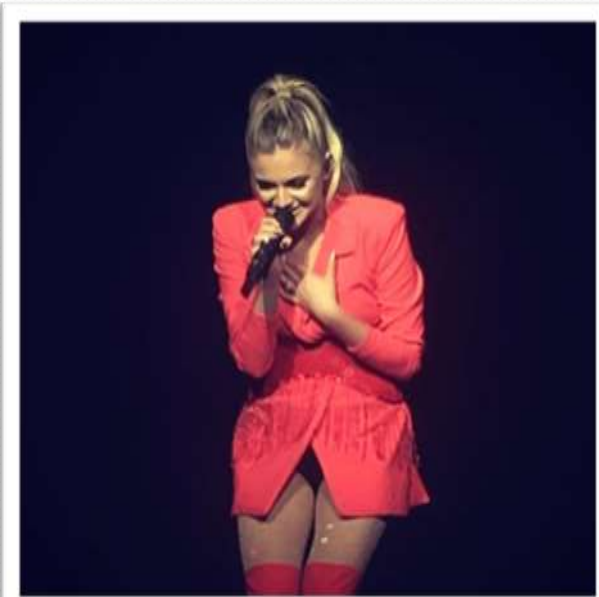
NEW FACES OF COUNTRY

Dollywood and WIVK are known for helping launch careers of new artists. In 2017 Wivick in conjunction with the park, introduced the New Faces of Country series. The summer concerts featured hot new country artists like Jimmie Allen, Tyler Rich, Travis Denning and Abby Anderson. Nikki Thomas hosted her show live each show day from the park with the artists.



Knoxville Civic Auditorium

East Tennessee has so many excellent venues! WIVK promoted the Old Dominion “Happy Endings World Tour” with Michael Ray and High Valley, October 4, 2018. Brothers Osborne with Ruston Kelly, March 13, 2019 and the little girl that grew up in our hallways, Kelsea Ballerini and Brett Young, April 18, 2019. WIVK heavily promoted the shows with liners, promos, web, socials, contesting and onsite. Tony and Kris promoted the shows with their “SUPERFAN” experiences for Brothers Osborne, High Valley, Michael Ray and Kelsea.



COUNTRY TONITE THEATRE

First Class Productions partners exclusively with WIVK and Country Tonite Theatre to present the Celebrity Concert Series. The shows celebrate and honor country music legends like Shenandoah, Exile, Tanya Tucker, Neal McCoy, the Oak Ridge Boys and more. WIVK was the presenting station for all of the shows and supported the events with liners, promos, interviews, contesting, web and onsite with Wivick the Frog.



THE SHED



WIVK presented John Michael Montgomery at The Shed. Gunner hosted the packed out show in Maryville, TN, August 11, 2018. WIVK promoted with liners, promos, web, socials and onsite.



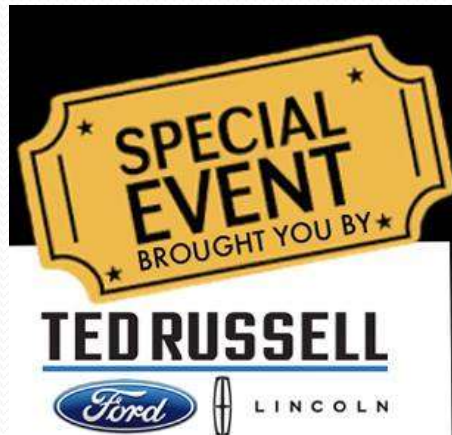
STARS IN THE WIVK STUDIO

WIVK has been introducing new artists to East TN since our inception. Here's a look at some of the future superstars that graced our studios this past year. Riley Green, Ryan Hurd, Carly Pearce, Michael Ray, Rachel Wammack, Joe Nichols, Uncle Kracker,



ETCH CONCERT FOR A CAUSE

The Tony and Kris Concert for a Cause November 1, 2018 featured some of Nashville's best songwriters and performers in a guitar pull at a local venue. Kris' fiancée Rachel gathered some of her friends together and WIVK pulled in Uncle Kracker, Michael Ray and Carly Pearce for the show. Proceeds went to benefit East Tennessee Children's Hospital in Knoxville.



STATION AWARDS & INDUSTRY INVOLVEMENT

- Addy Award For Station Promo 2018
- ACM Medium Market Station of the Year 2019. The win marked the third ACM station win as a Program Director for Nikki Thomas since 2012.
- For the second year in a row, one of our legacy employees was inducted into the Country Radio Hall of Fame. The announcement was made during CRS 2019 that the late Bobby Denton would be posthumously inducted into the Hall of Fame.
- Gunner given recognition for his work with area veterans
- WIVK was awarded a community service plaque for our work with Sheriff's Department Tennessee III Blue Knights in commemoration of their 9/11 Ride
- Appreciation Plaque from St Jude for Radiothon Fundraiser
- Appreciation Award from East TN Children's Hospital
- Participation in St Jude Country Cares Memphis in January 2019
- Participation in CRS 2019
- PD Nikki Thomas served as a mentor during the Programmers Breakfast.
- PD Nikki Thomas served as a mentor during the Women In Leadership Breakfast at CRS.
- Tony and Kris did an independent broadcast live from Nashville during the CMAs.
- Tony and Kris went live with our local CBS affiliate to give their daily predictions for the ACM Broadcast in April 2019.
- Gunner chosen to appear as an Alan Jackson lookalike in the Walker Hayes "90's Country" video.



Additional Info



BassMasters Tournament

The Bassmasters Classic came to Knoxville March 15-17, 2019. WIVK sponsored the event on site, and on air with liners, promos a live broadcast and online with web and socials. Not only was the event in Knoxville...but the winner of the tournament was an East Tennessee resident, Ott DeFoe. Tony and Kris' producer Cody Underwood, hit the Tennessee River with some top anglers and shot some great video for the station that was used for online promotion.



Battle Of The Burbs

During the NCAA Tournament, Tony and Kris introduced the “Battle Of The ‘Burbs” contest. They had people vote on their cities. After some intense competition, the winning city was Dandridge, TN. Tony and Kris took the show to Dandridge and broadcasted live from Main Street. Tony and Kris interviewed local characters and hometown celebrities all morning long and Wivick the Frog decided to do a little sightseeing around town during the broadcast.



Aaron Cody Campbell
Handicapping the field.
Morristown and Dandridge
are the favorites.

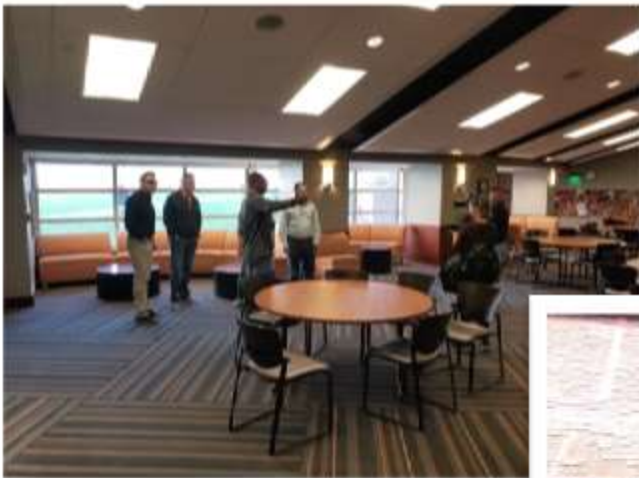
LaFollette has been a bit of
a Cinderella through the
bracket, but a loyal fan
base has moved them
through.

Strawberry Plains is the
true underdog success
story. The little East Knox
County area has scrapped
it's way this far, but can the
love of Garden's Drive In
really carry them all the
way to the finals?



Tony and Kris Surprise Proposal

When Tony and Kris got a call from one of their TK1 listeners asking for help in proposing to his girlfriend, they sprung into action and called up longtime UT announcer Bob Kesling. The young lady thought they'd won a private tour of Neyland Stadium from WIVK...until her boyfriend dropped to his knee and proposed on the 50 yard line.



TONY AND KRIS



SUPERFAN

Tony and Kris offer up their SUPERFAN contest to give their TK1 listeners a chance to prove their love for their favorite artists for the opportunity to have a once in a lifetime experience at the concert. In 2018-2019, Tony and Kris sent lucky listeners backstage with their producer Cody to have dinner with artists at catering, on the bus, to have exclusive backstage tours and to create some amazing moments that no one else in the market can bring together for the fans. The winners also picked up autographed guitars, attended private sound check parties and learned some inside secrets courtesy of Tony and Kris and WIVK!



VOLS

WIVK is the official flagship station for the University of Tennessee. WIVK carries all football and basketball games. Wivick also carries companion programs: Vols Calls and Sunday Sports Soundoff.





GAMEDAYS IN KNOXVILLE

As the official flagship station for the Vols...WIVK not only carries all games, but we are also on campus for all home games as the sponsor of Volunteer Village. WIVK provides traffic updates and live coverage from Vol Village and Gate 21. You can also hear the station broadcast live throughout Neyland Stadium.



Big Orange Makeup

Tony and Kris let Vol Fans put their bragging rights to the test with Big Orange Makeup. Listeners competed to have a chance at winning a prize pack of UT and WIVK swag...and tickets to the upcoming home game. The contest was featured on our local CBS TV affiliate, WVLT.





Orange and White Game

UT fans are fiercely loyal. The spring scrimmage for UT Football gives fans and students a chance to see the new recruits for the upcoming season. WIVK hosts the event from parking lot across from Gate 21. It's estimated that over 40,000 people attended the event this past April.



VETERANS

WIVK is a huge supporter of our veterans. Gunner features a military salute on his show every weekday and also is known for his participation in Veterans events all over East TN. Gunner and WiVicK the Frog were in several military and veterans parades during 2018-2019. Gunner promotes several events with AMVETS, VFW and the Foreign Legion.



GAMEDAY SHIRTS

WIVK is the flagship station for the University of Tennessee. Each year during football season WIVK designs and sells Gameday Shirts. They're a WIVK/UT tradition.



WIVK PERSONALITIES



WIVK Air Staff

- | | | |
|------------------------|----------------------------|--------------|
| • Tony and Kris | AM Drive | 5:30a to 10a |
| • Nikki Thomas | Middays | 10a-3p |
| • Gunner | PM Drive | 3p-7p |
| • Mac at Night | Nights | 7p-12mid |
| • Kent Stephen | Weekends & Sunday Classics | |
| • Scott Bohannon | Midday Prod | 10a-3p |
| • Cody Underwood | AM Show Prod | 5:30a to 10a |
| • Jim Kelly | Saturday | 6a-10a |
| • Brian Shoesmith | PT Fill | |
| • Jack Allen | PT Fill | |
| • Dave Jeffries | PT Fill and Vol Network | |
| • Tennessee Tom Miller | Sunday Nights | 9p-12mid |
| • Sammy West | Sunday Nights | 9p-12mid |
| • Heather Harrington | AM Sports | |
| • Casey Wheelless | AM News | |
| • Adam Litton | Midday News | |
| • Eric Cain | AM Sports | |
| • Eric Gusky | Production | |



Thank You For Your Consideration!

