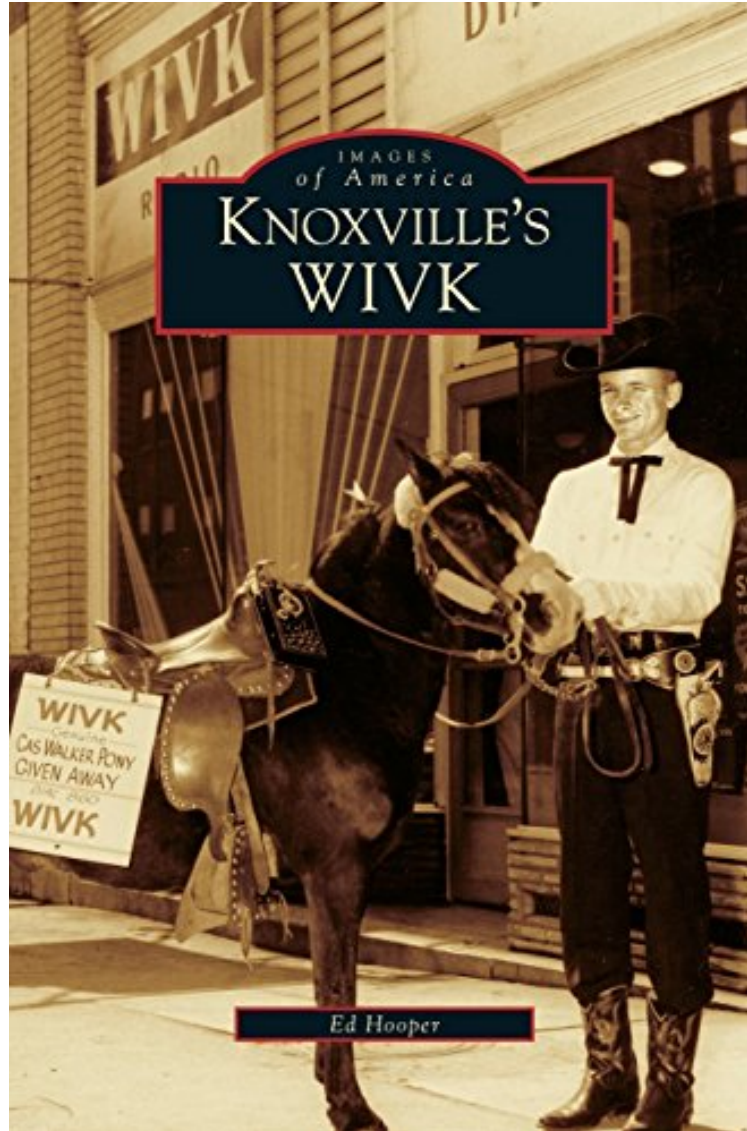


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WIVK was established in 1953 and quickly became one of Knoxville's most popular radio stations, featuring programs that would become part of broadcasting lore in both the city and East Tennessee. The station went much further than anyone ever expected. It climbed through the ranks of broadcasting to become regarded as one of the United States'

premier full-service country music radio stations. Its unique style of music, news, weather, and information has been a part of daily life in East Tennessee for more than 50 years. This is the story of a real Knoxville landmark and the people who made WIVK the broadcast legend it is today.