Personality and Market Info

Show Name
Andy and Alison and the Morning Crew

Show Personalities
Andy Ritchie, Alison West, Jimmy Holt

Station Call Letters
WIVK-FM

Station Ownership
Cumulus Media

Market City
Knoxville

Market State
Tennessee

Select your market size
Medium ( Arbitron Ranking 51-100)

Contact Information
Who will be the primary contact for this entry?

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<thead>
<tr>
<th>Contact Information</th>
<th>Name</th>
<th>Phone Number</th>
<th>Email Address</th>
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<tbody>
<tr>
<td>Contact Information</td>
<td>Alison Mencer</td>
<td>865-242-1880</td>
<td><a href="mailto:alison@wivk.com">alison@wivk.com</a></td>
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Ratings history

Ratings History

Describe your Market rank and Country rank for AQH shares, 12+, Adults 18-49 and Adults 25-54. Entrants must be on the air for at least 12 months at their current station to qualify.

What company does your station use for rankings?

Arbitron

What is the type of measurement records you keep?

4-book Diary markets

MARKET RANKINGS

Market Rank AQH - (4-book Markets)

Use the rankings for your daypart.

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<th>Spring 2012</th>
<th>Summer 2012</th>
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<th>Winter 2013</th>
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<td>Adults 18-49</td>
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Country Rank AQH - (4-book Markets)

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Andy & Alison
and the Morning Crew

Market #72
Knoxville, TN
Crew Members:
Andy Ritchie
Alison West
Jimmy Holt
Andy, Alison and Jimmy are the 3rd morning show in WIVK’s 60 year history AND lifetime CMA members! Since coming to Knoxville in 1997, they have consistently been rated the #1 morning show in Knoxville despite new competitors and other local and syndicated shows! Before coming to Knoxville, Andy (Chris) Ritchie and Alison West worked in Charlotte, NC at WTDR/WLVK Radio. Jimmy Holt joined the team in 1999 from Atlanta and the Randy & Spiff Show. They have well over 50 years in country radio combined!

5 time CMA Air Personality of the Year Winners!
2 time ACM Air Personality of the Year Winners!
3 time Country Aircheck/Air Personality of the Year Winners!
Voted East Tennessee's favorite morning show 8 years in a row by readers of the Knoxville News Sentinel!
Andy & Alison and WIVK have a long history of community involvement. Andy & Alison along with WIVK have been awarded the Country Radio Broadcaster’s Humanitarian Award 6 times. The organizations above are just a small example of some of the community groups we have been involved with through live appearances, fund raisers, memberships and on air support.
For 15 years in a row Andy and Alison have kicked off the “Coats for the Cold” campaign by broadcasting live from Knox Area Rescue Ministries. Last year over 10,000 coats were donated!

Andy, who practically lives on the lake (and really does) braves the cold waters of the Tennessee River in January for the Eskimo Escapades! It all benefits the Dream Connection and the Patricia Neal Recreation Cooperative.

Morning show Producer Jimmy helped raise money (and a mug!) for Big Brothers, Big Sisters of East Tennessee by participating in the Celebrity Bartending event at the Casual Pint.

Andy and Alison helped raise over $244,000 for the kids at St. Jude Hospital during the WIVK St. Jude Radiothon.

Andy and Alison broadcasting live from a favorite Knoxville establishment, Long’s Drug Store promoting $1.07 short stack pancakes to raise money for the American Cancer Society.
Every year, Alison and Jimmy play ping pong and cornhole in the “Game On Against Cancer” fundraiser at Games and Things which benefits the Thompson Cancer Survival Center.

Jimmy signed up to race across town for the KnoxVenture event to help raise money for Big Brothers, Big Sisters of East Tennessee.

Andy emceeing the Dragon Boat races which benefits Knox Area Rescue Ministries.

For the 8th year in a row, Alison broadcasts live from the Knoxville Comprehensive Breast Center for Mission Mammography, providing free mammograms for women without insurance.
Alison, a dog lover and owner of two Westies, volunteers for Westie Rescue of Tennessee and fosters homeless dogs until they can find their forever homes.

Jimmy and Wivick the Frog read Dr. Seuss books to children at a local elementary school on Dr. Seuss Day.

The “voice of the Vols”, Bob Kessling and UT Basketball Coach Cuonzo Martin visit the studio to promote Light the Night Walk raising money for the Leukemia Lymphoma Society.

Andy and Alison helped kick off (along with 525 other Cumulus radio stations) the “Healing in the Heartland” radiothon for the Oklahoma tornado victims. A total of $3.7 million dollars was raised for the Oklahoma City United Way.

Former UT Basketball star, Bobby Maze, stopped by the Andy and Alison show to promote the inaugural Bobby Maze Celebrity Basketball Game to raise money for the Boys and Girls club of East Tennessee.

Jimmy, who never passes up a golf benefit, comes in third place in the inaugural A3 Big Brothers,Big Sisters Golf Tournament.
Here are a few “Thank You” notes from community organizations and groups

A Thank You from a Thompson Cares Recipient:

“When I was first diagnosed with cancer, it was like someone had given me a death sentence. My husband is employed, and we have two children, aged 4 and 2. Things were really hard, especially through the holiday months. Thanks to Thompson Cares, we were able to have a Thanksgiving dinner. It also helped to pay our electric and phone bills when we were faced with paying the bills or getting the medicine I needed. Thank you for caring for someone you did not know. You helped us tremendously, and changed our lives forever!”

—Anonymous

A Thank You from Me:

Dear Andy

I can’t thank you enough for joining us at Home On Harvest Drive again this year! Your celebrity status this year, along with many others like you, make all the difference to the success of the drive. I appreciate all you did to make the night fun—here is a host! —we hope you’ll be back next year! Happy Birthday! (TCSC Foundation)

Dec. 3, 2012

Dear Andy,

On behalf of all of us at Second Harvest Food Bank and those we serve, thank you for donating your time and energy to support the 21st annual Tim Keno’s Memorial Power Towel Drive.

Second Harvest collected almost $325,000 from donations given through the purchase of the Power Towels. Arby’s, Knoxville Orthopaedic Clinic, and Power Systems, committed to corporate sponsorship on the towel, bringing the total to $35,000.

The event was a tremendous success and we couldn’t have done it without your great support from the media, UT Men’s Basketball, UT Athletic Department, and the friends and family of Tim Keno.

The income from this event will help us continue our mission of alleviating hunger in East Tennessee by providing over 325,000 meals. We are so glad you were able to join us in this endeavor. Thank you!

Sincerely,

Elaine Strano
Executive Director

Sara Martinez
Marketing Manager
Andy and Alison’s on air efforts were instrumental in getting Kenny Chesney, Kathy Lee and Hoda Kotb to the UT campus for game day. The school with the most votes won and thousands of our WIVK listeners helped in getting them here.

UT sports, country concerts, and all kinds of crazy antics make our job fun!

Who doesn’t own a pair of orange and white checkered shorts? Not this guy!

Alison tailgating with some WIVK listeners and local TV personalities.

Jimmy helps in judging the “Tailgater of the Game”. The winner receives $500 in gift certificates from Food City and is featured on the Jumbo-Tron during the game.

Jimmy is the official UT Baseball home stadium announcer. He loves to play around with the fans!
For the 7th straight year, Andy, Alison and Jimmy have surprised a Vol fan in their bedroom with a live marching band known as the “Big Orange Banditos”. It’s called the “Big Orange Wake Up Call”. Coach Pat Summit, actor David Keith and the Mayor of Knoxville were all victims at one time!

WIVK is the major sponsor for the annual July 4th show “Froggin’ in the Forge”. Thousands of WIVK listeners enjoy free music and family fun!

WIVK welcomes Dolly Parton back to her home town of Sevierville, TN!

Andy and Alison host a private concert and lunch for WIVK listeners during Billy Ray Cyrus’ visit to the radio station.
WIVK welcomes Jake Owen to Thompson Boling Arena!

American Idol finalist Janelle Arthur grew up listening to Andy and Alison!

WIVK welcomes Jason Aldean to Knoxville, TN!

CMA week with Amanda Lambert

Chris Young

Jake Owen

Little Big Town

The Band Perry

Justin Moore

Tim McGraw

Gary Allan
Just havin’ fun!

Actor, comedian Tim Meadows from Saturday Night Live fame stops by!

New internet sensation called “rubber banding”

Jimmy hanging out with the Mayor of Knoxville at a UT Baseball game

Andy & Alison demonstrating another internet craze called “Headless Horse Manning”

Actor Kevin McNalley who plays Gibbs in all the Pirates of the Caribbean movies is a guest on the Andy & Alison Show.

Jimmy, a self-proclaimed Star Wars geek, hosts “Star Wars Night” at the Knoxville Ice Bears game

Andy with WWE Champion Alberto Del Rio and Ricardo Rodriguez

Actor C. Thomas Howell who played Pony Boy in the movie “The Outsiders”