Tennessee WildCast is a production of the Tennessee Wildlife Resources Agency and has been broadcasting for over two years, covering a variety of outdoor topics.

WildCast features host, Jason Harmon, TWRA Information Specialist, Don King, Multimedia Development Chief, and longtime "voice of the TWRA." They bring to the air a variety of guests covering a huge array of outdoor content from fishing and hunting, boating, wildlife watching and wildlife management. Other regular co-hosts include the regional TWRA Information Specialists, Amy Spencer, covering West Tennessee, Barry Cross in Middle Tennessee, Mime Barnes, from the Cumberland Plateau area and Matt Cameron, with East Tennessee news and information.

The show also provides periodic insight behind some of the wildlife management decisions made by our governing board, The Tennessee Fish and Wildlife Commission. Recent guests include Ed Carter, the Executive Director of the TWRA, and members of the TFWC.

We are looking to partner with radio stations in markets with an audience that has genuine outdoor interest.

We are offering the weekly broadcasts for air on your station during a time that suits you. Our suggestion would be Saturday morning, but that decision is totally up to the Program Director.

Recently, we launched the Daily WildCast Xtra, which are 5 minutes in length and feature fresh outdoor content each day, Monday through Friday.

Along with the broadcast, we offer the video podcast as something that can be embedded on your station's website. This should increase web traffic to your site.

This broadcast could be sponsored by a local vendor. A commercial and "brought to you by" message could be inserted at the beginning and at the end of each program.

TWRA is looking for a partnership that can help us get our inspiring outdoor message to your listening audience. We would like to provide your station added value by attracting new sponsors to you to help support the message and to bring new outdoor customers to their businesses.
For more information, contact ***Don King at 615-838-4803 or don.king@tn.gov***

Tennessee WildCast Radio Partnership
(Memorandum of Understanding)

What TWRA does:

The Tennessee Wildlife Resources Agency will provide Tennessee WildCast programs on a weekly basis. Each program will be available for download no later than 1 p.m. on Friday afternoon prior to the week it is intended to air. TWRA will email a link to the content for a simple download to the station.

Custom promos, including call letters, station catchphrases, etc. will be recorded by WildCast hosts to encourage listeners to tune in.

TWRA will provide an embed code so that the WildCast playlist may be added to the station's website.

TWRA reserves the right to include meaningful sponsorship to underwrite WildCast programming.

What Radio Partners do:

Inform TWRA of your intent to use WildCast as part of your programming. Radio stations may seek local sponsors to increase their revenue by adding spots before or after the WildCast program plays. The station is not obligated to share any of that revenue with TWRA.

Radio partners are encouraged to play custom promos, recorded by WildCast Hosts, to promote the programs, informing listeners of scheduling.

Partners are also encouraged to provide TWRA with a schedule of air times, so these can be included on the TWRA website to further increase interest from listeners to your station.

Radio partners are not legally obligated to use or play any of the programming. It is understood that TWRA provides this programming as a public service. We understand that, for any reason WildCast may be pre-empted, postponed or canceled at the radio station's request.

For more information, contact ***Don King at 615-838-4803 or don.king@tn.gov***