



ISSUES AND PROGRAMMING SOLUTIONS
WLLX-FM WLXA-FM WDXE-AM WWLX-AM WKSJ-AM

3rd Quarter 2023

Issue

Local non-profit agencies regularly hold fundraisers and events in support of area residents in need in the radio station's coverage area.

Program Solution

The stations continue to maintain an open-door policy and dedicates several hours to assist local charities who request airtime to promote their fundraisers which benefit the public welfare. In addition, with the transition of WDXE going to talk radio, non-profit organizations were offered the opportunity to come and record a 5-minute public service announcement to showcase their organizations.

Issue

The Giles County community seeks to fund nonprofit agencies who work to benefit those in need and work to make the county a better place to live.

Program Solution

The stations, specifically, WKSJ, began work for the annual Radio Auction in February. Applications were accepted for organizations to be considered as a recipient of the funds up until July 21st . Applications will now be reviewed by a Board and an Institution is selected. The 2023's auction brought in just under \$71,000 for the Giles County Little League

Issue

Severe weather continued through the third quarter of 2023.

Program Solution

The stations offered coverage warning listeners and viewers of severe storms. This data was utilized during the second quarter which led to earlier warning times in the stations' coverage area. Stations continuously updated listeners during weather events with Road Closures, Utility Outages and Closings.



ISSUES AND PROGRAMMING SOLUTIONS
WLLX-FM WLXA-FM WDXE-AM WFLX-AM WKSJ-AM

Issue

Local, State, and Federal leaders seek to communicate with their constituents regarding a host of different issues that affect communication in the stations’ service area.

Program Solution

The stations continued to welcome all elected officials from all branches of government when possible. This quarter, WDXE, transitioned over to talk radio. Some officials have taken advantage of using the local hour to connect to listeners with a host of various topics, each that impact residents of the station’s coverage area. The stations continue to support area responders by promoting statics and highlighting their continuous training.

3rd Quarter 2023

“Tennessee Matters”

TN Dept. of Tourist Development (TDTD)

Available Spots: Gone_Fishing (:30-TDTD2123), Laughter (:30-TDTD2124), Peaks&Valleys (:30-TDTD2225), Yet.to.Come

TN Gas Association (TGAS) - Natural Gas Pipeline Safety

Available Spots: Dig.2021 (:30-TGAS2110), Leaks.2021 (:30-TGAS2111), Right of Way.2021 (:30-TGAS2112), Before You Dig (:30-TGAS2207), Leaks (:30-TGAS2208), Dig.2021 (:30-TGAS2213), Leaks.2021 (:30-TGAS2214), RightofWay.2021 (:30-TGAS2215)

Tennessee Clean Fuels (TCFC)

Available Spots: Drive.Electric_Experience (:30-TCFC2101), Drive.Electric_Future (:30-TCFC3102) , Drive.Electric_Experience (:30-TCFC2203),

Drive.Electric_Save.Money (:30TCFC2204), Drive.Electric_Event (:15-TCFC1105), Drive.Electric_Event (:15-TCFC1206), Drive.Electric_Web (:15-TCFC1207)

TN Dept. of Transportation (TDOT)

Available Spots: Talking Trash (:30-TDOT2101), Talking Trash (:30-TDOT2202)

Tennessee CASA (CASA)

Available Spots: CASA Volunteer (:30-CASA2202)