



ISSUES AND PROGRAMMING SOLUTIONS

WLLX-FM WLXA-FM WDXE-AM WWLX-AM WKSJ-AM

4th 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. WDXE continued to offer non-profit organizations the opportunity to come and record a 5-minute public service announcement to showcase their organizations.

Issue

Lawrenceburg Parks and Recreation sponsors its Annual Spirit of Santa program to make Christmas bright for those less fortunate.

Program Solution

The Stations Proudly support the department's annual initiative to bring gifts, food, and other supplies to over 600 children in the stations' primary coverage area. In conjunction with several agencies, a little over 10,000 dollars was raised to support the program. The stations provide ample airtime to promote the event, including an on-site broadcast during the driver's primary fundraiser.

Issue

The US Marine Corps of Southern Middle Tennessee Holds Their Annual Toys for Tots Program to Help Collect New Unwrapped Toys and Distribute Those Toys to Less Fortunate Children at Christmas.

Program Solution

The Stations Help Promote the Initiative and Provided a Drop Off Location for Toys To Be Dropped Off. Southern Middle Tennessee Toys for Tots Cover Giles, Lawrence, Wayne, Maury, Marshall, Lewis, Lincoln, Moore, Franklin, And Coffee Counties.



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Issue

Approximately 500 Senior Citizens and Shut Ins seek items to sustain them through the Holidays including personal care, food, clothing, and special requested materials.

Program Solution

The Stations continued their long tradition of participating in the annual Santa for Seniors event that fills gift boxes to give to those in need. Over 500 area residents are served with the program each year. The event is heavily promoted by the radio stations, which also serves as an item drop off point.

Issue

Patients and Survivors in the Radio Station’s listening area affected by Cancer need support with aftercare.

Program Solution

WLX, The X and WDXE spearheaded a Cash for Cancer Fundraiser in October which raised over 17 thousand dollars. Funds will be used to help those in need during their journey with assistance from support groups and other means. Local officials and other dignitaries help in the fundraising.

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 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. Of the charities this quarter, WLLX, WDXE, and WWLX promoted The National Drug Take Back Day in October. The Lawrence County Substance Abuse Prevention Coalition set up in the Parking Lot in Lawrenceburg. Free Prescription Lockboxes were distributed.



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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 to be held in February. Applications were accepted for organizations to be considered as a recipient of the funds up until July 21st. Bodenham Community Club was selected by the Board as the 2024 recipient. The 2023's auction brought in just under \$71,000 for the Giles County Little League.

Issue

COVID along with other illnesses such as the Flu continue to wage on many area residents.

Program Solution

The stations have worked and are continuing to work with area health departments on announcing testing locations and times in addition to helping coordinate vaccination efforts in multiple counties. Beyond announcing information on the air, the stations are donating up to 10 spots daily encouraging listeners to register for their vaccines.

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.



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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 welcome all elected officials from all branches of government when possible. This quarter we welcomed leaders from local, state, and federal representatives to communicate to listeners with a host of various topics, each that impact residents of the station’s coverage area.

4th 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)