



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

## 2nd Quarter 2023

### Issue

To continue the legacy of radio, the stations hire youths when available to teach them about radio and to spark a long-standing interest.

### Program Solution

Radio 7 Media was able to proudly support the efforts of one of their interns and part-timers who plans to continue his education on the college level with a degree in mass communications. The teen was given 1500 dollars in scholarship funds to help his pursuit in furthering his education and interest in broadcasting.

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### Issue

Fires affected several residents in the listening area this quarter.

### Program Solution

Radio 7 Media's Disaster Fund helped families and individuals with monetary contributions to help them with expenses that occurred due to the fires. Donations are made through a weekly dance in the WLX Café and through other means.

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### 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. 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.

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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, WKS, began work for the annual Radio Auction in February. Applications are now being accepted for organizations to be considered as a recipient of the funds. Applications will then be reviewed by a Board and an Institution is selected. This year's auction brought in just under \$71,000 for the Giles County Little League

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### Issue

Severe weather continued through the second 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, 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.

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“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)