



ISSUES AND PROGRAMMING SOLUTIONS

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

1st Quarter 2023

Issue

Abigail's Plan, a 501 c 3, hosts the Miracle League Baseball League each year with the support of the community, volunteers, and donations.

Program Solution

The stations proudly support Abigail's Plan, which was established for people with disabilities, providing ample airtime to promote the events held to support the League.

Issue

A local high school senior was in a terrible accident in November. The community has rallied their support for this family to help pay for medical expenses.

Program Solution

The stations helped promote various fundraisers including Cooking with Kade at the Bank of Frankewing on March 22nd. The stations provided airtime, contributed funds and set up the boom box at the location to provide music and to do on site remotes. The stations also showed support for a second senior from the same high school who unexpectedly passed away in March due to medical issues. Stations showed their support for this young girl by wearing Blue along with the community on Wear Blue for Addy day. Monetary contributions have also been made to help with expenses.

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 Outreach and Awareness Day in February. The Lawrence County Substance Abuse Prevention Coalition set up in the Parking Lot in Lawrenceburg with resources regarding recovery and treatment and also provided Narcan Training.



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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, hosted the annual Radio Auction in February. A total of 409 items crossed the auction block bringing in just under \$71,000 for the Giles County Little League. Each year organizations submit applications to be considered as a recipient of the funds. Applications are reviewed by a Board and an Institution is selected.

Issue

Severe weather continued through the first quarter of 2023.

Program Solution

The stations offered coverage from a custom-built weather center for warning listeners and viewers of severe storms. This data was utilized several times during the first 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.

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. The stations continue to support area responders by promoting statics and high lighting their continuous training. On March 29th, the stations had the opportunity to cover Trench Rescue Training which will be extremely beneficial to the community.



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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)