



WLLX-FM 97.5 - WWLX-AM 590
Lawrenceburg, TN 38464

www.wxonline.com

Issues and Programming Solutions

October 2014

Issue

Nonprofit volunteer fire departments seek funding to continue helping others in time of great need. Despite limited local government funding, added support is needed to continue operations.

Programming Solution

WLLX-FM/WWLX-AM donated \$10,000 in on-air ads to the Ethridge and New Prospect Fire Departments for their fall fundraisers. The departments were collectively able to raise nearly \$20,000 to support their basic operations, fund equipment purchases, and training. Similar donations are made upon request to other volunteer emergency response agencies in Giles and Lawrence Counties.



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Issues and Programming Solutions

November 2014

Issue

The annual Santa for Seniors Campaign seeks to raise funds and gifts for the community's senior citizens and shut-ins to provide holiday cheer.

Programming Solution

WLLX-FM/WWLX-AM donated ample air time to support the annual cause that provides over 600 residents with a box of personal care items, food, clothing, and other items of request for the Christmas season. The station also serves as a drop-off point and allows the nonprofit, grassroots group to use its community room to sort, organize, and package all materials for the annual campaign.



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Issues and Programming Solutions

December 2014

Issue

The Christmas for Critters program seeks to provide pet food to pets in disadvantaged homes or residences of senior citizens. The program serves hundreds of households in the regional annually.

Programming Solution

WLLX-FM/WWLX-AM provided air time for the program to garner support. This was provided to the initiative via walk in visits to the studio plus a host of 30 second PSAs.