



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

4th Quarter 2020

Issue

The Annual Spirit of Santa drive seeks to provide gifts and care items to children in need in the Southern Middle Tennessee area during Christmas.

Program Solution

The program, in its 31st year, partnered with the radio stations to broadcast and host the annual fundraising drive. The event's primary breakfast fundraiser was hosted off site this year due to COVID-19 however the station offered ample airtime to the organizers leading up to and the day of the event. The fundraiser netted around \$10,000 to be used for 380 children in the area.

Issue

Santa For Seniors aims to raise funds and goods to supply Christmas care packages to elderly residents of the area. 580 individuals applied for assistance through the annual fourth quarter drive.

Program Solution

All stations aired PSAs regarding the event, need for donations, and where those in need could sign up. The stations also served as the primary drop off point for donated goods and hosted the event's weeklong packing and distribution drive. Due to COVID-19, a drive through pick-up was offered to beneficiaries in the station's Lawrenceburg broadcast center parking lot.

Issue

Fall Severe Weather Season began to ramp up in the station's listening area with led to a host of severe storm warnings issued for several communities in our region.

Program Solution

The stations proudly now offer the only live doppler radar aside from federally operated radars in Middle Tennessee. The data is directly transmitted to the National Weather Service offices in Nashville and Huntsville for aid in issuing warnings related to severe storms. The stations also offer wall-to-wall coverage from a custom-built weather center for warning listeners and viewers of severe storms.
