



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

3rd Quarter 2019

Issue

Fires and natural disasters are to blame for several homes being damaged within our service area annually. An uptick of such disasters usually happens during the coldest months of the year.

Program Solution

The stations host a house band weekly within our community room theater to raise money for our in-house charity, X Cares. The organization uses such funds to provide care to those who've lost items in house fires. Though some have full insurance coverage, several lack any form of insurance and such considerations are made when aiding those in need. The funds are also used to support those with illnesses as well. During the Third Quarter of 2019, \$1,350.00 was disbursed among several families in need of aid.

Issue

Main Street Lawrenceburg seeks to promote its monthly event called "Second Saturdays". The event during Summer 2019 focused on The American Cancer Society, raising funds for the organization, promoting cancer survivors, and remembering those who lost their battle.

Program Solution

All stations have partnered to run PSAs for the event, performed an on site broadcast and hosted event coordinators live in studio.

Issue

A Kid's Place, Child Advocacy Center seeks to raise funds to help continued operations for aiding children affected by mental and physical abuse.

Program Solution

All stations have partnered to run PSAs regarding the center's fourth quarter fundraiser event. A generous amount of airtime was donated to bring awareness to the campaign.

Issue

Local business Rick's BBQ sought to promote a fundraiser for Saint Jude's Children's Research Hospital.

Program Solution

The stations hosted leadership from the company to visit with each morning show to advertise the fundraiser. Over \$11,000 was collected for the nonprofit hospital in nearby Memphis, TN. Several



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children in the stations listening area benefit from Saint Jude's annually.

Issue

Giles County's Veterans Alliance seeks to raise funds to cover fuel and repair costs for a pair of vans used to transport veterans to and from medical appointments in Nashville and surrounding cities.

Program Solution

The stations gave the group ample airtime to promote a fundraising breakfast. This donation included spots and walk-in visits.

Issue

Local non-profit agencies seek to raise funds for their continued support of area residents in need in the radio station's coverage area.

Program Solution

The stations maintain an open door policy to assist groups who request airtime to promote their fundraisers which benefit the public welfare. Those this quarter who visited our stations included Mainstreet Lawrenceburg, the Lawrence County Chamber of Commerce, Giles County Chamber of Commerce, Mainstreet Lawrenceburg, Scouts USA, The Lawrence County Public Library, Lawrence County School System, Rotary Club of Lawrenceburg, Lawrence County Youth Sports, City of Pulaski, City of Loretto, City of Lawrenceburg, Lawrence County Government, Lawrence County Substance Abuse Coalition, Giles County Government, A Kid's Place Child Advocacy Center, Giles County Veterans Alliance, Lawrenceburg Community Theatre, and WKS-R Radio Auction Committee.