



ISSUES AND PROGRAMMING SOLUTIONS

WLLX-FM WLXA-FM WDXE-AM WWLX-AM WKSR-AM

2nd 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 Second Quarter of 2019, an estimate of \$1,500.00 was disbursed among several families in need of aid.

Issue

Area community groups reached out to the radio stations for educational opportunities regarding the broadcasting industry and severe weather awareness during the spring months as this region sees an increase in severe storms during this time of year.

Program Solution

The stations always oblige speaking and educational opportunities when requested by the community. The Lawrence County, TN Scouts USA and Lawrence County Public Library requested station staff members to speak to their groups regarding weather safety and what conditions lead to strong storms. Staff members went over safety procedures with children and their parents in addition to reading age appropriate books and conducting homemade experiments.

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. Unfortunately, the event had to be postponed before and has not yet been rescheduled at the time of this publication.

Issue

Local non-profit agencies seek to raise funds for their continued support of area residents in need in the



ISSUES AND PROGRAMMING SOLUTIONS

WLLX-FM WLXA-FM WDXE-AM WWLX-AM WKSR-AM

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, Lawrence County Fire & Rescue, Scouts USA, The Lawrence County Public Library, Lawrence County School System, Rotary Club of Lawrenceburg, Butterfly Foundation of Middle Tennessee, Lawrence County Youth Sports, City of Pulaski, City of Loretto, City of Lawrenceburg, Lawrence County Government, Giles County Government, Giles County Veterans Alliance, Lawrenceburg Community Theatre, STAAR Theatre, and WKSR Radio Auction Committee.