



ISSUES AND PROGRAMMING SOLUTIONS
WLLX-FM WLXA-FM WWLX-AM WTNX-FM WDXE-AM
LAWRENCEBURG, TN

April 2017

ISSUE

The American Red Cross is in urgent need of blood of all types.

SOLUTION

The stations partnered with ARC officials to generate high amount of interest for the first ever "Battle of the Badges" blood raising competition. The event was also done to mark the victory over cancer for a young local girl. The turnout was among the highest in recent years.



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With the end of the school year, many less fortunate children are left without a source of food. Local organizations seek to provide food for kids in need while school is out for summer break.

SOLUTION

The stations partnered with several local groups that provide a free or low cost lunch for children on summer break. This outreach serves both Lawrence and Giles County students.