



ISSUES AND PROGRAMMING SOLUTIONS

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

2nd Quarter 2018

Issue

Fire damages several homes 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 do not and such considerations are made when providing assistance to those in need. The funds are also used to support those with illnesses as well. During the second Quarter of 2018, an estimate of \$1,00.00 was disbursed among four families in need of aid.

Issue

Severe spring storms threaten the radio stations' service area with damaging winds, heavy rain, and hail.

Program Solution

The stations will cease normal operations and will offer hyper-local weather coverage for our 11-county primary service area. The station's personnel, trained in atmospheric sciences, track the storms from the time that dangers are first detected with the use of the region's only weather radar operated by a radio broadcast facility. With coordination with our communities EMA offices and the National Weather Service, potentially life-saving information is transmitted across our family of 17 frequencies.

Issue

The Lawrence County, TN Reserve Deputies Association seeks to raise funds to purchase new equipment for their officers by hosting an annual rodeo event at Lawrenceburg's Rotary Park.

Program Solution

The stations gave the agency ample air time to garner support for their cause. The station donated regular spots, walk-in visits, call-ins, and a social media push for our listenership to gain knowledge of the event.

Issue

Every year several non-profit Giles County organizations seek funds for their continued operation. Annually, groups enter the station's consideration for the Radio Auction fundraiser. The annual event has recently garnered selected non-profits up to \$50,000 dollars in funds to use toward their cause.



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Program Solution

Toward the end of the Second Quarter of each year, the station airs notices to the community advertising the opening for applications. This year the project continued with eight organizations entering for consideration. A selection will be named in the coming months for the event to be held in January 2019.