



WLLX-FM 97.5 - WWLX-AM 590
Lawrenceburg, TN 38464

www.wxonline.com

Issues and Programming Solutions

April 2014

Issue

Volunteer fire departments in Lawrence County, TN seek additional funding to support their monthly operations. Despite receiving funding from tax payers, each department is tasked with a fundraising drive to purchase new equipment, gear, fuel, and other expenditures that may arise through the year.

Programming Solution

WLLX-FM/WWLX-AM gladly aids any volunteer fire agency that requests assistance. Our assistance package includes free promotion on the air, an ad on the station's LED billboard, and more. Crawfish Valley, New Prospect, and Center Point Fire Departments received an assistance package during the month of April 2014. NPFD raised over \$10,000 from a single event that was entirely promoted on WLLX/WWLX.



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May 2014

Issue

Local residents seek to build a rubberized baseball field to enable children with disabilities to participate in sporting events. The field will cost over \$50,000.

Programming Solution

WLLX-FM/WWLX-AM partnered with the organization "Abigail's Dream" to promote awareness of the endeavor. Organization leaders conducted a "Buddy Ball" game that saw children with disabilities participating in a baseball game. The station promoted the event prior to and the day of with ample on-air coverage including "play by play" of the event itself. WLLX/WWLX also made a \$1,000 donation to support the cause.



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Issues and Programming Solutions

June 2014

Issue

Emergency responders and victims of local disasters seek assistance during such incidents.

Programming Solution

WLLX-FM/WWLX-AM works in a close relationship with the Southern Middle Tennessee Chapter of the American Red Cross. The stations generously donate airtime that is used to raise funds for the agency to purchase water and Gatorade for responders and for supporting those who've lost their belongings in a house fire.