



ISSUES AND PROGRAMMING SOLUTIONS

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

4th Quarter 2017

Issue

Santa for Seniors is an annual giving program to aid area senior citizens and shut-ins during the holiday season. The program serves over 600 individuals annually.

Program Solution

The stations each aired PSAs for the organization to raise funds and items to give to those in need during the months of November and December. The stations also hosted the organization's packing and shipping efforts from our Lawrenceburg community room. This year's event was again cited as a success.

Issue

Spirit of Santa is in its 27th year of providing gifts to local kids during the Christmas season. The annual effort offers an annual breakfast to raise funds and gifts for the drive.

Program Solution

The stations aired local news announcements in the days prior to the event to bring awareness to this year's campaign. On the morning of the event, the stations each aired live segments from the site of the event as an added method of garnering attendees and funds for the campaign. Nearly 1,000 kids were beneficiaries of the 2017 event.