



ISSUES AND PROGRAMMING SOLUTIONS
WLLX-FM WLXA-FM WDXE-AM WWLX-AM WKSJ-AM

1st Quarter 2021

- **Issue**

The worldwide COVID-19 pandemic has waged on with many area residents being tested and then vaccinated daily against the deadly virus.

Program Solution

The stations have worked and are continuing to work with area health departments on announcing testing locations and times in addition to helping coordinate vaccination efforts in multiple counties. Beyond announcing information on the air, the stations are donating up to 10 spots daily encouraging listeners to register for their vaccines.

Issue

As COVID-19 vaccination numbers rise and daily caseloads decrease, area residents are once again holding events for community benefit.

Program Solution

All stations freely air community event information for three days during the local news. All stations air the news five times daily and include a special section during the program dedicated to the promotion of events that benefit the public welfare.

Issue

Local health departments seek to promote COVID-19 testing and vaccinations across the stations coverage area.

Program Solution

All stations worked directly with local health officials to promote the scheduled opportunities for COVID-19 testing and then extensively during the ongoing vaccination phase. Vaccinations brought forth many challenges to which the stations gladly opened airtime to promote such clinics and changes as officials learned what worked best for the greatest public benefit.

Issue

As Spring Severe Weather Season begins to ramp up in the station's listening area with led to a host of severe storm warnings issued for several communities in our region.

Program Solution

The stations proudly now offer the only live doppler radar aside from federally operated radars



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in Middle Tennessee. The data is directly transmitted to the National Weather Service offices in Nashville and Huntsville for aid in issuing warnings related to severe storms. The stations also offer wall-to-wall coverage from a custom-built weather center for warning listeners and viewers of severe storms.

Public Awareness PSAs – Q1 2021

TN Dept. of Tourist Development (TDTD) - COVID-19 – Get A Test/ Wear A Mask

Available Spots: Face It/ Wear A Mask (:30-TDTD2222)

- TN Gas Association (TGAS) - Natural Gas Pipeline Safety

Available Spots: Before You Dig (:30-TGAS2207), Leaks (:30-TGAS2208), Dig.2021 (:30-TGAS2213), Leaks.2021 (:30-TGAS2214),

RightofWay.2021 (:30-TGAS2215)

- Blue Cross/Blue Shield Foundation (BCBS) - Flu Season/Shot Awareness

Available Spots: Flu Shot 2020 (:30- BCBS2203), Covid.Vaccine.2021 (:30- BCBS2205)