



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

[www.wxonline.com](http://www.wxonline.com)

## **Issues and Programming Solutions**

January 2015

### **Issue**

Unseasonably cold weather placed greater need of ensuring area residents were able to properly heat their homes. One such night saw temperatures fall well below 0°. A "warming shelter" was opened by a local church to assist the homeless or those without proper heating.

### **Programming Solution**

WLLX-FM/WWLX-AM coordinated with the local church and the American Red Cross to establish the warming shelter for use during the coldest of the period. This also meant providing ample air time to ensure as many residents knew of the shelter's opening and availability. The station also allowed staff to man the shelter for a time during regular work hours.



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## **Issues and Programming Solutions**

February 2015

### **Issue**

The Shelter, a local nonprofit, seeks to provide resources for victims of domestic violence. The local effort uses February as an annual fundraising period.

### **Programming Solution**

WLLX-FM/WWLX-AM generously allowed The Shelter access to ample airtime for its fundraising time. This included walk-in visits on the stations' morning drive programs in addition to coverage within the local news.



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## **Issues and Programming Solutions**

March 2015

### **Issue**

March is federally designated as "Red Cross Month" and is used by the ARC as a national fundraising campaign.

### **Programming Solution**

WLLX-FM/WWLX-AM always supports the efforts of the regional Red Cross by a heavy on-air promotion campaign. This year several announcements were made regarding the agency's fundraising and need for growing a dwindling blood supply in the region. Blood drives are given top priority on the air due to a declining turn-out in participation from the general public.