



ISSUES AND PROGRAMMING SOLUTIONS

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

3rd Quarter 2021

Issue

Q3 2021 saw devastating flooding strike Humphreys County, TN. Thousands were displaced when their homes were destroyed during the historic event.

Program Solution

Station staff members organized a relief drive within 24 hours of the event. With the assistance of local businesses and trucking company, the stations raised enough supplies in 48 hours to fill an 18-wheeler trailer. The record giving by community members was transported to the disaster site to aid the victims of the event.

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

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

Severe weather continued through the third quarter of 2021. A host of storms brought damaging winds



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and flooding rains to the region

Program Solution

The stations proudly now offer the only live doppler radar aside from federally operated radars 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. This data was utilized several times during the second quarter which led to earlier warning times in the stations' coverage area.

Issue

Station staff members were asked to conduct presentations to students regarding severe storm safety.

Program Solution

Station staff members conducted the most consecutive school visits in station history during the second quarter of this year. Eight school, consisting of multiple grade level groups, were met with, and discussed with the basics of broadcasting, meteorology, science, and severe storm safety. Four more visits are planned during the first few weeks of the third quarter.

3rd Quarter 2021 "Tennessee Matters" Public Affairs Issues/Clearance

Tourism

Tennessee is the home of the blues, bluegrass, country, gospel, soul, rockabilly, and rock 'n' roll—delivering an unparalleled experience of beauty, history, and family adventure, infused with music that creates a vacation that is the "Soundtrack of America. Made in Tennessee." As Commissioner of the Tennessee Department of Tourist Development, Mark Ezell is responsible for the growth strategy and overall branding of the state's global tourism footprint. Available July 3-4.

Covid Vaccine Update/New Alzheimer's Drug

Tennessee Commissioner of Health, Dr. Lisa Piercey, provides an update on covid vaccines in the state. Dawn Bunne from the Tennessee Chapter of the Alzheimer's Association discusses the significance of a new drug to treat the disease called Aduhelm. Available July 10-11.

Covid Vaccine Update/New Alzheimer's Drug



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Tennessee Commissioner of Health, Dr. Lisa Piercey, provides an update on covid vaccines in the state. Dawn Bunne from the Tennessee Chapter of the Alzheimer's Association discusses the significance of a new drug to treat the disease called Aduhelm. Available July 17-18.

New Alzheimer's Drug

The FDA has approved a drug called Aduhelm to treat Alzheimer's disease. This is a new type of Alzheimer's treatment that addresses the disease in a way that has never been done before. Dr. Jonathan Liss, a Neurologist specializing on cognitive health who had a role in the trials of the new drug, Ana Marie Nelson, VP/Programs and Services, Alzheimer's Association Tennessee Chapter, and Robert Reid whose wife is in early stage of the disease, discuss the impact of this new treatment. Available July 24-25.

The Jason Foundation

The Jason Foundation is dedicated to the prevention of the "Silent Epidemic" of youth suicide through educational and awareness programs that equip young people, educators/youth workers and parents with the tools and resources to help identify and assist at-risk youth. Jason Foundation President, Clark Flatt, discusses their work. Available July 31-August 1.

Center for Non Profit Management

Tari Hughes, CEO of The Center for Non Profit Management, discusses their work to assist and grow non-profits throughout Tennessee. Available August 7-8.

Tennessee Highway Patrol

The Tennessee Highway Patrol is responsible for enforcing all laws relating to traffic on the state's highways. The agency was created to protect the lives, property, and [constitutional rights](#) of people in Tennessee. Lt Bill Miller, Public Information Officer for the Tennessee Highway Patrol and the

Tennessee Department of Safety & Homeland Security, discusses their work. Available August 14-15.

Tourism

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creates a vacation that is the “Soundtrack of America. Made in Tennessee.” As Commissioner of the Tennessee Department of Tourist Development, Mark Ezell is responsible for the growth strategy and overall branding of the state's global tourism footprint. Available August 21-22.

Tennessee Highway Safety Office

The Tennessee Highway Safety Office is a division of the [Tennessee Department of Safety and Homeland Security](#) advocating for traffic safety. The THSO’s mission is to reduce Tennessee traffic fatalities and they work to achieve this goal by changing driver behavior through increased education, enforcement, and community partnerships. Buddy Lewis, Director, is the program’s guest. August 28-29.

Tennessee Commission on Aging and Disability

The Tennessee Commission on Aging and Disability is dedicated to working for older Tennesseans and adults with disabilities by providing leadership and guidance for a system that promotes health, dignity, independence, and security through an array of community and in-home services, the protection of rights, and the implementation of best practices. James Dunn, Executive Director of the Tennessee Commission on Aging and Disability, discusses their services. Available September 4-5.

Tennessee Higher Education Commission

The Tennessee Higher Education Commission is focused on increasing the number of Tennesseans with a post secondary credential by innovating for student access and success, creating a policy environment conducive to increased degree attainment, and protecting students and consumers. Emily House is the Executive Director of the Tennessee Higher Education Commission and the Tennessee Student Assistance Corporation. Available September 11-12.

Tennessee Department of Agriculture

The Department of Agriculture serves the citizens of Tennessee by providing options for responsible use of agricultural and forest resources, developing economic opportunities, safeguarding food and fiber, and ensuring equity in the marketplace. Dr. Charlie Hatcher, Commissioner, discusses agriculture in Tennessee. Available September 18-19.

Tennessee 811



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Tennessee 811 is an advance notification service to operators of underground facilities anywhere within the state to provide the best communication, education and notification to prevent damage to underground utilities. Craig Ingram Public Awareness Manager for Tennessee 811, encourages everyone to call TN 811 before digging. Available September 25-26.