

WALI Issues 4th quarter 2021

The principal focus of our public affairs effort is the promotion of events and ongoing services of non-profit organizations in our community.

1. Economic Development. WALI aired general announcements promoting Main Street and local Chamber of Commerce activities. We air regular announcements encouraging listeners to shop local. Mainstreet Christmas celebrations were heavily promoted. We regularly air announcements promoting Tennessee Tourism
2. Education. during the 4th quarter, we continued broadcasting all Bradley Central High School basketball games, the only station to do so in many years.
3. Drugs and Alcohol Abuse. WALI regularly airs announcements about the perils of Meth and opioid adiction. We also promoted a quarterly drop for outdated prescription drugs.
5. Environment. WALI airs regular announcements from Keep Tennessee Beautiful.
7. Local culture. During the fourth quarter we did air announcements for the local Museum at Five Points as well as Lee University musical performances. We also promoted a downtown holiday festival.
8. Health. WALi regularly airs announcements for Blood Assurance. During the 4th quarter we ran additional announcements for multiple blood shortage situations. We also air announcements promoting a Blue Cross initiative for lowering health care costs.