



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

1st Quarter 2022

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

Severe weather continued through the first quarter of 2022. A host of storms brought damaging winds and flooding rains to the region in addition to “lower end” rated tornados.

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

Local, state, and federal leaders seek to communicate with their constituents regarding a host of different issues that affect communication in the stations’ service area.

Program Solution

The stations welcome all elected officials from all branches of government when possible. This quarter we welcomed leaders from local, state, and federal representatives to communicate to listeners with a host of various topics, each that impact residents of the station’s coverage area.

1st Quarter 2022 “Tennessee Matters”



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TN Dept. of Tourist Development (TDTD)

Available Spots: Gone_Fishing (:30-TDTD2123), Laughter (:30-TDTD2124), Peaks&Valleys (:30-TDTD2225), Yet.to.Come

(:30-TDTD2226), Kid.Reviewed (:30-TDTD2227), Music.Everywhere (:30-TDTD2228)

TN Gas Association (TGAS) - Natural Gas Pipeline Safety

Available Spots: Dig.2021 (:30-TGAS2110), Leaks.2021 (:30-TGAS2111), Right of Way.2021 (:30-TGAS2112), Before You Dig (:30-TGAS2207), Leaks (:30-TGAS2208), Dig.2021 (:30-TGAS2213), Leaks.2021 (:30-TGAS2214), RightofWay.2021 (:30-TGAS2215)

Tennessee Clean Fuels (TCFC)

Available Spots: Drive.Electric_Experience (:30-TCFC2101), Drive.Electric_Future (:30-TCFC3102), Drive.Electric_Experience (:30-TCFC2203),

Drive.Electric_Save.Money (:30TCFC2204)

Jason Foundation (JSFN)

Available Spots: Jason.Adult (:30-JSFN2101)