



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

3rd Quarter 2022

Issue

The Lawrence County Community experienced some recording breaking temperatures during June with some locations reaching the upper 90s, and heat index values well over 100 degrees. Several Elderly and Shut Ins were found to be without any sort of cooling mechanism.

Program Solution

The stations, specifically, WLLX, WDXE and WWLX Partnered With Santa For Seniors TN in Hosting A Fan Drive where over 50 Fans Were Donated and Dropped off at the Radio Station to be distributed accordingly.

Issue

Local non-profit agencies regularly hold fundraisers in support of area residents in need in the radio station's coverage area.

Program Solution

The stations maintain an open-door policy and dedicates several hours to assist local charities who request airtime to promote their fundraisers which benefit the public welfare. Of the charities this quarter, WLLX, WDXE, and WWLX promoted The Junior Auxiliary's "Stuff The Bus" Event in the Parking Lot On July 30th From 10 To 2. Newly purchased school supplies were donated and distributed among schools in Lawrence County.

Issue

The Giles County community seeks to fund nonprofit agencies who work to benefit those in need and work to make the county a better place to live.

Program Solution

The stations, specifically, WKSJ, hosted the annual Radio Auction this year which benefited the work of American Legion Post 60 and their mission of caring for America's veterans. Community members donated hundreds of items that contributed to nearly \$50,000 being raised for the organization. Preparations are underway for the 2023 auction with benefactor applications now being accepted.



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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 third quarter of 2022. A host of storms brought damaging winds and flooding rains to the region.

Program Solution

The stations proudly 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. The third quarter was an active time period as the General Election was held in August.

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.

The stations also hosted live election coverage on August 4th.



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3rd Quarter 2022 "Tennessee Matters"

TN Dept. of Tourist Development (TDTD)

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

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), Drive.Electric_Event (:15-TCFC1105), Drive.Electric_Event (:15-TCFC1206), Drive.Electric_Web (:15-TCFC1207)

TN Dept. of Transportation (TDOT)

Available Spots: Talking Trash (:30-TDOT2101), Talking Trash (:30-TDOT2202)

Tennessee CASA (CASA)

Available Spots: CASA Volunteer (:30-CASA2202)