



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

4th Quarter 2021

Issue

500 senior citizens and shut-ins seek items to sustain them through the holidays including personal care, food, clothing, and special requested materials.

Program Solution

The stations continued their long tradition of participating in the annual Santa for Seniors event that fills gift boxes to give to those in need. Over 500 area residents are served with the program each year. The event is heavily promoted by the radio stations, which also serves as an item drop off and distribution point.

Issue

Lawrenceburg Parkes and Recreation sponsors its annual Spirit of Santa program to make Christmas bright for those less fortunate.

Program Solution

The stations proudly support the department's annual initiative to bring gifts, food, and other supplies to over 600 children in the stations' primary coverage area. In conjunction with several agencies, nearly \$20,000 is raised to support the program. The stations provide ample airtime to promote the event, including an on-site broadcast during the drive's primary fundraiser.

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



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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 fourth quarter of 2021. A host of storms brought damaging winds and flooding rains to the region in addition to a pair of EF-1 tornadoes in the stations' primary coverage area.

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.

4th Quarter 2021 "Tennessee Matters" Public Affairs Issues/Clearance

American Red Cross – Tennessee Region

The American Red Cross helps Tennessee communities prepare for, respond to, and recover from emergencies. The Tennessee Region of the American Red Cross is comprised of eight local chapters, serving all 95 counties in Tennessee, Crittenden County in Arkansas, and Desoto and Tunica counties in Mississippi. Sherri McKinney is Regional Director of Communications, American Red Cross-Tennessee Region. Available October 2-3.

Tennessee Human Rights Commission

The Tennessee Human Rights Commission is an independent state agency created in 1963 to encourage, promote and advise the public of their human rights. They ensure compliance with the Civil Rights Act of 1964 prohibiting discrimination based on race, color, and national origin by state agencies receiving federal financial assistance. Beverly Watts, Executive Director, discusses their work. Available October 9-10.

Safe at Home Program



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Stacy Scruggs, Program Coordinator of the Safe at Home Address Confidentiality Program, discusses this new statewide program administered by the Office of the Tennessee Secretary of State. The Safe at Home Program is open to all victims of domestic abuse, stalking, human trafficking, sexual battery, and other sexual offenses at no cost. Available October 16-17.

Disappearing Appalachia

Stepping through time to past and present communities, settled in deep hollows and surrounded by ridges and mountains in Tennessee's Appalachia is to confront a different and disappearing realm. Authors Fred Brown and Harry Moore recall its culture, land and people before it vanishes into the abyss of time in their book, *Disappearing Appalachia: A Picture of a Vanishing Land and Its People*. Available October 23-24.

The Music of The Statler Brothers – Don Reid

The Music of The Statler Brothers is an in-depth look at the musical career of The Statler Brothers' forty-year reign as country music's premier group. Lead singer, Program guest Don Reid, writes about each song ever recorded by the Grammy Award-winning foursome and gives backstage insight to the writings and the selections of each composition. Available October 30-31.

Enduring Hearts

A heart transplant is not a cure, but a bridge to life for recipients. Enduring Hearts launched in 2013 with a mission to fund research that increases the longevity of pediatric heart transplants, improves the quality of life for children living with a new heart and eliminates pediatric heart diseases that may lead to a transplant. Executive Director, Carolyn Salvador, discusses their work. Available November 6-7.

Fisher House

Fisher House Foundation builds comfort homes where military & veterans families can stay free of charge, while a loved one is in the hospital. These [homes are located](#) at military and VA medical centers around the world. Available November 13-14.

Tennessee Wildlife Resources Agency

The Tennessee Wildlife Resources Agency works to help enrich your outdoor experience. They preserve, conserve, manage, protect, and enhance the fish and wildlife of the state and their habitats for the use, benefit, and enjoyment of the citizens of Tennessee and its visitors. Jenifer Wisniewski is Chief, Communications and Outreach at Tennessee Wildlife Resource Agency. Available November 20-21.

Tennessee Dairy Producers Association



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The Tennessee Dairy Producers Association seeks to be a unified voice for all dairy producers in Tennessee in a manner that will expedite a consistent response to any issue that might affect the viability of the dairy industry in Tennessee. Johnny Sparkman of Sparkman Farms in Sparta and Spokesperson for the Tennessee Dairy Producers Association's board discusses the dairy industry in Tennessee. Available November 27-28.

Tennessee State Health Insurance Assistance Program (TN SHIP)

The Tennessee State Health Insurance Assistance Program (TN SHIP) is a federally funded program that provides free and unbiased counseling and assistance to Tennessee's Medicare-eligible individuals, their families, and caregivers. The Annual Enrollment Period runs through Tuesday, December 7th and SHIP Director, Ryan Ramsey, encourages those who are eligible to sign up. Available December 4-5.

Tennessee Agritourism Association

The Tennessee Agritourism Association is to promote quality growth and development of agritourism in Tennessee. Andrew Dixon, President of the Tennessee Agritourism Association discusses this unique aspect of agribusiness. Available December 11-12.

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 December 18-19.

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