

WALI Issues 4th quarter 2019

1. Economic Development. WALI aired general announcements promoting Main Street Cleveland and the Cleveland Bradley Chamber of Commerce. We also promoted specific downtown events for MainStreet in October.

2. Tourism Development. We regularly air announcements urging local citizens to treat tourists with respect as they add to our local economy. In the 4th quarter we specifically promoted two events that brought over 30,000 downtown.

3. Education. During the 4th quarter WALI aired multiple announcements for the local Boys and Girls Club in addition to heavy promotion for their large annual fundraiser. We also aired announcements for community outreach from Cleveland State Community College and two public performances at Lee University.

4. Drugs and Alcohol Abuse. WALI regularly airs announcements about the perils of Meth and opioid addiction. We also aired 4th quarter announcements for a drug takeback day.

5. Environment. WALI airs regular announcements from Keep Tennessee Beautiful and during fourth quarter we promoted two specific outdoor events at the local state park.

6. Other activities. WALI regularly airs recruitment ads for the local CASA organization, plus a special campaign for their major fundraising activity in the 4th quarter. We aired announcements for three weekend fundraisers for the local Girl Scout Organization. Over 50 announcements were aired promoting a fund raising event for the local SPCA chapter.

7. Local culture. During the fourth quarter we promoted performance by the Cleveland Orchestra and Cleveland Pops, as well as a number of Christmas musicals in the community. We air regular general announcements promoting the local museum as well as three specific events in 4th quarter.

8. Health. WALi regularly airs announcements for Blood Assurance. During the 4th quarter we ran additional announcements for specific bloodmobile stops. During the 4th quarter we also promoted a fundraising activity for the local Cancer Association.