

Quarterly Significant Issues and Program Report
4th Quarter 2020 - October 1 through December 30, 2020

WFIV-FM

1. Schools - WFIV-FM aired live football broadcasts during the months of October and November which included pregame telephone interviews with players and coaches. In December, WFIV-FM aired high school basketball broadcasts which included live interviews with coaches and players from both girls and boys basketball teams.
2. Tourism - There were limited tourism events that occurred during the holiday season due to COVID-19 precautions in our community. WFIV-FM interviewed the Director of Tourism for the Town of Farragut to promote the town's expanded "Light The Park" display. The station also aired PSAs to promote visiting the park for self-guided walks through the lighted trail. The station also worked with the Farragut Business Alliance to promote the town's "Shop Farragut" campaign.
3. Highways and Roads - WFIV regularly airs daily traffic reports Monday through Friday during mornings and afternoon drive times.
4. Intergovernmental Relations - No programming specific to this topic.
5. The Economy - WFIV-FM worked with the Farragut Business Alliance to promote the town's "Shop Farragut" campaign and continued promoting business reopening events to assist the community with COVID-19 recovery.
6. WFIV regularly aired PSAs for community organizations promoting education on topics such as United Way, Drug Abuse Awareness, Supporting our Troops, and more.