

WALI Issues 4th quarter 2023

1. Economic Development. WALI aired general announcements promoting Main Street and local Chamber of Commerce events. Continuing through all of 4th quarter we have been airing as many as 10 announcements per day encouraging listeners to shop local. We continued to promote Mainstreet Cleveland's monthly Cruise-ins and their Halloween and Christmas major downtown events.
2. Education. during the 4th quarter, we aired regular announcements on school extracurricular activities for both Cleveland city and Bradley County schools. We also promoted educational opportunities through the Boys and Girls Club. We also promoted Junior Achievement activities. We aired a Tennessee Association of Broadcasters campaign for Adult Education. As well as re-entry assistance for released criminals.
3. Drugs and Alcohol Abuse. WALI regularly airs announcements about the perils of Meth and opioid adiction.
5. Environment. WALI airs regular announcements from Keep Tennessee Beautiful and during the fourth quarter we promoted a cleanup of the Hiwassee River area near Charleston. We regularly air clean fuel announcements promoting electrical vehicles. We aired announcements about gas line safety.
7. Local culture. During the 4th quarter we actively multiple festivals in the Cleveland area..We also aired regular announcements for the Museum Center at 5 points plus two museum special events.
8. Health. WALi regularly airs announcements for Blood Assurance. During the 3rd quarter we ran one additional campaign for special blood shortages. Announcements were aired for Family Promise on a regular basis