

WALI Issues 1st quarter 2024

1. Economic Development. WALI aired general announcements promoting Main Street and local Chamber of Commerce events. Continuing through all of 1st quarter we have been airing as many as 8 announcements per day encouraging listeners to shop local. We promoted a downtown festival drawings some 10,000 people. We also promoted the Cleveland Economic Job Fair.
2. Education. during the 1st 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 just generic and special 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 addiction.
5. Environment. WALI airs regular announcements from Keep Tennessee Beautiful. We regularly air clean fuel announcements promoting electrical vehicles. We aired announcements about gas line safety.
7. Local culture. During the 1st quarter we promoted two festivals in the Cleveland area. We also aired regular announcements for the Museum Center at 5 points plus a winter museum special events.
8. Health. WALi regularly airs announcements for Blood Assurance. During the 1st quarter we ran an additional schedule promoting a specific blood type shortage. Announcements were aired for Family Promise on a regular basis. We also aired announcements for the local Karis Health Care system.