



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

4th Quarter 2022

Issue

Lawrenceburg Parks 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, a little over 10,000 dollars was raised to support the program. The stations provide ample airtime to promote the event, including an on-site broadcast during the driver's primary fundraiser.

Issue

The US Marine Corps of Southern Middle Tennessee Holds Their Annual Toys for Tots Program to Help Collect New Unwrapped Toys and Distribute Those Toys to Less Fortunate Children at Christmas.

Program Solution

The Stations Help Promote the Initiative and Provided a Drop Off Location for Toys To Be Dropped Off. Southern Middle Tennessee Toys for Tots Cover Giles, Lawrence, Wayne, Maury, Marshall, Lewis, Lincoln, Moore, Franklin, And Coffee Counties.

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 point.



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Issue

Local non-profit agencies regularly hold fundraisers and events in support of area residents in need in the radio station's coverage area.

Program Solution

The stations maintain an open-door policy and dedicates several hours to assist local charities who request airtime to promote their fundraisers which benefit the public welfare. Of the charities this quarter, WLLX, WDXE, and WWLX promoted The National Drug Take Back Day in October. The Lawrence County Substance Abuse Prevention Coalition set up in the Parking Lot in Lawrenceburg. Free Prescription Lockboxes were distributed.

Issue

The Giles County community seeks to fund nonprofit agencies who work to benefit those in need and work to make the county a better place to live.

Program Solution

The stations, specifically, WKSJ, hosted the annual Radio Auction this year which benefited the work of American Legion Post 60 and their mission of caring for America's veterans. Community members donated hundreds of items that contributed to nearly \$50,000 being raised for the organization. Preparations are underway for the 2023 auction with benefactor applications now being accepted.

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.



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Issue

Severe weather continued through the fourth quarter of 2022.

Program Solution

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. On October 4th, WLLX Was Selected as The First Place Winner in The Tennessee Association of Broadcasters 2022 Excellence in Broadcasting Awards for Best Public Service in Small Market Radio for Efforts in Building Tennessee Valley Weather and Tennessee's First and Only Dual Polarimetric Doppler Radar. Stations Continuously Updated Listeners during Weather Events especially the Recent Ice Storm Elliott. Stations Provided Information to Listeners Concerning Water Distribution for Areas Experiencing a Boil Water Advisory (Giles County) and Rolling Blackouts that Affected both the Primary Coverage Area and Extended Area.

Issue

Local, state, and federal leaders seek to communicate with their constituents regarding a host of different issues that affect communication in the stations' service area.

Program Solution

The stations welcome all elected officials from all branches of government when possible. This quarter we welcomed leaders from local, state, and federal representatives to communicate to listeners with a host of various topics, each that impact residents of the station's coverage area.

4th Quarter 2022 "Tennessee Matters"

TN Dept. of Tourist Development (TDTD)

Available Spots: Gone_Fishing (:30-TDTD2123), Laughter (:30-TDTD2124), Peaks&Valleys (:30-TDTD2225), Yet.to.Come

TN Gas Association (TGAS) - Natural Gas Pipeline Safety



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Available Spots: Dig.2021 (:30-TGAS2110), Leaks.2021 (:30-TGAS2111), Right of Way.2021 (:30-TGAS2112), Before You Dig (:30-TGAS2207), Leaks (:30-TGAS2208), Dig.2021 (:30-TGAS2213), Leaks.2021 (:30-TGAS2214), RightofWay.2021 (:30-TGAS2215)

Tennessee Clean Fuels (TCFC)

Available Spots: Drive.Electric_Experience (:30-TCFC2101), Drive.Electric_Future (:30-TCFC3102), Drive.Electric_Experience (:30-TCFC2203),

Drive.Electric_Save.Money (:30TCFC2204), Drive.Electric_Event (:15-TCFC1105), Drive.Electric_Event (:15-TCFC1206), Drive.Electric_Web (:15-TCFC1207)

TN Dept. of Transportation (TDOT)

Available Spots: Talking Trash (:30-TDOT2101), Talking Trash (:30-TDOT2202)

Tennessee CASA (CASA)

Available Spots: CASA Volunteer (:30-CASA2202)