

Before the  
**Federal Communications Commission**  
Washington, D.C. 20554

In re Application of	)	
	)	
RADIO7MEDIA, LLC	)	File No. BPH-20161012AAD
	)	Facility ID No. 53875
For Construction Permit for Modification of the	)	
License for WLXA(FM) to Change Community of	)	
License from Loretto, Tennessee to Florence,	)	
Alabama	)	

To: The Chief, Media Bureau  
Attention: Chief, Audio Division, Media Bureau

**SUPPLEMENT TO PETITION TO DENY**

Big River Broadcasting Corp. (“Big River”), by its attorneys, hereby supplements its Petition to Deny the above-captioned application of Radio7Media, LLC, (“Radio7Media”) for modification of the license for WLXA(FM) to change the station’s community of license from Loretto, Tennessee to Florence, Alabama, which Radio7Media amended on September 29, 2022, in response to an August 31, 2022, letter from the Audio Division.<sup>1</sup> Accordingly, this Supplement is filed to be considered along with Big River’s initially filed Petition to Deny, which remains pending.

Radio7Media seeks to remove the sole local service from the community of Loretto, Tennessee, to move WLXA to Florence, Alabama, the central city of the Florence-Muscle Shoals, Alabama Urbanized Area. Loretto is a community in Lawrence County Tennessee and its social, cultural, and economic life is centered among the Tennessee communities in which it is

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<sup>1</sup> The August 31, 2022, letter provided Radio7Media 30 days for a corrective amendment pursuant to 47 CFR Section 73.3564(a)(3) to avoid dismissal of the application.

situated. Loretto has little economic or social contact with the Florence – Muscle Shoals, Alabama Urbanized Area. WLXA barely provides a signal into the Florence – Muscle Shoals, Alabama Urbanized Area and, importantly, it does not serve those Alabama communities. As demonstrated by WLXA’s website as well as its issues and programs public inspection filings, the station provides an important and vital outlet for Loretto and the surrounding Tennessee communities. Accordingly, as demonstrated by Big River’s previously filed Petition to Deny and herein, Loretto, Tennessee, is independent of the Florence-Muscle Shoals, Alabama Urbanized Area, and it has specific need for an outlet for local expression separate from that Urbanized Area. Accordingly, WLXA should not be removed from Loretto, the community it serves.

**WLXA Does not Serve the Florence-Muscle Shoals, Alabama Urbanized Area.**

Radio7Media’s showing that WLXA provides a 70 dBu signal to 50% of the Florence - Muscle Shoals, Alabama Urbanized Area is merely a rebuttable presumption. Loretto has a greater need for a radio service. As discussed herein, 1) Loretto is truly independent of the Florence - Muscle Shoals, Alabama urbanize area; 2) the citizens of Loretto, Tennessee, need an outlet for local expression separate from the Florence – Muscle Shoals Urbanized Area; and 3) WLXA serves Loretto and provides an outlet for local expression.<sup>2</sup> The Urbanized Area service presumption is just that, a presumption. Big River has met its burden and provided sufficient evidence to demonstrate that Loretto is a community independent of the Florence – Muscle

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<sup>2</sup> See, *See Policies to Promote Rural Radio Service and to Streamline Allotment and Assignment Procedures*, Second Report and Order, First Order on Reconsideration, and Second Further Notice of Proposed Rule Making, 26 FCC Rcd 2556, 2567, para. 30 (2011) (*Rural Radio*). *Accord*, *In the Matter of Threshold Communications, (Reconsideration Order)* 34 FCC Rcd 4201, 4207-08, para. 13 (2019), *Second Order on Reconsideration*, released July 27, 2022, para. 3.

Shoals Urbanized Area that it is deserving of a first local service preference regardless of its partial Urbanized Area coverage.

Loretto is independent of the Florence - Muscle Shoals, Alabama Urbanized Area. In its Petition to Deny, Big River provided extensive information concerning the community of Loretto and that information is incorporated herein by reference.<sup>3</sup> Briefly, among the details in the Petition to Deny, for example, Big River established that Loretto is an incorporated community in southern Lawrence County, Tennessee. Petition to Deny at p. 9. Loretto has an active city government, including public works and a city court. Id. The city supplies water, sewer and gas utilities to its residents, along with garbage pick-up service. Id. p. 10 Loretto has its own police and fire departments. Loretto has its own post office. Id. The city is served by three different schools and a branch of the Lawrence County Library. Id. Different Loretto churches and denominations serve the spiritual needs of Loretto residents. Id. p.11 A wide variety of Loretto businesses and restaurants serve the needs and interests of the residents. Id. pp.11-12 In short, Loretto is an active and vibrant community, independent of the Florence-Muscle Shoals, Alabama Urbanized Area.

The citizens of Loretto need an outlet for local expression that is separate from the Florence – Muscle Shoals, Alabama Urbanized Area. WLXA is the sole local service in the community of Loretto, Tennessee. The FCC recognizes the value of competing media voices and of transmission services that serve a community. In *Rural Radio* at n. 106, the Commission clearly stated that “We retain our presumption against removal of sole local transmission service, regardless of the size of the community.” WLXA provides a first service to Loretto, but also

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<sup>3</sup> As noted in Big River’s January 23, 2017 Reply to the January 9, 2017 Opposition of Radio7 Media, its Opposition did not refute any of the information supplied by Big River as to the community of Loretto.

serves the smaller surrounding communities of Lawrence County, Tennessee that do not have a radio station or are too small to support their own transmission service. WLXA serves not only Loretto, but also the surrounding area. The people of Loretto and Lawrence County do not have significant contact with the Florence – Muscle Shoals Urbanized Area and will be deprived of service if the Commission allows the move.

The county seat of Lawrence County is Lawrenceburg located approximately 14 miles from Loretto. According to Google Maps, from Loretto it takes 20 minutes to drive to Lawrenceburg, Tennessee. The Florence – Muscle Shoals, Alabama Urbanized Area is approximately 30 miles away. According to Google Maps, from Loretto it takes 40 minutes to drive to the Florence – Muscle Shoals, Urbanized Area, twice as long as from Loretto to Lawrenceburg. Census Bureau data shows that the mean daily commuting time for individuals living in Lawrence County in 2020 was just under 27 minutes.<sup>4</sup> Lawrence County has 15,329 workers.<sup>5</sup> Of those 15,329 workers only 498 commute to Lauderdale County, Alabama, where Florence – Muscle Shoals are situated. Id. This represents just 3.2 percent of Lawrence County’s work force. Clearly, the overwhelming number of residents work in Loretto or Lawrence County and do not commute to the Florence – Muscle Shoals Urbanized Area for employment.

WLXA serves Loretto, not the Florence- Muscle Shoals Urbanized Area. That WLXA is an outlet for local expression can be seen from gleaning WLXA’s website, which it shares with

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<sup>4</sup> U.S. Census Bureau, Mean Commuting Time for Workers (5-year estimate) in Lawrence County, TN [B080ACS047099], retrieved from FRED, Federal Reserve Bank of St. Louis; <https://fred.stlouisfed.org/series/B080ACS047099>, October 11, 2022.

<sup>5</sup> U.S. Census Bureau Table 1. Residence County to Workplace County Commuting Flows for the United States and Puerto Rico Sorted by Residence Geography: 5-Year ACS, 2011-2015. <https://www.census.gov/data/tables/2015/demo/metro-micro/commuting-flows-2015.html>

Radio7Media's other stations.<sup>6</sup> The website is full of news and information about local events in Tennessee, especially events in and around Lawrence County. For example, WLXA is promoting an American Red Cross blood drive to be held at the Bridle Club in Lawrence County. The station is also sponsoring the Tennessee Valley Opry in Lawrenceburg. The website's weather reports are focused on the Tennessee Valley, not on the Florence – Muscle Shoals, Alabama Urbanized Area.<sup>7</sup> The station's sports coverage includes such topics as Loretto high school volleyball, basketball, and football, as well as sporting events from Lawrenceburg high school. Again, there is no mention of Florence or Muscle Shoals. WLXA's social media pages also focus exclusively on the local communities they serve.<sup>8</sup> Further, its advertising comes primarily from the local Tennessee area. For example, its Facebook page has a promotion for Strikers Steakhouse in Lawrenceburg, Tennessee.

Further proof that WLXA is squarely focused on and serves Loretto, and the surrounding communities can be found in the station's issues and program lists available for public inspection at the station's online public inspection file.<sup>9</sup> WLXA's issues and program list is almost exclusively focused on Tennessee with a heavy emphasis on Lawrence County where Loretto is located. For example, WLXA states in its various issues and program lists that it offers "the only live doppler radar aside from federally operated radars in Middle Tennessee." There is no mention of Florence - Muscle Shoals, Alabama, weather forecasts. Its listed public service

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<sup>6</sup> <https://www.radio7media.com>

<sup>7</sup> The local, Lawrence County weather is also available on the station's YouTube channel. <https://www.youtube.com/tnvalleyweather>. The YouTube channel does not provide Florence – Muscle Shoals weather reports.

<sup>8</sup> <https://www.facebook.com/wlxradio/>

<sup>9</sup> WLXA's issues and program lists for 2021 and the first 3 quarters of 2022 are attached hereto as Exhibit 1.

announcements are all Tennessee focused. For example, WLXA states it has aired PSA or programs for: Tennessee Department of Tourist Development, Tennessee Gas Association, Tennessee Highway Patrol, Tennessee Highway Safety Office, Tennessee Commission on Aging and Disability, Tennessee Higher Education Commission, Tennessee Department of Agriculture, Tennessee 811, Lawrenceburg Parks and Recreation, American Red Cross – Tennessee Region, Tennessee Human Rights Commission, the Safe Home Program administered by the Office of the Tennessee Secretary of State, Tennessee’s Disappearing Appalachia, Tennessee Wildlife Resources Agency, Tennessee Dairy Producers Association, Tennessee State Health Insurance Assistance Program, Tennessee Agritourism Association, Tennessee Clean Fuels, Tennessee CASA. What is conspicuously missing from WLXA’s issues and programs lists is any indication that WLXA serves any part of the Florence – Muscle Shoals Urbanized Area.

In its amended application Radio7Media provides a BIA Kelsey listing of all the stations serving the Florence-Muscle Shoals, Alabama radio market. Not surprisingly, WLXA is not listed as a Florence-Muscle Shoals radio market station. Further, in its 2016 Petition to Deny, Big River included as Exhibit 1 a BIA Kelsey listing of stations in the Florence-Muscle Shoals Alabama radio market and WLXA was not listed. Whether in 2016 or 2022, WLXA is not shown as a Florence-Muscle Shoals Alabama radio market station. WLXA serves Loretto, Tennessee not Florence – Muscle Shoals, Alabama.

### **Conclusion**

WLXA does not provide a community-strength contour over 50% of the Florence – Muscle Shoals, Alabama Urbanized Area. Further, its application to change the city of license from Loretto, Tennessee to Florence, Alabama must fail because Big River has met its burden and provided overwhelming evidence to rebut the presumption that WLXA serves the Florence –

Muscle Shoals Urbanized Area. In such a case the Urbanized Area service presumption is dropped and the burden of persuasion then lies with the proponent of the community change, *i.e.* Radio7Media. Big River has demonstrated that that Loretto is independent of Florence – Muscle Shoals, Alabama and that the community should not be deprived of its first local service. Accordingly, Radio7Media’s application to change the city of license should be denied.

Respectfully Submitted,

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October 20, 2022

# EXHIBIT 1





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

1st Quarter 2021

- **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**

As COVID-19 vaccination numbers rise and daily caseloads decrease, area residents are once again holding events for community benefit.

**Program Solution**

All stations freely air community event information for three days during the local news. All stations air the news five times daily and include a special section during the program dedicated to the promotion of events that benefit the public welfare.

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**Issue**

Local health departments seek to promote COVID-19 testing and vaccinations across the stations coverage area.

**Program Solution**

All stations worked directly with local health officials to promote the scheduled opportunities for COVID-19 testing and then extensively during the ongoing vaccination phase. Vaccinations brought forth many challenges to which the stations gladly opened airtime to promote such clinics and changes as officials learned what worked best for the greatest public benefit.

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**Issue**

As Spring Severe Weather Season begins to ramp up in the station's listening area with led to a host of severe storm warnings issued for several communities in our region.

**Program Solution**

The stations proudly now offer the only live doppler radar aside from federally operated radars



ISSUES AND PROGRAMMING SOLUTIONS  
WLLX-FM WLXA-FM WDXE-AM WVLX-FM WKSR-AM

in Middle Tennessee. The data is directly transmitted to the National Weather Service offices in Nashville and Huntsville for aid in issuing warnings related to severe storms. The stations also offer wall-to-wall coverage from a custom-built weather center for warning listeners and viewers of severe storms.

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Public Awareness PSAs – Q1 2021

TN Dept. of Tourist Development (TDTD) - COVID-19 – Get A Test/ Wear A Mask

Available Spots: Face It/ Wear A Mask (:30-TDTD2222)

- **TN Gas Association (TGAS) - Natural Gas Pipeline Safety**

Available Spots: Before You Dig (:30-TGAS2207), Leaks (:30-TGAS2208), Dig.2021 (:30-TGAS2213), Leaks.2021 (:30-TGAS2214),

RightofWay.2021 (:30-TGAS2215)

- **Blue Cross/Blue Shield Foundation (BCBS) - Flu Season/Shot Awareness**

Available Spots: Flu Shot 2020 (:30- BCBS2203), Covid.Vaccine.2021 (:30- BCBS2205)



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

2nd Quarter 2021

- **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**

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**Program Solution**

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**Issue**

Local health departments seek to promote COVID-19 testing and vaccinations across the stations coverage area.

**Program Solution**

All stations worked directly with local health officials to promote the scheduled opportunities for COVID-19 testing and then extensively during the ongoing vaccination phase. Vaccinations brought forth many challenges to which the stations gladly opened airtime to promote such clinics and changes as officials learned what worked best for the greatest public benefit.

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**Issue**

Severe weather continued through the second quarter of 2021. A host of storms brought damaging winds and flooding rains to the region

**Program Solution**

The stations proudly now offer the only live doppler radar aside from federally operated radars



ISSUES AND PROGRAMMING SOLUTIONS  
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in Middle Tennessee. The data is directly transmitted to the National Weather Service offices in Nashville and Huntsville for aid in issuing warnings related to severe storms. 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.

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**Issue**

As the reopening of many schools took place during 2021Q2, station staff members were asked to conduct presentations to students regarding severe storm safety.

**Program Solution**

Station staff members conducted the most consecutive school visits in station history during the second quarter of this year. Eight school, consisting of multiple grade level groups, were met with, and discussed with the basics of broadcasting, meteorology, science, and severe storm safety. Four more visits are planned during the first few weeks of the third quarter.

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## ISSUES AND PROGRAMMING SOLUTIONS

WLLX-FM WLXA-FM WDXE-AM WFLX-AM WKSJ-AM

1st Quarter 2021

- **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**

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**Issue**

Local health departments seek to promote COVID-19 testing and vaccinations across the stations coverage area.

**Program Solution**

All stations worked directly with local health officials to promote the scheduled opportunities for COVID-19 testing and then extensively during the ongoing vaccination phase. Vaccinations brought forth many challenges to which the stations gladly opened airtime to promote such clinics and changes as officials learned what worked best for the greatest public benefit.

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**Issue**

As Spring Severe Weather Season begins to ramp up in the station's listening area with led to a host of severe storm warnings issued for several communities in our region.

**Program Solution**

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in Middle Tennessee. The data is directly transmitted to the National Weather Service offices in Nashville and Huntsville for aid in issuing warnings related to severe storms. The stations also offer wall-to-wall coverage from a custom-built weather center for warning listeners and viewers of severe storms.

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Public Awareness PSAs – Q1 2021

TN Dept. of Tourist Development (TDTD) - COVID-19 – Get A Test/ Wear A Mask

Available Spots: Face It/ Wear A Mask (:30-TDTD2222)

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Available Spots: Before You Dig (:30-TGAS2207), Leaks (:30-TGAS2208), Dig.2021 (:30-TGAS2213), Leaks.2021 (:30-TGAS2214),

RightofWay.2021 (:30-TGAS2215)

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Available Spots: Flu Shot 2020 (:30- BCBS2203), Covid.Vaccine.2021 (:30- BCBS2205)



## ISSUES AND PROGRAMMING SOLUTIONS

WLLX-FM WLXA-FM WDXE-AM WWLX-AM WKS-AM

3rd Quarter 2021

### Issue

Q3 2021 saw devastating flooding strike Humphreys County, TN. Thousands were displaced when their homes were destroyed during the historic event.

### Program Solution

Station staff members organized a relief drive within 24 hours of the event. With the assistance of local businesses and trucking company, the stations raised enough supplies in 48 hours to fill an 18-wheeler trailer. The record giving by community members was transported to the disaster site to aid the victims of the event.

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### 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

Local health departments seek to promote COVID-19 testing and vaccinations across the stations coverage area.

### Program Solution

All stations worked directly with local health officials to promote the scheduled opportunities for COVID-19 testing and then extensively during the ongoing vaccination phase. Vaccinations brought forth many challenges to which the stations gladly opened airtime to promote such clinics and changes as officials learned what worked best for the greatest public benefit.

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### Issue

Severe weather continued through the third quarter of 2021. A host of storms brought damaging winds



ISSUES AND PROGRAMMING SOLUTIONS  
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and flooding rains to the region

**Program Solution**

The stations proudly now offer the only live doppler radar aside from federally operated radars in Middle Tennessee. The data is directly transmitted to the National Weather Service offices in Nashville and Huntsville for aid in issuing warnings related to severe storms. 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.

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**Issue**

Station staff members were asked to conduct presentations to students regarding severe storm safety.

**Program Solution**

Station staff members conducted the most consecutive school visits in station history during the second quarter of this year. Eight school, consisting of multiple grade level groups, were met with, and discussed with the basics of broadcasting, meteorology, science, and severe storm safety. Four more visits are planned during the first few weeks of the third quarter.

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**3rd Quarter 2021 "Tennessee Matters" Public Affairs Issues/Clearance**

Tourism

Tennessee is the home of the blues, bluegrass, country, gospel, soul, rockabilly, and rock 'n' roll—delivering an unparalleled experience of beauty, history, and family adventure, infused with music that creates a vacation that is the "Soundtrack of America. Made in Tennessee." As Commissioner of the Tennessee Department of Tourist Development, Mark Ezell is responsible for the growth strategy and overall branding of the state's global tourism footprint. Available July 3-4.

Covid Vaccine Update/New Alzheimer's Drug

Tennessee Commissioner of Health, Dr. Lisa Piercey, provides an update on covid vaccines in the state. Dawn Bunne from the Tennessee Chapter of the Alzheimer's Association discusses the significance of a new drug to treat the disease called Aduhelm. Available July 10-11.

Covid Vaccine Update/New Alzheimer's Drug





## ISSUES AND PROGRAMMING SOLUTIONS

WLLX-FM WLXA-FM WDXE-AM WWLX-AM WKSJ-AM

Tennessee Commissioner of Health, Dr. Lisa Piercey, provides an update on covid vaccines in the state. Dawn Bunne from the Tennessee Chapter of the Alzheimer's Association discusses the significance of a new drug to treat the disease called Aduhelm. Available July 17-18.

### New Alzheimer's Drug

The FDA has approved a drug called Aduhelm to treat Alzheimer's disease. This is a new type of Alzheimer's treatment that addresses the disease in a way that has never been done before. Dr. Jonathan Liss, a Neurologist specializing on cognitive health who had a role in the trials of the new drug, Ana Marie Nelson, VP/Programs and Services, Alzheimer's Association Tennessee Chapter, and Robert Reid whose wife is in early stage of the disease, discuss the impact of this new treatment. Available July 24-25.

### The Jason Foundation

The Jason Foundation is dedicated to the prevention of the "Silent Epidemic" of youth suicide through educational and awareness programs that equip young people, educators/youth workers and parents with the tools and resources to help identify and assist at-risk youth. Jason Foundation President, Clark Flatt, discusses their work. Available July 31-August 1.

### Center for Non Profit Management

Tari Hughes, CEO of The Center for Non Profit Management, discusses their work to assist and grow non-profits throughout Tennessee. Available August 7-8.

### Tennessee Highway Patrol

The Tennessee Highway Patrol is responsible for enforcing all laws relating to traffic on the state's highways. The agency was created to protect the lives, property, and constitutional rights of people in Tennessee. Lt Bill Miller, Public Information Officer for the Tennessee Highway Patrol and the

Tennessee Department of Safety & Homeland Security, discusses their work. Available August 14-15.

### Tourism

Tennessee is the home of the blues, bluegrass, country, gospel, soul, rockabilly, and rock 'n' roll—delivering an unparalleled experience of beauty, history, and family adventure, infused with music that



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creates a vacation that is the “Soundtrack of America. Made in Tennessee.” As Commissioner of the Tennessee Department of Tourist Development, Mark Ezell is responsible for the growth strategy and overall branding of the state’s global tourism footprint. Available August 21-22.

#### Tennessee Highway Safety Office

The Tennessee Highway Safety Office is a division of the Tennessee Department of Safety and Homeland Security advocating for traffic safety. The THSO’s mission is to reduce Tennessee traffic fatalities and they work to achieve this goal by changing driver behavior through increased education, enforcement, and community partnerships. Buddy Lewis, Director, is the program’s guest. August 28-29.

#### Tennessee Commission on Aging and Disability

The Tennessee Commission on Aging and Disability is dedicated to working for older Tennesseans and adults with disabilities by providing leadership and guidance for a system that promotes health, dignity, independence, and security through an array of community and in-home services, the protection of rights, and the implementation of best practices. James Dunn, Executive Director of the Tennessee Commission on Aging and Disability, discusses their services. Available September 4-5.

#### Tennessee Higher Education Commission

The Tennessee Higher Education Commission is focused on increasing the number of Tennesseans with a post secondary credential by innovating for student access and success, creating a policy environment conducive to increased degree attainment, and protecting students and consumers. Emily House is the Executive Director of the Tennessee Higher Education Commission and the Tennessee Student Assistance Corporation. Available September 11-12.

#### Tennessee Department of Agriculture

The Department of Agriculture serves the citizens of Tennessee by providing options for responsible use of agricultural and forest resources, developing economic opportunities, safeguarding food and fiber, and ensuring equity in the marketplace. Dr. Charlie Hatcher, Commissioner, discusses agriculture in Tennessee. Available September 18-19.



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Tennessee 811 is an advance notification service to operators of underground facilities anywhere within the state to provide the best communication, education and notification to prevent damage to underground utilities. Craig Ingram Public Awareness Manager for Tennessee 811, encourages everyone to call TN 811 before digging. Available September 25-26.



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4<sup>th</sup> Quarter 2021

**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 and distribution point.

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**Issue**

Lawrenceburg Parkes 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, nearly \$20,000 is raised to support the program. The stations provide ample airtime to promote the event, including an on-site broadcast during the drive's primary fundraiser.

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**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**

Local health departments seek to promote COVID-19 testing and vaccinations across the stations



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coverage area.

### Program Solution

All stations worked directly with local health officials to promote the scheduled opportunities for COVID-19 testing and then extensively during the ongoing vaccination phase. Vaccinations brought forth many challenges to which the stations gladly opened airtime to promote such clinics and changes as officials learned what worked best for the greatest public benefit.

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### Issue

Severe weather continued through the fourth quarter of 2021. A host of storms brought damaging winds and flooding rains to the region in addition to a pair of EF-1 tornadoes in the stations' primary coverage area.

### Program Solution

The stations proudly now offer the only live doppler radar aside from federally operated radars in Middle Tennessee. The data is directly transmitted to the National Weather Service offices in Nashville and Huntsville for aid in issuing warnings related to severe storms. 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.

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## 4<sup>th</sup> Quarter 2021 "Tennessee Matters" Public Affairs Issues/Clearance

### American Red Cross – Tennessee Region

The American Red Cross helps Tennessee communities prepare for, respond to, and recover from emergencies. The Tennessee Region of the American Red Cross is comprised of eight local chapters, serving all 95 counties in Tennessee, Crittenden County in Arkansas, and Desoto and Tunica counties in Mississippi. Sherri McKinney is Regional Director of Communications, American Red Cross-Tennessee Region. Available October 2-3.

### Tennessee Human Rights Commission

The Tennessee Human Rights Commission is an independent state agency created in 1963 to encourage, promote and advise the public of their human rights. They ensure compliance with the Civil Rights Act of 1964 prohibiting discrimination based on race, color, and national origin by state agencies receiving federal financial assistance. Beverly Watts, Executive Director, discusses their work. Available October 9-10.

### Safe at Home Program



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Stacy Scruggs, Program Coordinator of the Safe at Home Address Confidentiality Program, discusses this new statewide program administered by the Office of the Tennessee Secretary of State. The Safe at Home Program is open to all victims of domestic abuse, stalking, human trafficking, sexual battery, and other sexual offenses at no cost. Available October 16-17.

### **Disappearing Appalachia**

Stepping through time to past and present communities, settled in deep hollows and surrounded by ridges and mountains in Tennessee's Appalachia is to confront a different and disappearing realm. Authors Fred Brown and Harry Moore recall its culture, land and people before it vanishes into the abyss of time in their book, *Disappearing Appalachia: A Picture of a Vanishing Land and Its People*. Available October 23-24.

### **The Music of The Statler Brothers – Don Reid**

The Music of The Statler Brothers is an in-depth look at the musical career of The Statler Brothers' forty-year reign as country music's premier group. Lead singer, Program guest Don Reid, writes about each song ever recorded by the Grammy Award-winning foursome and gives backstage insight to the writings and the selections of each composition. Available October 30-31.

### **Enduring Hearts**

A heart transplant is not a cure, but a bridge to life for recipients. Enduring Hearts launched in 2013 with a mission to fund research that increases the longevity of pediatric heart transplants, improves the quality of life for children living with a new heart and eliminates pediatric heart diseases that may lead to a transplant. Executive Director, Carolyn Salvador, discusses their work. Available November 6-7.

### **Fisher House**

Fisher House Foundation builds comfort homes where military & veterans families can stay free of charge, while a loved one is in the hospital. These homes are located at military and VA medical centers around the world. Available November 13-14.

### **Tennessee Wildlife Resources Agency**

The Tennessee Wildlife Resources Agency works to help enrich your outdoor experience. They preserve, conserve, manage, protect, and enhance the fish and wildlife of the state and their habitats for the use, benefit, and enjoyment of the citizens of Tennessee and its visitors. Jenifer Wisniewski is Chief, Communications and Outreach at Tennessee Wildlife Resource Agency. Available November 20-21.

### **Tennessee Dairy Producers Association**



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

The Tennessee Dairy Producers Association seeks to be a unified voice for all dairy producers in Tennessee in a manner that will expedite a consistent response to any issue that might affect the viability of the dairy industry in Tennessee. Johnny Sparkman of Sparkman Farms in Sparta and Spokesperson for the Tennessee Dairy Producers Association's board discusses the dairy industry in Tennessee. Available November 27-28.

**Tennessee State Health Insurance Assistance Program (TN SHIP)**

The Tennessee State Health Insurance Assistance Program (TN SHIP) is a federally funded program that provides free and unbiased counseling and assistance to Tennessee's Medicare-eligible individuals, their families, and caregivers. The Annual Enrollment Period runs through Tuesday, December 7th and SHIP Director, Ryan Ramsey, encourages those who are eligible to sign up. Available December 4-5.

**Tennessee Agritourism Association**

the Tennessee Agritourism Association is to promote quality growth and development of agritourism in Tennessee. Andrew Dixon, President of the Tennessee Agritourism Association discusses this unique aspect of agribusiness. Available December 11-12.

**The Jason Foundation**

The Jason Foundation is dedicated to the prevention of the "Silent Epidemic" of youth suicide through educational and awareness programs that equip young people, educators/youth workers and parents with the tools and resources to help identify and assist at-risk youth. Jason Foundation President, Clark Flatt, discusses their work. Available December 18-19.

**Disappearing Appalachia**

Stepping through time to past and present communities, settled in deep hollows and surrounded by ridges and mountains in Tennessee's Appalachia is to confront a different and disappearing realm. Authors Fred Brown and Harry Moore recall its culture, land and people before it vanishes into the abyss of time in their book, *Disappearing Appalachia: A Picture of a Vanishing Land and Its People*. Available December 25-26.



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

1<sup>st</sup> Quarter 2022

**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 first quarter of 2022. A host of storms brought damaging winds and flooding rains to the region in addition to “lower end” rated tornados.

**Program Solution**

The stations proudly now offer the only live doppler radar aside from federally operated radars in Middle Tennessee. The data is directly transmitted to the National Weather Service offices in Nashville and Huntsville for aid in issuing warnings related to severe storms. 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.

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**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.

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1st Quarter 2022 “Tennessee Matters”





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

**TN Dept. of Tourist Development (TDTD)**

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

(:30-TDTD2226), Kid.Reviewed (:30-TDTD2227), Music.Everywhere (:30-TDTD2228)

**TN Gas Association (TGAS) - Natural Gas Pipeline Safety**

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)

**Jason Foundation (JSFN)**

Available Spots: Jason.Adult (:30-JSFN2101)



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

2<sup>nd</sup> Quarter 2022

**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.

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**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 second quarter of 2022. A host of storms brought damaging winds and flooding rains to the region.

**Program Solution**

The stations proudly now offer the only live doppler radar aside from federally operated radars in Middle Tennessee. The data is directly transmitted to the National Weather Service offices in Nashville and Huntsville for aid in issuing warnings related to severe storms. 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.

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

**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.

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2nd 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**

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)



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

3rd Quarter 2022

**Issue**

The Lawrence County Community experienced some recording breaking temperatures during June with some locations reaching the upper 90s, and heat index values well over 100 degrees. Several Elderly and Shut Ins were found to be without any sort of cooling mechanism.

**Program Solution**

The stations, specifically, WLLX, WDXE and WWLX Partnered With Santa For Seniors TN in Hosting A Fan Drive where over 50 Fans Were Donated and Dropped off at the Radio Station to be distributed accordingly.

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**Issue**

Local non-profit agencies regularly hold fundraisers 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 Junior Auxiliary's "Stuff The Bus" Event in the Parking Lot On July 30<sup>th</sup> From 10 To 2. Newly purchased school supplies were donated and distributed among schools in Lawrence County.

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**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.

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## ISSUES AND PROGRAMMING SOLUTIONS

WLLX-FM WLXA-FM WDXE-AM WWLX-AM WKSJ-AM

### 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 third quarter of 2022. A host of storms brought damaging winds and flooding rains to the region.

### Program Solution

The stations proudly offer the only live doppler radar aside from federally operated radars in Middle Tennessee. The data is directly transmitted to the National Weather Service offices in Nashville and Huntsville for aid in issuing warnings related to severe storms. 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.

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### 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. The third quarter was an active time period as the General Election was held in August.

### 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.

The stations also hosted live election coverage on August 4th.

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

3rd 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**

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)**

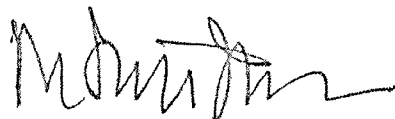
Available Spots: CASA Volunteer (:30-CASA2202)

## CERTIFICATE OF SERVICE

I hereby certify that a true and correct copy of the foregoing was sent via email to the following:

Albert Shuldiner, Chief, Audio Division ([Albert.Shuldiner@fcc.gov](mailto:Albert.Shuldiner@fcc.gov))  
James Bradshaw, Senior Deputy Division Chief ([James.Bradshaw@fcc.gov](mailto:James.Bradshaw@fcc.gov))  
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M. Scott Johnson