

4th Quarter Report

October, November, December 2018

WKEY-AM/103.5 FM, WJVR-FM, and WXCF AM/FM aired PSA's for the Alleghany Highlands Christmas Mother Program in December of 2018. The Alleghany Highlands Christmas Mother Program is a local non-profit, religious organization, founded over 70 years ago to honor the birth of Christ by assisting families in need during Christmas.

WKEY-AM/103.5FM and WJVR - 101.9 continued to air Pet of the Week. The program airs Thursdays at 9:35 a.m. and features a pet from the Alleghany Humane Society which needs adopting. Pictures and information were also posted to our Facebook and Twitter pages promoting each week's animal as well as adoption information. On WJVR-FM, the program airs at 4:20 p.m.

WKEY-AM/103.5FM and WJVR-FM and WXCF-AM/FM continued our on-air news coverage weekdays at 6:00 a.m., 7:00 a.m., and 8:00 a.m., and 3:00 p.m., 4:00 p.m., and 5:00 p.m. Local, regional, and national news were covered in each newscast. When conditions warranted, we also aired breaking weather and traffic both on-air and online via our Facebook and Twitter pages. All stations aired local area obituaries every Monday through Friday during the 12 p.m. hour.

Our local on-air traffic updates continue each weekday morning, airing at 7:00 a.m. and 8:00 a.m. Traffic updates were also aired at 4 p.m. and 5 p.m. just after the local news broadcast. During this time, local traffic accidents and delays are broadcasted live on-air and also posted to our Facebook pages, and also covered are road conditions and when needed, school and business delays and closings.

Highway 64 with Big Al continued on WKEY-AM/103.5 FM, each weekday morning from 6:00 a.m. until 9:00 a.m. with Station Manager Gregory "Big Al" Howard. Big Al has school lunch menus each morning, during the school year, and also local birthdays from around our area, and live in-studio interviews with local organizations as the opportunity arises. He also shares news from the world of country music, funny anecdotes, and live weather updates each hours.

Nascar continued to air on WKEY-AM/103.5 FM, with the Monster Energy Drink Series races, as well as the Monday Morning Race Refresher, each Monday morning during the season, at 9:20 a.m. The season concluded in mid-November.

The Mike Harvey Show continues on Oldies Radio 107.5 WXCF. The show airs Monday through Friday from 7:00 p.m. until 12 a.m., and on Saturdays, it's the Weekend Party with Mike Harvey, from 6:00 p.m. until 12:00 a.m.

“Breakfast with Bracko”, continued on Oldies Radio 107.5 (WXCF) hosted by Jonathan Brackman. Oldies music is played, and news on traffic, and local community events are shared each day, as well as celebrity birthdays and this day in history, as well as funny anecdotes and facts along the way!

High School Football broadcasts continued into this 4th quarter, as we carried live high school football from Covington and Alleghany High School. We also began our 2nd season of broadcasting high school basketball, including both Varsity Boys and Girls teams from Covington and Alleghany High School.

We also participated in area Christmas parades during the month of December. The Clifton Forge Christmas Parade was held on November 30th, followed by the Covington Christmas parade on December 1st, and then the Iron Gate Christmas Parade, held on December 8th. A vehicle was loaned to us by Covington Honda Nissan in Covington, Va., and Greenbrier Motors in Fairlea, WV to feature in each parade.

Lastly, 2 remote broadcasts were held throughout this quarter, on December 3rd at the Grand Opening of Alleghany Family Pharmacy, and on December 12th at Alleghany Health and Rehabilitation Center.