

(4th QUARTER 2018)

WTYL PUBLIC INVOLVEMENT WITH THE COMMUNITY/PROGRAMS, NEEDS

OCTOBER, NOVEMBER, DECEMBER 2018

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Mississippi's off-year elections this year produced a heavier than usual turnout with a great deal of interest surrounding the special election to fill the seat of retired Sen. Thad Cochran.

WTYL is well known for its election coverage and voter reminders like the voter registration deadline of Oct. 8, utilized on newscasts Oct. 4, 5 and 8. A 20 second drop in reminding potential voters not registered to drop by the circuit clerk's office.

WTYL's election coverage consisted of airing the general election and the runoff three weeks later. Live coverage of the Nov. 6 general election included updates of returns, commentary by Joe Stinson and Ed Hughes, assisted by Doug Walker and Scott Stinson. Coverage was constant beginning just after the polls closed at 7 p.m. lasting until 10:30 when the final unofficial tally was completed.

Three weeks later, Nov. 20, the four returned for the runoff, again with Joe Stinson and Ed Hughes commentary, with Doug Walker and Scott Stinson supplying election updates. Coverage was again constant starting at 7, lasting until 10.

Newsman Doug Walker produces 12 five-minute local newscasts daily, airing on the half hour. The newscasts are composed of entirely local content. Local newscast focus solely on local happenings including stories from twice monthly city board meetings, once monthly county school board meetings and twice monthly meetings of the board of supervisors. All meetings are attended by Walker as the station's newsman.

For state news coverage, WTYL airs the three minute Mississippi Network newscast on the hour from 6 a.m.-6 p.m.

National news gets no local airing as we feel television or cable news outlets adequately cover our market. Instead, our policy has been to focus on the stories of interest to our listeners.

Brenda Huhn did interview with Sandra Barber, Dexter Elementary School Booster Club about the organizational meeting, 1:30 in length. Ran on Tylertown Today Oct. 10, and Doug Walker used 30-second out-take inserted in local newscast with story about the meeting.

Oct. 23, Brenda Huhn did interview with Kim Rester, a breast cancer survivor, concerning Breast Cancer Awareness month and local efforts for businesses to decorate in "pink" along with additional activities. Huhn's 3-minute interview with Rester aired on Tylertown Today, 9:45

a.m. Walker took a one minute from the interview for use with hourly local newscasts the same day.

Oct. 29, Chamber Retail Trade Chair Vendora Harvey cut PSA, 30-seconds in length, urging local businesses to light up for Christmas. PSA aired 4x per day through the beginning of Tylertown's Christmas in the Park, lighted holiday attraction, attracting 30,000 visitors annually. The "light up" effort was to bring publicity to the park attraction, kicking off Nov. 16-17 through New Years Eve.

Judgement House, sponsored by local church. The production director, Scott Dyar, did 5-min. interview with Brenda Huhn, aired Thursday and Friday Oct 25-26, prior to the opening of the production Oct. 28.

Tylertown Today, a weekday "news, views and interview" program geared toward female listeners airs Monday through Friday at 9:35 a.m. running 12-14 minutes less commercials.

Many of station's interview subjects are aired during this program.

WTYL aired high school football games throughout the season, each Friday night beginning at 7 p.m. with Al Carr doing play-by-play. Friday nights in October with coverage ending Nov. 9. Average game lasts a bit over two hours.

Station airs a Monday through Friday buy, sell and swap program known as the Trading Post, airing from 7:05 a.m.-7:30 a.m. hosted by Al Carr (sometimes Doug Walker). Listeners phone in and are put on the air live.

Christmas in the Park bazaar and preview trailer rides, Nov. 16-17. Publicized through interviews with EDA director Pam Keaton prior to the event and a couple of spot remotes, 1-2 minutes, on Nov. 16.

Beginning Nov. 28, stories concerning annual Christmas parade aired, including interview with Cindy Mord, parade chairman, about requirements for entries. 2 minute interview on Nov. 29, 30-sec news outtakes on Dec. 3.

Station extensively promoted Chamber activities...Santa Comes to Town, a visit with Santa and Mrs. Claus, games for kids in the square and the reading of Twas the Night Before Christmas. Popular with parents, grands and kids alike.

WTYL's Doug Walker and Al Carr did live coverage of the parade, along with Mord, from Centennial Square. Coverage beginning at 545 p.m. and concluding about an hour later.

Station is active in the local Christmas charity, Adopt a Family, an arm of the Chamber, airing public service announcements several times during the Christmas season, attempting to get all families adopted beginning at the end of October through the first week of December to insure

that kids will have their gifts in place by Christmas time. This year over 80 families were helped by the local charity. Interviews with Lori Swanner and Tesa Payne of Adopt a family aired once weekly—2-3 minutes—on Wednesday throughout the period, in addition to the PSAs,

WTYL-AM/FM staffers not only program the station with the needs of the community in mind, they are also involved in the community. WTYL manager Carolyn Dillon is a long-time member and director of the Walthall County Chamber of Commerce. She is a volunteer member of the county's Industrial and Economic Development Authority, actively engaged in attempting to attract business, industry and jobs to the area. She is often in contact with industrial prospects.

WTYL announcer, newsman and chief operator, is also a long-time member of the Walthall County Chamber of Commerce. He serves as secretary of the organization and keeps the group's minutes

Walker also serves of the Tylertown Board of Aldermen, currently serving his third term as Alderman, Ward 1. He is chairman of the public safety committee with oversight of the Tylertown Fire Dept. and Tylertown Police Dept.

Walker is a member of Tylertown Rotary Club. The local civic group sponsors Boy Scout Troop 138 and its associated Cub Scout Pack 138.