

LHTC MEDIA OF WV (WZST, WRLF, WBKE, WMMN)

Issue Report for Third Quarter 2024

ISSUE: Lack of public transportation to high school sporting events as well as the inability for elderly, ill fans, or parents with conflicting work schedules to attend.

ANSWER: WRLF & WBKE broadcast high school football games in order for fans unable to attend home games to enjoy the games. LHTC Media also created and maintained a Facebook page with fan information, as well as assisted the school with their video streaming on YouTube by providing our play by play at no charge.

ISSUE: The high cost to families of attending West Virginia University football games plus the unavailability of games on broadcast TV or basic cable TV packages.

ANSWER: WZST is the flagship radio station of the Mountaineer Sports Network. WZST, WRLF, & WMMN broadcast all WVU football games played during the quarter. Also, all four radio stations provide free airtime to the University itself to promote various programs.

ISSUE: Many adults lack the proper education to obtain employment.

ANSWER: All four radio stations ran a series of messages publicizing a website that will direct the listener to available adult education programs, including obtaining a high school diploma.

ISSUE: Distracted driving continues to be the cause of many traffic accidents, putting others at risk as well as the listener.

ANSWER: All four radio stations ran a series of messages explaining how looking and sending text messages while driving can lead to serious accidents and driving violation fines.

ISSUE: Area veterans need support for dealing with mental, emotional, and physical issues.

ANSWER: All four radio stations ran a series of messages informing veterans that help was available through referring services on the Veterans Administration website.