

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

Issue Report for First Quarter 2022

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 were proud to broadcast high school basketball games in order for fans unable to attend home games to enjoy the games. LHTC Media also maintained a Facebook page with fan information.

ISSUE: Lack of reliable access to local religious services.

ANSWER: WBKE and WMMN provide access to a local Baptist church for a daily 5-minute message, another local church (Methodist) receives a 15-minute weekly time slot, and a local evangelist is featured with a 15-minute weekly slot as well.

ISSUE: High cost of attending West Virginia University basketball games, plus the unavailability of many games on basic cable tv packages.

ANSWER: WZST is the flagship radio station of the Mountaineer Sports Network while WRLF and WMMN are fulltime affiliates. The group broadcasts every men's basketball game and WZST also broadcasts women's basketball games. The station group also provides free advertising to the University itself to promote various programs.

ISSUE: The isolation of care givers and emotional crush of providing fulltime or parttime care to the elderly or handicapped.

ANSWER: All four radio stations ran a series of encouraging messages supporting caregivers' efforts and publicizing free caregiver's guides available through AARP to all who requested them.

ISSUE: Texting while driving is still a public safety issue even though it is illegal in our state.

ANSWER: All four radio stations ran a series of messages demonstrating that drivers have many safe opportunities to text throughout their day while emphasizing that texting while driving is extremely unsafe. More information through a specific website was promoted in the message.

ISSUE: Single parent families with little or no father involvement.

ANSWER: All four radio stations ran a series of messages urging listeners who were fathers of minor children to be engaged in their children's lives. These messages also encouraged fathers in two parent families to converse and play with their children in order to build a stable happy home.