

4th Quarter Issues and Programs Report

October, November and December 2020

WKEY-AM/103.5FM, WJVR-FM/101.9FM and WXCF-AM/107.5FM 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. National news coverage is provided by FOX News Radio. 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 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 hour. He also provides weather related information for all cancellations, postponements and delays for schools, businesses and government entities.

The 2019 Nascar season continued in October and November with a limited schedule due to COVID-19 pandemic. Each Monster Energy NASCAR Cup Series race aired on WKEY-AM/103.5 FM, as well as the Monday Morning Race Refresher aired during the season at 9:20 a.m.

Throwback Nation aired on WXCF-AM / 107.5FM with host Tony Lorino. The show airs Monday through Saturday from 7:00 p.m. until 12 a.m.

Steve Gorman Rocks aired on 101.9 The River from 7:00 p.m. until 12:00 a.m., Monday through Friday

The University of Virginia Football season continued on 107.5 The Hits. UVA Men's Basketball began in November and continued through December with a limited schedule due to the COVID-19 pandemic. Also running was the UVA Coaches Shows on Tuesday nights.

High School sports did not run due to the season being delayed because of COVID-19. In its place we continued to air University of West Virginia Football and Men's Basketball on WJVR-FM / 107.5FM. Also, running was the WVU Coaches Shows for Football and Basketball on Monday and Thursday nights. On WKEY-AM / 103.5 FM we ran Virginia Tech Football and Men's Basketball. Also, running was the Tech Talk Coaches Show on Monday nights. All were also streamed on the associated station streams for each station.

PSA's were broadcast throughout this quarter for the Appalfolks of America Association, as the organization held various events throughout the quarter at the Historic Masonic Theatre in Clifton Forge. We also ran public service announcements for the City of Covington with regards to special operations surrounding COVID-19 and for the Virginia Department of

Health with updates on local COVID-19 cases and drive thru testing events. PSA's were aired in conjunction with the Virginia Association of Broadcasters, and the Alleghany Highlands Community Service Board, and the Salvation Army supporting their organizations.

COVID-19 pandemic information was also aired as needed on each station 2 times per day, as well as on all station Facebook pages. We also aired local COVID-19 cancellations and postponements on all stations, as well as putting all information on our Facebook pages. A special website is still up and running at highlandsmediagroup.com, dedicated to news and information concerning the pandemic, as well as a daily update concerning cancellations and postponements.

When warranted, we also aired statewide news conferences with Virginia Governor Ralph Northam, and also aired news conferences with President Donald Trump.

A remote broadcast was held for the Alleghany Highlands YMCA on October 25th.

Special election coverage ran as a public service on WKEY-AM / 103.5FM on November 3, 2020 from 7:00 p.m. until 10:00 pm.

Butterball Turkey Talk Line interviews were aired on all stations for Thanksgiving and Christmas. Also, turkey certificates were given away to lucky callers in November and the areas needy were treated to Christmas Dinners courtesy of all stations and Butterball.

Greetings for Veteran's Day, Thanksgiving Day, Christmas and New Years also ran on all stations