

1st Quarter Report

January, February, March 2019

WKEY-AM/103.5FM, WJVR 101.9, and WXCF 107.5, 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.

The 2019 Nascar season kicked off in February. Each race airs 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 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 Basketball broadcasts continued into the 1st quarter, as we carried live high school basketball from Covington and Alleghany High School. Our 2nd season of broadcasting high school basketball included both Varsity Boys and Girls teams from Covington and Alleghany High School.

On March 1st, 2019, our partnership and contract with Westwood One as our music content provider came to an end after 15 years. On March 1st, 2019, we began a partnership with Local Radio Networks, who now provide all of our music on WKEY-AM and WJVR-FM. On WKEY-AM, we remain a country music format, and on WJVR-FM, we have switched that format from Adult Contemporary, to a Classic Rock Format. Our switch to these formats has proven a huge success thus far, with great reviews from our listeners. WXCF-AM is still currently running on an Oldies format, on music from a hard drive format, in which we create the playlists each day. In about 60 days, we will be switching WXCF-AM to a Local Radio Networks format as well, playing a Classic Hits format.