

1st Quarter Issues and Programs Report

January, February and March 2021

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 are carried 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 10:00 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.

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

University of Virginia Basketball season continued on 107.5 The Hits with a limited schedule due to the COVID-19 pandemic. Also running was the UVA Coaches Shows on Tuesday nights.

High School basketball did not run due to the season being delayed because of COVID-19. Although a 6 game schedule of area high school football ran in the months of February and March. Covered was Alleghany Mountaineer Varsity Football on 101.9 The River and Covington Cougar Varsity Football on 103.5 Big Country.

West Virginia University Men's Basketball was heard on WJVR-FM / 107.5FM. On WKEY-AM / 103.5 FM we ran Virginia Tech Men's Basketball and UVA Men's Basketball on 107.5 The Hits. All associated Coaches Shows aired during the season. All were also streamed on the associated stations.

PSA's were broadcast throughout this quarter for the Appalfolks of America Association. 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, drive thru testing and vaccination events. PSA's were aired in conjunction with the Virginia Association of Broadcasters, and the Alleghany Highlands Community Service Board, and many area nonprofits.

COVID-19 pandemic update information was also aired as needed on each station daily, 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.

A remote broadcast was held for Alleghany High School' Band showcase, Cheerleading and one Junior Varsity Football game.

Greetings for New Year's and Valentine's Day were scheduled for airplay on all stations.

I submitted this:

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