

THREE RIVERS MEDIA Q1 QUARTERLY ISSUES REPORT January-March 2024

1/24/2024 Tourism/Arts – Millwald Theatre ft. Tara Brown Duration 19 minutes

Talking Wythe is a hosted community interview that airs several times weekly on WYVE during the 7AM hour. Talking Wythe addresses issues, concerns, events, and matters of interest in our listening area. The host spoke with Tara Brown, a comedienne who will be celebrating Galentine's Day at Wytheville's historic non-profit Millwald Theatre.

2/1/2024 Non-Profit/Literacy – Wytheville Training School & Cultural Center Duration 13 minutes

Talking Wythe is a hosted community interview that airs several times weekly on WYVE during the 7AM hour. Talking Wythe addresses issues, concerns, events, and matters of interest in our listening area. The host spoke with Patricia Austin of the Wytheville Training School & Cultural Center – a non-profit that provides tutoring, literacy support, and are the stewards of local African American heritage.

2/2/2024 Non-Profit/Food Scarcity – Open Door Cafe Duration 17minutes

Talking Wythe is a hosted community interview that airs several times weekly on WYVE during the 7AM hour. Talking Wythe addresses issues, concerns, events, and matters of interest in our listening area. The host spoke with Mike Pugh, Director of Operations at Open Door Café – Wytheville's pay what you can restaurant.

2/7/2024 Economic Development – Mount Rogers Regional Authority Duration 16 minutes

Talking Wythe is a hosted community interview that airs several times weekly on WYVE during the 7AM hour. Talking Wythe addresses issues, concerns, events, and matters of interest in our listening area. The host spoke with Nicole Hair of the Mount Rogers Regional Authority – an economic development force covering the Mount Rogers district of SWVA.

2/12/2024 Non-Profit/Arts – Forge Appalachia Duration 15minutes

Talking Wythe is a hosted community interview that airs several times weekly on WYVE during the 7AM hour. Talking Wythe addresses issues, concerns, events, and matters of interest in our listening area. The host spoke with representatives of Forge Appalachia, a newly formed 501-C(3) non-profit uplifting the arts in Appalachia.

3/5/2024 Tourism/Arts – Socks in the Frying Pan at Millwald Theatre Duration 18 minutes

Talking Wythe is a hosted community interview that airs several times weekly on WYVE during the 7AM hour. Talking Wythe addresses issues, concerns, events, and matters of interest in our listening area. The host spoke with representatives of Socks in the Frying Pan, an Irish folk band coming to Wytheville's historic non-profit Millwald Theatre.

3/13/2024 Non-Profit – Wytheville Training School & Cultural Center Duration 15 minutes

Talking Wythe is a hosted community interview that airs several times weekly on WYVE during the 7AM hour. Talking Wythe addresses issues, concerns, events, and matters of interest in our listening area. The host spoke with Patricia Austin of the Wytheville Training School & Cultural Center – a non-profit that provides tutoring, literacy support, and are the stewards of local African American heritage. She was interviewed in honor of their efforts for Women’s Month.

3/26/2024 Education – Wytheville Community College Duration 13 minutes

Talking Wythe is a hosted community interview that airs several times weekly on WYVE during the 7AM hour. Talking Wythe addresses issues, concerns, events, and matters of interest in our listening area. The host spoke with representatives of the Lab Tech program at WCC.

#### SPECIAL PROGRAMMING

Talk of the Town Duration approx. 3 minutes

Talk of the Town is a biweekly segment that airs on Thursday afternoons. Talk of the Town updates listeners on Wytheville town department issues, town matters, safety and more

Talk of the Town of Rural Retreat Duration approx. 3 minutes

Talk of the Town of Rural Retreat is a biweekly segment that airs on Thursday afternoons. Talk of the Town updates listeners on Rural Retreat Town Council happenings, town matters, safety and more.

Almanac Segments approx. 8:10 weekday mornings 60-90 seconds

Almanac Segments are regional, anecdotal segments hosted by Dennis Dailly on WLOY. They feature farming news, weather updates, and more.

The Top Five @ 5 5:05PM weekdays approx. 4-5 minutes

Daily top 5 local and national news topics, community events, etc. hosted locally.

PUBLIC SERVICE & NOTABLE INFORMATION

January – March 2024 Out of Kennels, Onto Couches PSA Duration: 30 seconds

Runs 6x daily

January – March 2024 Feeding America PSA Duration: 30-60 seconds

Ran 6x day as avail.

January-March 2024 Adult Mental Health PSA Duration: 30 seconds

Runs 6x daily