

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

Issue Report for Second 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 baseball and softball 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 for the elderly or ill.

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 to families of attending West Virginia University baseball games, plus the unavailability of many games on basic cable tv packages.

ANSWER: WZST is the flagship radio station of the Mountaineer Sports Network. WZST broadcast all WVU baseball games offered by the network including all home games on the schedule. Also, all four radio stations provide free advertising to the University itself to promote various programs.

ISSUE: The over-population of the Marion County (WV) Humane Society animal shelter.

ANSWER: All four radio stations ran a series of messages publicizing an Adopt-A-Pet event at a local home builder's lot. Pets were on site for families to adopt.

ISSUE: Females are under-represented in public school's science and technology clubs.

ANSWER: All four radio stations ran a series of messages encouraging school-age girls to participate in a simple at-home science project while promoting STEM access and information through a website.

ISSUE: Impaired driving remains a societal concern.

ANSWER: All four radio stations ran a series of messages urging listeners to recognize the signs of their friends who may be "buzzed" (not yet totally impaired, yet unsafe to drive) and making sure they did not operate a vehicle and help get them home safely.

ISSUE: Families in financial crisis need responsible advice and assistance

ANSWER: All four radio stations ran a series of messages informing listeners of the "211" phone service that offers connections to agencies who can address specific financial needs like rent and utilities for low-income families.