

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

Issue Report for Fourth Quarter 2022

ISSUE: Economic hardships prevent families from enjoying the Christmas season.

ANSWER: WZST & WRLF partnered with Premier Chevrolet in an on-air schedule promoting Premier's plan to donate to United Way a portion of all vehicles sold. The radio stations matched the dealer's advertising schedules to ensure that the donation program had another successful season.

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 broadcast high school football, boys basketball, and girls basketball games in order for fans unable to attend home games to enjoy the games. LHTC Media also created and 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: The high cost to families of attending West Virginia University football and basketball games plus the unavailability of many games on broadcast TV or basic cable TV packages.

ANSWER: WZST is the flagship radio station of the Mountaineer Sports Network. WZST, WRLF, & WMMN broadcast all WVU football and men's basketball games played during the quarter as well as most women's basketball games. Also, all four radio stations provide free airtime to the University itself to promote various programs.

ISSUE: Many adults lack the proper education to obtain employment.

ANSWER: All four radio stations ran a series of messages publicizing a website that will direct the listener to available adult education programs, including obtaining a high school diploma.

ISSUE: Distracted driving continues to be the cause of many traffic accidents, putting others at risk as well as the listener.

ANSWER: All four radio stations ran a series of messages explaining how looking and sending text messages while driving can lead to serious accidents and driving violation fines.

ISSUE: Area veterans need support for dealing with mental, emotional, and physical issues.

ANSWER: All four radio stations ran a series of messages informing veterans that help was available through referring services on the Veterans Administration website.