

## 3rd Quarter Report

July, August, September 2019

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 continued during this quarter. 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.

“Afternoons with JLR” debuted on The Hits 107.5 WXCF on Monday, July 1<sup>st</sup> with Jeremy Rucker as the host from 3 p.m. until 7 p.m. This is Jeremy’s first career radio show and he is getting great reviews.

The Mike Harvey Show continues on The Hits 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 The Hits 107.5 (WXCF) hosted by Jonathan Brackman. Music from the 60’s through the 90’s 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!

University of Virginia Football kicked off their 2019-2020 on August 31 on 107.5 The Hits, and High School Football began another season as well, as the Covington Cougars are broadcast on 103.5 Big Country and the Alleghany Mountaineers are broadcast on 101.9 The River. The first game of the season is the annual rivalry game between these two schools, plus 5 games for each

school are planned to be broadcast throughout the season with our new “Game of the Week” format. Our games are broadcast not only on air, but also through live video on Facebook Live.

We had Virginia State Police PSA’s running on all stations from July 1 through July 7<sup>th</sup>, for the July 4<sup>th</sup> weekend. We also covered several special events throughout our area during this quarter including Streetscene on August 10, which is one of the biggest events in our area, and we were also present for the Grand Opening of “We R Wireless” on September 17. We also participated in the annual Labor Day parade on September 2, and lastly, we were also present at a Candidate’s Forum for State Senator on September 25<sup>th</sup>.