

THREE RIVERS MEDIA Q3 QUARTERLY ISSUES REPORT October-December 2023

10/3/2023 Tourism/Arts – Wytheville Dept of Museums Duration 16 minutes

Talking Wythe is a hosted community interview that airs several times weekly on WLOY during the Noon hour. Talking Wythe addresses issues, concerns, events, and matters of interest in our listening area. The host spoke with Marcella Taylor of the Wytheville Dept. of Museums and Grant Gerlich about the upcoming Oktoberfest cultural event to be held.

10/6/2023 Tourism/Arts/History – Edith Bolling Wilson Birthplace Museum Duration 14 minutes

Talking Wythe is a hosted community interview that airs several times weekly on WLOY during the Noon hour. Talking Wythe addresses issues, concerns, events, and matters of interest in our listening area. The host spoke with staff from the Edith Bolling Wilson Birthplace Museum about their upcoming anniversary celebration and the premiere of a documentary about the former first lady by local filmmaker Christopher Conte.

10/12/2023 Non-Profit – Wythe-Bland Foundation Duration 17 minutes

Talking Wythe is a hosted community interview that airs several times weekly on WLOY during the Noon hour. Talking Wythe addresses issues, concerns, events, and matters of interest in our listening area. The host spoke with Travis Jackson, ED of the Wythe Bland Foundation about their 2023-24 awards and how decisions are made by their board to fund local non-profits in Wythe and Bland counties.

10/13/2023 Government/Healthcare – Virginia Veterans Care Center Duration 16 minutes

Talking Wythe is a hosted community interview that airs several times weekly on WLOY during the Noon hour. Talking Wythe addresses issues, concerns, events, and matters of interest in our listening area. The host spoke with Todd Barnes of the Virginia Veterans Care Center – an assisted living and nursing facility operated by the Virginia Department of Veterans Services about eligibility, the facility, and who qualifies for care.

11/10/2023 Tourism/Arts – Millwald Theatre Duration 19 minutes

Talking Wythe is a hosted community interview that airs several times weekly on WLOY during the Noon hour. Talking Wythe addresses issues, concerns, events, and matters of interest in our listening area. The host spoke with Donnie Bales, newly named Executive Director of non-profit Millwald Theatre Inc.

11/13/2023 Animal Welfare – Animal Control Officer Duration 12 minutes

Talking Wythe is a hosted community interview that airs several times weekly on WLOY during the Noon hour. Talking Wythe addresses issues, concerns, events, and matters of interest in our listening area. The host spoke with Officer Issac Diamond of the Wytheville Police Department about animal control in the town, pet adoption, and winter pet care.

11/20/2023 Holiday – Shop with a Cop Duration 14 minutes

Talking Wythe is a hosted community interview that airs several times weekly on WLOY during the Noon hour. Talking Wythe addresses issues, concerns, events, and matters of interest in our listening area. The host spoke with Chief Deputy Anthony Cline of the Wythe County Sheriff's Office about the 2023 Shop with a Cop initiative to provide Christmas and positive LEO interaction to Wythe County Children

12/4/2023 Education – Wytheville Community College Duration 14 minutes

Talking Wythe is a hosted community interview that airs several times weekly on WLOY during the Noon hour. Talking Wythe addresses issues, concerns, events, and matters of interest in our listening area. The host spoke with Deanna Bradberry of Wytheville Community College about the upcoming semester and how to enroll.

12/15/2023 Non-Profit – Presbyterian Children's Home of the Highlands Duration 15 minutes

Talking Wythe is a hosted community interview that airs several times weekly on WLOY during the Noon hour. Talking Wythe addresses issues, concerns, events, and matters of interest in our listening area. The host spoke with Billy Rice of the Presbyterian Children's Home of the Highlands about the holidays at the home and future community initiatives of interest.

PUBLIC SERVICE & NOTABLE INFORMATION

October-December 2023 St Jude's Children's Hospital PSA Duration: 30 seconds

National PSA regarding St. Jude's Children's Hospital . Runs 6x daily

October-December 2023 Car Seat Safety PSA Duration: 30-60 seconds

National PSA regarding checking car seats for safety, installation, best practices. 6x day as avail.

October-December 2023 Gun Safety PSA Duration: 30 seconds

Ad Council PSA regarding gun safety around children and the importance of keeping firearms behind locked doors. Runs 6x daily

TALKING WYTHE LOCAL POLITICAL CANDIDATES

All local candidates in the 2023 November General Election were invited to participate in a Talking Wythe Interview. All candidates were asked the same questions and interviews were approximately 15-20 minutes in duration.

October 10 – Ramsey Catron for Wythe County Commissioner of Revenue

October 16 – Julia Tomiak for Wythe County School Board At Large

October 19 – Jane Erie Shrestha for Wythe County Board of Supervisors At Large

October 26 – Adam Linkous for Wythe County Commissioner of Revenue

October 30 – Lori Guynn for Wythe County Treasurer

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.

Weekends in Wytheville with Downtown Wytheville – Thursday-Saturday Duration – 90 seconds

A weekly 90 second mini-show with Downtown Wytheville Inc. staff – a revitalization non-profit – featuring events of note and general information for the Downtown Wytheville district.

December 2023 Messages to Santa Duration: 60 seconds

Messages to Santa is a radio production program that partners with elementary school students in Wythe County. Students write their own Santa letter script and record it for air with radio station staff for an inside look on radio as a career. Recordings were produced in person.