

THREE RIVERS MEDIA Q2 QUARTERLY ISSUES REPORT April-June 2023

4/6/2023 Tourism/Arts – Millwald Theatre ft. Ricky Nelson Remembered 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 a member of the Ricky Nelson Remembered Tribute – Gunnar Nelson – about his father’s legacy and the upcoming show in Downtown Wytheville.

4/10/2023 Tourism/Arts – Joseph and the Amazing Technicolor Dream Coat 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 the cast of Joseph and the Amazing Technicolor Dream Coat – on stage at Wytheville’s Wohlfahrt Haus Dinner Theatre

4/17/23 Community Service – Golf Tournament to Benefit Cub Scouts Duration 20 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 Terry Beamer about the upcoming Boy Scouts of America fundraising golf tournament.

4/18/2023 Environment/Tourism – Earth Day at The Millwald Duration 13 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 performing artist Rachael Sage about the upcoming Earth Day Celebration at The Millwald Theatre. This is a free event for the community to educate and inform about being environmentally conscious.

4/19/2023 Healthcare – ActiKare Responsive In Home Care 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 The Garnett Family – owners of ActiKare of Wytheville and some of the unusual healthcare in home services they offer including mother and baby care, etc.

4/24/2023 Government – JIDA SWVA Housing Summit 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 John Matthews, Associate Director of the Wythe County Joint Industrial Development Authority about the upcoming regional housing summit to support economic development and the housing crisis.

5/1/2023 Community – Community Connections Day 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 Alison Pollard, Executive Director of the Wytheville Wythe Bland Chamber of Commerce who is hosting Community Connections Day – a day of community and networking to highlight the various resources in the area both commercial and non-profit.

5/4/2023 Farming/Agriculture – Wytheville Farmers Market 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 Thalia Rodriguez, Market Manager of the Wytheville Farmers Market about the upcoming season, special programs, and the importance of local ag.

5/24/2023 Tourism/Arts – Wohlfahrt Haus Dinner Theatre 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 the cast of Wohlfahrt Haus Dinner Theatre’s upcoming Back to the 50’s Revue.

5/25/2023 Tourism/Government – Virginia Welcome Center 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 the manager of the Virginia Welcome Center at Rocky Gap about tourism and initiatives in the region.

6/1/2023 Education – Wytheville Community College HEALS 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 representatives from the WCC HEALS program – a peer recovery group.

6/2/2023 Tourism/Agriculture – Dept of Forestry Duration 18 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 Ed Wright of the Dept. of Forestry about the Grayson Highlands Park, deforestation, and how visitors can be more courteous to nature this summer when visiting.

6/15/2023 Education – Juneteenth at Wytheville Training School 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 Patricia Austin of the Wytheville Training School Cultural Center about their Juneteenth Celebration on June 19th.

6/28/2023 Food Insecurity – Open Door Café Duration 21 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 Mike Pugh, Operations Director of Hope Inc's Open Door Café about renovations and rebranding to better serve the community and fight hunger locally.

PUBLIC SERVICE & NOTABLE INFORMATION

April-June 2023 St Jude's Childrens Hospital PSA Duration: 30 seconds

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

April-June 2023 Car Seat Safety PSA Duration: 30-60 seconds

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

April-June 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

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.