

= WKEY ( AM ) =

WKEY ( 1340 AM ) is an American radio station licensed to serve the community of Covington , Virginia . The station , which began broadcasting in 1941 , is owned and operated by Todd P. Robinson , Inc . The WKEY broadcast license is held by WVJT , LLC .

The station broadcasts a country music format to the Covington / Clifton Forge area . WKEY is branded , along with its broadcast translator W278BF ( 103 @. @ 5 FM , Covington ) , as " 103 @. @ 5 Big Country " .

= = History = =

WKEY began broadcasting on May 23 , 1941 as WJMA with 250 watts of power . WJMA was owned by John Arrington Jr. and his wife , Marcia . On May 26 , 1942 , WJMA was sold to Earl M. Key and the call sign changed to WKEY in 1943 .

By 1964 , the station 's power had increased to 1 @, @ 000 watts during the day , while the nighttime power remained at 250 watts . On June 1 , 1973 , WKEY was sold to WKEY , Inc . , headed by E.H. Barr , for an undisclosed amount . WKEY increased its nighttime power in 1987 to 1 @, @ 000 watts , matching its daytime power .

On December 20 , 2002 , WKEY was acquired by Quorum Radio Partners of Virginia , Inc. for \$ 650 @, @ 000 . During 2002 , WKEY switched from its longtime country format to oldies . On April 20 , 2005 , Quorum Radio Partners of Virginia , Inc. filed for bankruptcy and WKEY placed into debtor @- @ in @- @ possession status pending a sale . On January 1 , 2006 , WKEY was sold to Todd P. Robinson , Inc . , for \$ 100 @, @ 000 .

On May 1 , 2008 , the station changed its format from oldies to Southern Gospel , under " The Cross " branding . On January 14 , 2012 , WKEY began simulcasting sister station WIQO @- @ FM , after its move to Forest , Virginia , and away from Covington . On August 9 , 2012 , WKEY began simulcasting full @- @ time on translator station W278BF ( 103 @. @ 5 FM ) , located in Covington , with the country format that was previously heard on WIQO .

On November 18 , 2013 , WKEY began streaming its signal live on the internet .

= = Programming = =

WKEY carries a mix of local and syndicated programming . Weekdays begin with a locally produced morning show called " Highway 64 with Big Al " . The station also has a news department which prepares and broadcasts local news reports on weekdays . The bulk of the broadcast day 's programming comes from Dial Global 's Mainstream Country network . Nationally syndicated programs aired on WKEY include the " Tim White Bluegrass Show " and " zMAX Racing Country " . The station carries a one @- @ minute newscast from Fox News Radio at the top of each hour .

WKEY broadcasts live football games from Covington High School in the Fall . WKEY is an affiliate of the University of Virginia 's Virginia Sports Network , which carries the school 's football and basketball games . NASCAR Sprint Cup Series races can also be heard on WKEY with live coverage provided by the Motor Racing Network and the Performance Racing Network .

On Sunday mornings , WKEY airs an assortment of religious programming . Beginning with a half @- @ hour , locally produced Gospel music program , the station then airs the syndicated In Touch Ministries and Focus on the Family programs , rounding out the block with a live local church service broadcast .

= = Translator = =

In addition to the main station , WKEY is relayed by an FM translator to widen its broadcast area .