

Saltville Light Limited Educational Purpose Statement

“Saltville and Light Limited” is a not-for-profit corporation registered in the State of Virginia. Saltville is a small town in the Southwest corner of the state with a significant history and impact. Though the town is only slightly over 2300 people, it is home to an inland saline marsh, which provides a significant essential ingredient to the nation, that being salt. In the past, it was also home to various manufacturing and textile industries.

Saltville is somewhat of an isolated community sitting in a valley. There was a time when the community had a local daytime-only AM commercial radio station. Sadly, that station ceased operation in 2007 due to a series of legal and ownership issues. In the process, the community lost a vital voice and source of news and local information.

“Saltville and Light Limited” is seeking to restore a locally oriented and operated community voice. As such, we propose to provide a daily source of community news and promotion of our unique area attractions. Saltville, VA hosts a significant number of visitors that come to the town each year.

Saltville is also home to Northwood High School, a facility that serves approximately 300 students in grades 9-12. Radio stations in other parts of Smyth County, VA cover events at the other county high schools, but because of the isolation in the valley, there is limited coverage of local school events. We plan to provide access to our other local schools in our community.

Saltville, VA is an old and historic community that has seen both prosperous and difficult times. While the salt industry is still functional, many of the former industries have either closed or significantly reduced employment opportunities in recent years. As a result, Saltville has a higher-than-average poverty rate and many now travel out of the town for work opportunities.

Saltville and Light Limited plans to offer programming that reflects the uniqueness of our town and offer airtime to local non-profit organizations, civic groups, the Saltville town government, educational, and various faith-based institutions that serve our town.