

WDLW

QUARTERLY ISSUES/PROGRAMS

1st QUARTER 2024

April 11, 2024

Description of Programming

The following are issues addressed on our air over the last quarter:

Lorain County Public Health

Lorain County Public Health sends a member of their staff with in for on-air interview or over the phone on the first Thursday of each month to discuss important and timely health topics.

Thursday January 4, 2024, 9am-9:30am, JoAnne Ferritto and Sam Meluch with Lorain County Public Health, were guests on “The Wake-Up Call” with Mz. Nikki on WDLW, and on “Caffiene & Country” with Dave Rivera on WOBL. They talked about flu season and vaccines to help protect us against viruses.

Thursday February 1, 2024, 9am – 9:30am, Stephanie Lesco and Kat Bray with Lorain County Public Health were guests on “The Wake-Up Call” with Mz. Nikki on WDLW, and on “Caffiene & Country” with Dave Rivera on WOBL. They talked about internships and what to expect.

Thursday March 7, 2024, 9am – 9:30am, Mitch Dandurand and Andrea Ferguson with Lorain County Public Health were guests on “The Wake-Up Call” with Mz. Nikki on WDLW, and on “Caffiene & Country” with Dave Rivera on WOBL. They talked about the Lorain County Community Health Improvement Plan.

Lorain County Chamber of Commerce

The first or second Tuesday of each month, Tony Gallo, President of the Lorain County Chamber of Commerce, joins “Caffiene & Country” with Dave Rivera on WOBL, and “The Wake-Up Call” with Mz. Nikki on WDLW. Tony shares with our listeners the latest news and events info from the Lorain County Chamber of Commerce, along with good news (business openings or milestones) as well as any business news that could be concerning when it comes to Lorain County’s economic future.

Public Awareness

Tuesday January 30, 2024, 8am-8:30am, Colleen Walts – Marketing and Engagement Director for United Way of Greater Lorain County was a guest on “The Wake-Up Call” with Mz. Nikki on WDLW, and on “Caffiene & Country” with Dave Rivera on WOBL. She talked about United

Way's biggest annual fund raiser, A Night at Bee Competition, Lorain County Free Tax Prep is open for appointments, and the Dolly Parton Imagination Library/United We Sweat Impact Initiatives.

Thursday February 8, 2024, 9am-9:30am, Amy Higgins and Ann Schloss from Elyria City Schools joined "The Wake-Up Call" with Mz. Nikki on WDLW, and on "Caffiene & Country" with Dave Rivera on WOBL. To discuss new things happening across the school district and kindergarten registration coming up soon.

Monday February 12, 2024, 9am-9:30am, Carol Wallace from the Murray Ridge Center was a guest on "The Wake-Up Call" with Mz. Nikki on WDLW, and on "Caffiene & Country" with Dave Rivera on WOBL. She discussed tax incentives for employers who employ individuals with disabilities.

Wednesday February 14, 2024, 4pm-4:15pm Chris Staton from the Lorain County Metro Parks joined "The Afternoon Drive" with GT on WDLW to discuss the Maple Sugaring program.

Tuesday February 27, 2024, 3pm-3:30pm, Colleen Walts – Marketing and Engagement Director for United Way of Greater Lorain County was a guest on "The Afternoon Drive" with GT on WDLW, and on "The Lunch Wagon" with Big John on WOBL. She talked about their signature fundraiser A Night at The Bee Competition, Free Tax Prep services available by appointment or walk-in, and Advocacy Blast sign-ups open to residents to advocate for change.

Monday March 11, 2024, 9am-9:30am, Carol Wallace from the Murray Ridge Center was a guest on "The Wake-Up Call" with Mz. Nikki on WDLW, and on "Caffiene & Country" with Dave Rivera on WOBL. She shared stories of Murray Ridge clients and their jobs in the workforce and the success and pride they carry with being employed.

Wednesday March 13, 2024, 8am-8:30am, Bev Walborn from the Lorain County Metro Parks was a guest on "The Wake-Up Call" with Mz. Nikki on WDLW, and on "Caffiene & Country" with Dave Rivera on WOBL. She discussed the upcoming Solar eclipse and events happening in the parks.

Thursday March 14, 2024, 9am-9:30am, Chief Mike Wetherbee from the Wellington Fire District was a guest on "The Wake-Up Call" with Mz. Nikki on WDLW, and on "Caffiene & Country" with Dave Rivera on WOBL. He discussed the upcoming events in the area for the Solar eclipse and offered safety tips.

Tuesday March 26, 2023, 8am-8:30am, Colleen Walts – Marketing and Engagement Director for United Way of Greater Lorain County was a guest on "The Wake-Up Call" with Mz. Nikki on WDLW, and on "Caffiene & Country" with Dave Rivera on WOBL. She talked about their upcoming fundraiser A Night at The Bee Competition, Speak of the Devil Bar Fundraiser, and Free Tax Prep services available at Elyria Public Library by appointment or walk-in.

Responsible Consumption Campaign

Local & National 1/1/24 – 3/31/24 - Holiday campaign ads running throughout the 3-months during the Holidays and Holiday weekends, including, Super Bowl parties, St. Patrick's Day, Eclipse parties, Memorial Day, Halloween, Thanksgiving, Christmas, and New Year's Eve.

PSA announcements during the 1st Qtr. of 2024 include:

1/1/24 – 3/31/24– local and national – blood donations, crime prevention, housing, diabetes, and local bazaars, church functions and fund-raising campaigns, rotated once per hour.