

## **WLVL Community Report**

2nd Quarter 2022 (Apr-May-Jun)

**01 GAS PRICES** soared to record highs during 2Q/2022 and to the top of this list. Consumers are furious at how quickly prices skyrocketed out of control. Most WLVL listeners put the blame on President Biden and oil company greed. \$5 per gallon has severely strained family budgets - some to the breaking point. Top news story and talk issue.

**02 THE ECONOMY** closely follows the gas prices because ALL consumer prices are directly affected. We cover the topic in both national and local news. People are frustrated at how this came so closely on the heels of the COVID crisis. TWO years of masks, quarantines, school disruptions, work from home, vaccinations - and now out-of-control inflation?

**03 MASS MURDER** came right to the doorstep of Western New Yorkers on May 14 when 10 people were gunned down in a Buffalo supermarket and 3 more were injured by a crazed gunman. The topic was addressed by our state politicians Senator Ortt and Assemblymen Norris and Morinello. It was also a major story for weeks on our local newscasts.

**04 MOTORCYCLE DEATHS** have once again become almost a weekly story on our local news - if not in Niagara County - then nearby in Buffalo, Rochester or any of the EIGHT counties of Western New York. We air PSA's urging motorists to "save a life - look twice." Sadly, the carnage continues on the roadways with motorcycle fatalities at or near new records.

**05 ABORTION** is the topic no one wants to talk about, but can't avoid now that the SCOTUS has reversed the Roe -v- Wade decision. Even our network talk programs only touch on the topic, but the tension between pro-life and pro-choice is evident daily. Covered extensively as a news item, the divisive topic is overheating after nearly 50 years.

**06 OUTDOOR RECREATION** cannot be ignored in our service area. It's a multi million-dollar industry in the Great Lakes. Frank Campbell and Bills Hilts Jr contributed to our "Wake Up Niagara" morning show. Our AM team hosted a live remote fishing trip on 6-28-22 on Lake Ontario dubbed "Lake Up Niagara II" to promote sport fishing in WNY.

Submitted by: Hank Nevins, News Director  
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