

WOBL

QUARTERLY ISSUES/PROGRAMS LIST

3rd QUARTER 2012

October 5, 2012

Description of Programming

Murray Ridge Center – A 1-minute, daily, public affairs program featuring the achievements of the “clients” at Murray Ridge Center.
Host: Amber Fisher, Superintendent, Murray Ridge Center.

The following are issues we have addressed over the last quarter:

GENERAL HEALTH OF PEOPLE IN LORAIN COUNTY

LORAIN COUNTY GENERAL HEALTH DISTRICT

For The Health of All of Us

Monthly interview Program with **Ken Pierce** from the L.C. General Health District covering difference health topics each month. Airs 10am – 10:30am once a month on WOBL and WDLW.

Wednesday, July 18, 2012 – Katie and Stephanie in for Ken Pearce. Topics today were sunscreen, immunizations and getting kids ready for school, mosquito protection and photo contest. The contest runs from now til Aug. 12th. Voting begins after that and then semi-finalists will be posted at the L.C. Fair for more voting. Making sure your kids are protected and ready for a healthy school year and still enjoy a safe and happy summer.

Thursday, August 2, 2012 – Ken Pearce, Executive Director of the Lorain County General Health District, was a guest on the “Midday Café Nikki” on WOBL & on “As You Like It with Wally” on WDLW. Ken presented a Back-to-School theme today, talking about proper immunizations and healthy eating & sleeping habits for kids and parents. He also promoted the agency’s photo contest, and discussed on ongoing cancer study involving the Cleveland Clinic.

Thursday, September 6th, 2012 – Sara Warner (Health Educator) and Stephanie Charles (Project Specialist), both with the LCGHD, were guest on “The Midday Café with Nikki” on WOBL, and on “As You Like It with Wally” on WDLW. The two touched on a number of timely subjects, including flu season and flu vaccinations. They also shared with our listeners information about the upcoming 4th Annual Volunteer Medical Reserves Training Day, to be held on Saturday September 22nd.

UNITED WAY OF GREATER LORAIN COUNTY

Friday August 17, 2012 – Bill Harper, Executive Director of the United Way of Greater Lorain County, was a guest on the “Shower & Shave Show with Vietz” on WDLW and on “Mornings with Super Dave” on WOBL. Bill talked about the upcoming United Way kick-off breakfast happening on Friday August 24th from 11:30am to 1:30pm at Mike Bass Ford in Elyria. The event will feature guest speaker and master of ceremonies Joe Tait (broadcast hall of famer and former voice of the Cleveland Cavaliers), and former NFL stars Matt Wilhelm and Ryan Myers.

Tuesday August 28th, 2012 – Bill Harper, Executive Director of the United Way of Greater Lorain County, returned to our airwaves (with Super Dave in the Morning on WOBL and with Vietz on the Shower and Shave Show on WDLW) to give an update on the Kick-Off Breakfast that was held on the 24th of August at Mike Bass Ford in Sheffield. Mr. Harper also promoted the United Way’s annual Week of Caring, which will take place September 10th through the 14th. He discussed volunteer opportunities for that week and encouraged our listeners to learn more about how to get involved by going to uwloraincounty.org.

Wednesday September 19th, 2012 - Bill Harper, United Way of Greater Lorain County Exec. Dir., appeared on the morning show "Shower & Shave Show with Vietz" on WDLW and on "Mornings with Super Dave" on WOBL. Harper talked about the Agency's annual Week Of Caring, which happened last week. He wanted to praise the efforts of the volunteers and local companies that help in numerous projects from working at a food Bank, to planting flowers, helping paint homes, clean up parks. Harper talked about the rewards that volunteers gain easily outmeasure the work they put in, to give them a real sense of making a difference. Harper also updated our listeners on the United Way's current fundraising campaign.

LEAD PAINT

Wednesday September 12th, 2012 – Patty Lines from Lines & Associates was a guest on “The Midday Café’ with Nikki” on WOBL, and on “As You Like It with Wally” on WDLW. Patty is the coordinator of the Lorain County Lead Grant. She talked about lead poisoning and what is available to prevent it. She talked about childrens’ toys and the risks of lead based paints. As well as, treatments for lead poisoning.

DRUNK DRIVING

RESPONSIBLE CONSUMPTION CAMPAIGN

Local & National 7/1/12 – 9/30/12 - Holiday campaign ads running throughout the 3-months during the Holidays and Holiday Weekends , including Halloween, Thanksgiving, Christmas and New Year’s Eve.

AMERICAN RED CROSS – LORAIN COUNTY CHAPTER

Monday September 17th, 2012 – Rita Campbell, Executive Director of the Lorain County Chapter of the American Red Cross, appeared as a guest on “Mornings with Super Dave” on WOBL, and on “The Shower & Shave Show with guest host Frank Anderson” on WDLW. Rita talked about the agency’s annual Heroes Event to be held on October 4th, in which regular citizens are honored for their sacrifice and making a difference in someone else’s life. She also shared with our listeners how they assist those who are put out of their homes by fires, and the effort and coordination it takes to get that done. Also the work they do to assist with flood recovery, and other emergencies of a wide spread nature.

HOMELESSNESS IN LORAIN COUNTY

Purses with a Purpose Campaign. The entire month of July, 2012. WOBL & WDLW collected over a thousand previously used purses from listeners that were donated to area homeless and battered women's shelters. Then we collected various items to be put inside the purses. The shelters arrived here at our studios to collect purses that were passed out to women and teenage girls. The following is a list of shelters and the number of purses they received for distribution.

Nord Ctr/Sexual Assault & Human Trafficking Ctr – 300

Genesis House – 120

Elyria YWCA – 75

Blessing House – 100

Family Promise – 100

Faith House – 125

Neighborhood Alliance - 200

HABITAT FOR HUMANITY

Wednesday September 19th, 2012 – Clive Rainey, Habitat for Humanity, was a guest on WOBL with “Super Dave in the Mornings” and WDLW with the “Shower and Shave Show with Vietz.” Mr. Rainey shared with our audience his experiences as an active advocate and volunteer with Habitat for Humanity. He encouraged people to get involved, ask questions, find out how easy it is to get involved in making the world a better place.

L.C. BOARD OF MENTAL HEALTH

Every other Wednesday, Joan Samkow from the L.C. Board of Mental Health brings a guest in to be interviewed on the air. Our intention is to instruct and teach our audience about mental health issues, to learn symptoms and signs of mental health problems or abuse and to let them know all the different services that are available in Lorain County.

Wednesday July 11th, 2012 – Nita Bring, Director of Volunteer Guardianship Program, was a guest on WOBL with “Super Dave in the Mornings” and WDLW with the “Shower and Shave Show with Vietz.” Nita talked about how the program matches volunteers with older adults who are indigent, &/or incompetent. She also explained how volunteers are screened and how a match is made with an older adult.

Wednesday July 18th, 2012 – Karen Matesick, President of the Board of Trustees for National Alliance on Mental Illness, was a guest on “Big John in the Afternoons” on WOBL and on WDLW with show host Bobby Meyer. She talked about the mission of NAMI, the classes and support groups offered by NAMI, and the agency’s contact information.

Wednesday August 1, 2012 – Laura Rickey, a summer intern with Big Brothers Big Sisters of Lorain County, appeared as a guest on “Mornings with Super Dave” on WOBL and on the “Shower & Shave Show with Vietz” on WDLW. Laura told our listeners about the Ice Cream Social & Stuff the Bus event to be held on August 18th at Quaker Steak & Lube in Sheffield. The event will help raise school supplies for area children in need.

Wednesday September 12th, 2012 – Alicia Bright (MSW, LSW) Help-for Mom program coordinator, Far West Center. And, Roberta Taliaferro, Outpatient Director, Far West Center were both in as guests to talk about their agency and it’s mission in helping diagnose and treat mental illnesses. Topics included “the blues”, postpartum depression, and treatment for mental illnesses.

Thursday September 13th, 2012 – Charlie Neff (Exec. Dir. Of Lorain County Bd. of Mental Health, was a guest this morning on “The Shower & Shave Show with Vietz” on WDLW and “Mornings with Super Dave” on WOBL. Charlie discussed the agency tax levy that will appear on the November ballot (Issue 49).

Wednesday September 26th, 2012 – Amy Denger, Interim Executive Director of the Nord Center, was a guest this morning on “The Shower & Shave Show with Vietz” on WDLW and “Mornings with Super Dave” on WOBL. She shared with our listeners the history, mission, and mental health services offered to Lorain County residents through the Nord Center.

CIVICS ISSUES & LEADERS

Wednesday July 11th, 2012 – Jim Smith, Mayor of the City of Avon, was a guest on “Mornings with Super Dave” on WOBL, and on “The Shower & Shave Show with Vietz” on WDLW. The Mayor was the first in what is hoped will be a series of interviews with civic leaders in Lorain County. He shared with our listeners the latest news from city hall, and what the future holds for it’s residents.

ANIMAL PROTECTION

Partners With Paws

July 3rd, 2012 – September 25th, 2012 – **Lorie Wilber** – hosts a 20 minute program every Tuesday morning on WOBL and WDLW. She highlights 2 animals (dogs or cats) per week who are in foster care and in need of homes. In addition, Lorie has guests from different animal rescue groups, the APL's and other guests who talk about how they are assisting with animal rescue, protection, adoption and fostering. Lorie has been very successful in highlighting awareness of the need for spaying and neutering your pets, the importance of immunizations, taking proper care of your animals/pets, etc.

Lost/Found Pet Alerts

July 1st, 2012 – September 30th, 2012 – Listeners and all residents of Lorain County are encouraged to report lost and found pets. We then give details on the air of the pet that has been found or lost, along with a phone number for the person who is keeping the pet, or looking for the pet. We have been very successful in helping with finding lost pets and finding lost owners. This is a free service to anyone who has lost or found a pet.

Additional Programs & Issues being addressed through PSA announcements during the 3rd Qtr. of 2012 include:

7/1/12 – 9/30/12– local and national – blood donations, crime prevention, housing, right to life, diabetes, and local bazaars, church functions and fund raising campaigns.