

WOBL

QUARTERLY ISSUES/PROGRAMS LIST

1st QUARTER 2012

April 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.

January 5th, 2012 – Ken Pearce was a guest on “The Midday Café with Nikki” on WOBL and “As You Like It with Wally” on WDLW. He talked about maintaining healthy habits during the cold winter months, goal setting for fitness, and how to avoid extra stress by eliminating clutter in our lives.

February 15th, 2012 – Ken Pearce was a guest on “The Midday Café with Nikki” on WOBL and “As You Like It with Wally” on WDLW. He talked about number

and the importance of knowing “yours” when it comes to your health...like blood pressure, cholesterol, triglyceride, calories, body mass index. And, when you do decide it’s time to get physical and more active, to start slowly and under the advice of a doctor.

March 5th, 2012 – Ken Pearce was a guest on “The Midday Café with Nikki” on WOBL and “As You Like It with Wally” on WDLW. Today Ken offered tips on making health changes to our lifestyles – recipes, walks, share positive reinforcement with friends. He says if others hear of what we’re doing, they’re more likely to begin to make changes themselves.

UNITED WAY OF GREATER LORAIN COUNTY

Monday January 23, 2012 – Bill Harper, Executive Director of the United Way of Greater Lorain County was a guest this morning on “The Shower & Shave Show with Vietz and Brian” on WOBL, and on “The Breakfast Buffet with Gene Briscoe” on WDLW. He said his organization has been circulating questionnaires throughout the County asking people for their input on areas of greatest need. “What would you do to change things in Lorain County to make it better?”

Tuesday March 20th, 2012 - Bill Harper, Executive Director of the United Way of Greater Lorain County was a guest this morning on “The Shower & Shave Show with Vietz and Brian” on WDLW, and on “Mornings with Super Dave” on WOBL. Mr. Harper discussed the wrap up of the fund raising campaign – including a campaign breakfast, ideas for the next campaign, and preparing for the upcoming elections to the United Way Board of Trustees.

DRUNK DRIVING

RESPONSIBLE CONSUMPTION CAMPAIGN

Local & National 1/1/12 – 3/31/12 - Holiday campaign ads running throughout the 3-months during the Holidays and Holiday Weekends , including Halloween, Thanksgiving, Christmas and New Year’s Eve.

CHILD ABUSE PREVENTION

Thursday March 29th, 2012 – 9am - Patty Jo Burtnett, Ececutive Director of Lorain County Childrens Services was a guest on on “The Shower & Shave Show with Vietz and Brian” on WDLW, and on “Mornings with Super Dave” on WOBL. Patty discussed and explained the LCCS Wear Blue to Work campaign. People are encouraged to wear

blue to work on Wednesday April 11th to call attention to child abuse prevention. She said companies are getting on board with the campaign and will have all of their employees wear blue on that day.

HUNGER IN LORAIN COUNTY

HOLIDAY CHEER CAMPAIGN

Beginning on November 20, 2012 and running through December 24, 2012, WOBL teams up with WDLW, Lorain County Burger Kings and 2nd Harvest Food Bank in Lorain County to raise money to feed 11,000 families in Lorain County. WOBL/WDLW held a 2-hour live remote per day at 10 of the Lorain County Burger Kings to promote Holiday Cheer and to urge people to purchase Holiday Cheer coupons. We raised just under \$38,000.00 during our campaign this year.

HOMELESSNESS IN LORAIN COUNTY

Tighty White Campaign for area homeless shelters.

WOBL/WDLW sponsored “The Tighty White” campaign to assist Lorain County shelters during the Christmas season. We asked our listeners to bring in brand new undergarments for men, women and children of all ages. We collected up to 1,200 undergarments and diapers, including a shipment of more than 300 individual items from the Fruit of the Loom Company.

Tuesday January 17th, 2012 – Judy and Carolyn from the Community Foundation of Lorain were guests on “The Midday Café’ with Nikki” on WOBL and, “As You Like It with Wally” on WDLW. The two discussed the Pajama Party benefit event to raise money and clothing for the Genesis House (homeless shelter for women and children.)

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 January 4th, 2012 – Charlie Neff, Executive Director of the Lorain County Board of Mental Health, was a guest on “Big John in the Afternoons” on WOBL and “Cruzin’ Home with Super Dave” on WDLW. Mr. Neff talked about the Holiday and winter blues (SAD), the various treatments and coping techniques.

Wednesday, January 18th, 2012 – Kevin Stitak, Executive Director of the Lorain County Labor Agency, and Donna Wilson (office mgr @LCLA) were guests on the “Shower & Shave Show with Vietz and Brian” on WOBL and on “The Breakfast Buffet with Gene Briscoe” on WDLW. They spoke about the agency’s annual EATC Coalition tax preparation service. EITC stands for Earned Income Tax Credit. They announced the various locations where people who meet the income guidelines can go to have their income taxes prepared for them at no cost.

Wednesday, February 1st, 2012 – Big Brothers Big Sisters – Beth Ann Pfeifer (a long time Big Sis) was a guest on on the “Shower & Shave Show with Vietz and Brian” on WOBL and on “The Breakfast Buffet with Gene Briscoe” on WDLW. She talked about what it’s like to be a Big. And, she promoted the annual Bowl for Kids Sake.

Wednesday, February 15th, 2012 – 4p – 5p - Amy Denger, Interim Executive Director of The Nord Center was a guest on “Afternoons with Big John” on WOBL, and with Gene Briscoe in the Afternoon on WDLW. She talked about what services are offered through the Nord Center, how to get in touch with the right people at the Center, and what to do if you find yourself in a crisis situation.

Wednesday, February 29th, 2012 – 8a – 9a – Dr. Kathleen Kern, Child & Adolescent Svcs. Director Lorain County Board of Mental Health. Dr. Kern was a guest on “Mornings with Super Dave” on WOBL, and “The Shower & Shave Show with Vietz & Brian” on WDLW. She addressed the recent events at Chardon High School in Geauga County and talked about spotting troubled teens and how to determine how we can help and prevent what took place there on Monday Feb. 27th.

Wednesday March 14th, 2012 – 3p – 4p – Lise Day, CEO of Big Brothers and Big Sisters of Lorain County Center was a guest on “Afternoons with Big John” on WOBL, and with Gene Briscoe on the “Afternoon House Party” on WDLW. She talked about the upcoming event “Bowl for Kids Sake” taking place on Saturday March 31st. The event is billed as a great stress reliever for kids and their bigs.

Wednesday March 28th, 2012 – 8am – June Allen, Professor Emeritus from Lorain County Community College and Adwoa Baxter, Case Western Reserve University Graduate Intern, were guests on “Mornings with Super Dave” on WOBL, and “The Shower & Shave Show with Vietz & Brian” on WDLW. They talked about the

relationship between the LCMHB & LCCC and the internship programs. They also shared with our listeners information about the Suicide Prevention Coalition, warning signs, and ways to get help for someone who may be contemplating suicide.

EMERGENCY PREPAREDNESS

Tuesday January 17th, 2012 – Tom Kelley, Director of Lorain County EMA & Homeland Security was a guest on “The Midday Café” with Nikki” on WOBL and “As You Like It with Wally” on WDLW. Tom discussed the recent gasoline pipeline leak that forced the evacuation of 70 people from their home in Wellington. He explained the process of issuing an evacuation and the various steps that must be followed before an all clear can be issued to allow those evacuees to return to their homes.

ANIMAL PROTECTION

Partners With Paws

January 3, 2012 – March 27, 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

January 1, 2012 – March 31, 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 4th Qtr. of 2011 include:

1/1/12 – 3/31/12– local and national – blood donations, crime prevention, housing, right to life, diabetes, and local bazaars, church functions and fund raising campaigns.