

WOBL

QUARTERLY ISSUES/PROGRAMS LIST

4th QUARTER 2012

January 2, 2013

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.

Thursday October 4 – Sara Warner and Stephanie Charles – both with the LCGHD, were guests on the “Midday Café with Nikki” on WOBL and on “As You Like It with Wally” on WDLW. The two focussed on ways we can live health through the cold and flu season. Using October and November as the time to change a few habits that affect our health. Stressed the importance of remaining active outside when the weather allows, and also to try to replace on non-water drink per day, with water. Replace a non water drink each day with water

Thursday November 1, 2012 – Joyce Davis, LCGHD, appeared as a guest on “As You Like It with Wally” on WDLW and on the “Midday Café’ with Nikki” on WOBL. Joyce talked about quitting smoking and using smokeless tobacco. She encouraged our listeners to take part in the national Great American Smoke-Out. She spelled out the

benefits of quitting: food tastes better, you have better lung capacity, you smell better yourself, and will have more money in your pocket as a result of not buying tobacco.

Thursday December 6, 2012 – Joyce Davis was a guest on “As you Like it with Wally” on WDLW and on “The Midday Café with Nikki” on WOBL. Joyce talked about the non-alcoholic celebrity mix-off event that happens tonight at Lorain County Community College. The event is designed to highlight non-alcoholic beverage options for the holiday party season. The Mix-Off features our own Nikki as a co-emcee. Joyce also shared with our listeners some ideas for not over doing it during the holiday, from weight and food, to schedules and stress.

UNITED WAY OF GREATER LORAIN COUNTY

Tuesday November 27th, 2012 – Executive Director Bill Harper was a guest on WOBL with “Super Dave in the Mornings” and on the “Shower and Shave Show with Vietz” on WDLW. Mr. Harper updated our audience on the progress, to this point, of the 2012 Fundraising campaign, which runs through the end of the year. He also shared which were the major corporate sponsors of the campaign. And, also highlighted some of the United Ways goals for 2013.

DRUNK DRIVING

RESPONSIBLE CONSUMPTION CAMPAIGN

Local & National 10/01/12 – 12/31/12 - Holiday campaign ads running throughout the 3-months during the Holidays and Holiday Weekends , including Halloween, Thanksgiving, Christmas and New Year’s Eve.

HUNGER IN LORAIN COUNTY

HOLIDAY CHEER CAMPAIGN

Beginning on Monday November 19, 2012 and running through Monday December 24, 2012, WDLW teams up with WOBL, 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 4-hour live remote on Friday morning November 30, to kick off the corporate fundraising effort for the Holiday Cheer campaign. We raised over \$35,000 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 homeless shelters during the Christmas season. The campaign began the 2nd week of November and Ran through December 14th. We asked our listeners to bring in brand new undergarments for men, women and children of all ages. We collected over 2,200 undergarments and diapers.

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 or mental health problems or abuse and to let them know all the different services that are available in Lorain County.

Wed., 10/24/12 – Charlie Neff, Executive Director of the Lorain County Board of Mental Health was a guest with Frank (filling in for Super Dave) on Super Dave in the Morning’s show on WOBL and with Vietz on the Shower and Shave Show on WDLW. Charlie provided our listeners with an update on his agency, including a issue that will appear on the Nove., 6th General Eelection ballot. He explained what the money generated from the levy is used for and what agency’s benefit from the levy’s passage.

Wed., 11/21//12 – Charlie Neff, Executive Director of the Lorain County Board of Mental Health was a guest with Super Dave, on “Super Dave in the Morning’s” show on WOBL and with Vietz on the Shower and Shave Show on WDLW. Charlie talked about help options for people who are facing several different hardships during the upcoming holiday season, like divorce, the loss of a friend or family member, the loss of a job, and also help for those who just find the holiday’s a very stressful and trying time of year. He gave his agency’s 24 hour hotline 1-800-888-6161.

Wed., 12/19/12 – Lucy Idol Center. Carol and Linda from the Lucy Idol Center were guests on “Super Dave in the Morning” on WOBL and with Vietz on the “Shower and Shave Show with Vietz and Brian” on WDLW. The two talked about the Center’s involvement with the Lorain County Board of Mental Health, as one of the 17 network agencies that receives funding from LCBMH levy. They touched on the services they provide as a result of that funding, including some of the special events they have planned around the Holiday Season.

ANIMAL PROTECTION

Partners With Paws

October 2, 2012 – December 18, 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

October 1, 2012 – December 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 2012 include:

10/1/12 – 12/31/12– local and national – blood donations, crime prevention, housing, right to life, diabetes, and local bazaars, church functions and fund raising campaigns.