

WLOU/WLLV

Programs and Issues

1st Quarter 2014

Martin Luther King Celebrations – January is the month we celebrate the life and legacy of Dr. Martin Luther King and throughout the month we ran vignettes of his speeches and shared bits about the history of his movement and his contributions to this country, as well as the African American Community. On the birthday celebration WLLV and WLOU co-sponsored in the annual PRIDE MLK Celebration which included a motorcade from the West End of Louisville to Shiloh Baptist Church where the King Celebration Service was held and was broadcast live on the air including portions of the preached message and interviews with distinguished citizens attending the event.

Air Quality is not a new issue in our community, but one that has often been overlooked. This quarter the Air Pollution Control District released new findings regarding the Louisville Metro Area and changes that are taking place to address the concerns in the findings. This year there will be an Agency-wide re-organization including 12 new hires, 33 employees in new positions in 2014 and 54% of agency staff in new positions. These changes will help to make specific and detailed goals and objectives to change improve the air quality in the Louisville Metro area. This is a concern in the west end of the city because of the oil refineries and rubber and other chemical plants located in predominantly African American areas.

Children Easter Egg Hunt – Sponsored by PRIDE and Co-sponsored by the stations, this event was held in Chickasaw Park in the west end of Louisville and included games, prizes as well as eggs and candy. It is a project to reach out to the community and encourage community pride in addition to providing something positive for the kids. We are proud to be a part of this event and especially to help our children.

Education - was addressed this quarter with an interview about the supporting reading, learning and tutorial programs available to students who may be struggling or need help beyond what is offered in their individual schools. Several programs were highlighted with information on how to contact them, what they offered, costs, time commitments etc. in a Saturday morning special edition of Education Speaks.