

WLOU/WLLV

Programs and Issues

3rd Quarter 2015

Senior Citizens – Because this is the time of open enrollment for Medicare, Medicaid and supplemental insurances, we ran a series of PSA's specifically geared to changes in the Medicare and Medicaid plans and choices available to Seniors with resource numbers and various programs holding educational seminars in our area.

Crime – On the increase in Louisville and particularly in the African American Community, several different Saturday programs addressed black on black crime in America and in our community. They addressed the different forms of black on black Crime, including shootings, robberies, home invasions and others. They also addressed the increase in crime among youth much of which is being attributed to Gang Violence.

Youth – Earlier in the year we had Ms. Lynn Johnson on from the YMCA Black Achievers Program and she had mentioned a new program beginning this fall for Middle School students. This expansion of the High School program provides younger teens with the opportunity to work on their academic achievement in preparation for High School and puts them in position to receive scholarships for college. With the Kentucky Education System giving points for grades beginning at middle school, it helps African American students to get financial help to attend any schools in the state and with Black Achievers to receive scholarships to HBCU's (Historically Black Colleges and Universities) as well.

Health - Back to school physicals including immunizations were the focus of health this quarter as it is important to get those as soon as possible and not wait to the last minute. Tips regarding various health centers and agencies providing services were offered and information regarding the importance of immunizations and the changes in those required in the state of Kentucky. Louisville Metro Health Department, Jefferson County Public Schools, and several local health centers provided the information and conducted on air call-ins to address questions from parents.