

WLOU/WLLV
Programs and Issues
2nd Quarter 2021

HEALTH – We have placed a tremendous emphasis on the importance of persons getting Covid vaccines by running numerous PSAs on vaccination sites, vaccination truths vs. myths and contact information for information, assistance, and vaccination locations for all ages with particular emphasis on younger adults and youth. We also continued to emphasize the importance of continuing to follow CDC guidelines including wearing masks and social distancing and providing information regarding the changes in and lowering of regulations both in Kentucky and Southern Indiana and the reopening of facilities.

SUMMER JOBS– With the reopening of restaurants and other activities, there is availability of summer jobs for persons of all ages. We offered two programs and an on-air interview featuring Job Fairs and job openings in the area.

SUMMER ACTIVITIES FOR YOUTH and CHILDREN – The opening of swimming pools, summer camps and summer programs in the area were shared via programs and public service announcements and the give-away of tickets to Holiday World and Kentucky Kingdom were made available to listeners.

EDUCATION – The school year officially ended during this Quarter and the information regarding in person learning as well as virtual classes for the 2021-22 school year were of major community concern. We aired updated information regarding the Fall schedules, virtual classes and options for tutoring and support programs available to parents and students.

There is a large community concern regarding Racial Teaching for the Fall School Term and a community program discussed the misunderstanding of the recommended legislation and what could be expected in the Jefferson County Public Schools.

RACIAL PROTESTS AND DEMONSTRATIONS – Several protests continued in the Louisville area and there continues to be concern regarding details of the Breonna Taylor case that were never released. The judgement for Police Officer Chauvin in the George Floyd case sparked a demonstration with some arrests here in Louisville and safety and quiet protest were emphasized using PSA's and Liners.