

WLOU/WLLV Programs and Issues

1st Quarter 2016

Hepatitis – is a topic of concern to both young and old and it is on the rise in two forms. Hepatitis B is becoming prevalent among senior citizens as a result in part of medications prescribed by doctors and provided using needles. Hepatitis A is prevalent among younger persons as a result in part to the use of illegal drugs and narcotics and the sharing of needles. Knowledge is needed in the community to avoid exposure and a series of PSA's and programs to turn in drugs and get and use clean needles were aired.

Police Relations and the Community- are important and the Louisville Metro Police Department Chief is making a concerted effort to reach out to the African American Community by visiting within the community, holding public forums and running live call-in shows monthly to allow citizens to ask questions and express concerns. The response has been good and now they are also reaching out to children and youth.

Health Awareness Emphasis- for this Quarter included Breast Cancer Awareness with PSA's and a 30-minute program by the Kentucky Cancer Center, Heart Awareness with PSA's, and Diabetes Awareness Month with liners encouraging our listeners to get tested and to monitor their diets and sugar intake. A representative from the America Diabetes Association talked about the symptoms, risks and prevention of this often silent killer. All three of these affect African Americans in significant numbers.

High Heat Bills during the winter months are something that everyone feels. A special series on a program, "In the Loop" provided specific details on programs available to help persons who meet certain income standards. Other programs that can help as well as energy tips to help lower the costs were also covered.

Youth – It's never too early to plan for spring and summer break and tips to getting resumes, searching for job opportunities and knowing what skills you would need and finding internship and programs available were a few of the topics for youth presented in a five-part series on WLOU on Saturday mornings. Excerpts were presented on WLLV as PSA's.