

WLOU/WLLV

Programs and Issues

1st Quarter 2021

HEALTH - The Coronavirus Pandemic has continued to increase in our state and across the country, and again the Governor closed businesses. The stations continued to run PSA's explaining procedures to help control the spread of this deadly disease, and specific information from the Governor was aired regarding our status as the numbers increased.

As the emergency vaccines were released, the focus shifted to the importance of getting the Pfizer and Moderna vaccines with particular emphasis on seniors age 65+. We also emphasized the importance of continuing to follow CDC guidelines including wearing masks and social distancing even though some surrounding states were lowering their regulations and reopening facilities.

RACIAL PROTESTS AND DEMONSTRATIONS – Several protests continued in the Louisville area and the moving of the Breonna Taylor memorial sparked many varying opinions. Another major subject was the attempt to force the closing of Dino's, a local gas station/grocery located in West Louisville. There were demonstrations, and the stations ran PSA's sharing both sides of the matter. The judge stopped the forced closing, pending the outcome of a hearing on the case to take place next month.

Information was made public regarding the need to keep the protests peaceful and respectful of businesses and property. The station took a proactive stand to make the Community aware of the truth regarding what actions were warranted and needed, as well as to keep them safe during this emotional time.

BLACK HISTORY and WOMEN's HISTORY MONTHS – In an effort to educate the Community and to help calm the emotional atmosphere that continued surrounding the Breonna Taylor protests and the start of the George Floyd trial, we utilized our stations Black History Program to highlight new and little-known names of leaders in the Black Community during the month of February with daily highlights. This was carried even further in March with the celebrating of Women's History Month featuring daily highlights of Black Women History Makers including Ford Motor Company's Edith Wright and others.

EDUCATION – Schools in the Louisville area began to open during this Quarter while still offering virtual learning for those students not wanting to return. Younger children returned first, with Middle and High School classes resuming in April. We aired updated information regarding the schedules, virtual classes and options for tutoring and support programs available to parents and students.