

WLLV Programs and Issues

1st Quarter 2018

Station's **General Manager featured in Who's Who Louisville 2018**. The article was shared on the air and featured history of the station's ownership and importance to the African American Community in Louisville for over 40 years.

A **LMA** went in place January 2018, **turning the station management over to Bill Price Broadcasting, LLC**. A series of promos, public service announcements and interviews took place in January and early February to assure the African American Community of the stations commitment to remain in the West Louisville area and to continue to service the West Louisville Community and its interests.

LMPD Police Recruitment is taking place with applications being received. Representatives from the LMPD were featured on Metro Matters and on D & D Spill the Tea programs on WLOU to encourage African Americans to apply and test. The process includes application, written test, oral exam, physical ability test and training. Highlights from both programs were replayed on WLLV for informational purposes to their listeners as well.

Health issues for this quarter focused on a new and potentially deadly strain of influenza and the importance of vaccinations. Information regarding the locations, costs and need were provided by the Jefferson County Health Department especially since several places had run out of the serum.

Tax Preparation - Because there are increases in scams by tax preparers and companies claiming to provide advance refunds, representatives from the state gave some dos and don'ts in preparing you 2018 state and federal taxes.